TEXAS HIGHWAY SAFETY ANNUAL REPORT

FY 2012

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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 2012, there were 290 traffic safety projects in the program. The $129,974,384.10 expended in FY 2012 came from federal, state and local sources as follows:

- $35,667,675.10 in federal funds
- $10,784,179.18 in state funds
- $83,522,529.85 in local funds

PROGRAM HIGHLIGHTS

Texas was honored to have NHTSA Administrator David Strickland attend several meetings and events during FY 2012. Administrator Strickland met at the TxDOT Trans Guide Center in San Antonio with the San Antonio Traffic Safety Jam Coalition. The Coalition is considered to be an excellent Safe Communities model. Coalition members provided Administrator Strickland with a briefing on local traffic safety efforts and he thanked everyone for the outstanding work being accomplished in the San Antonio area. The Coalition was also featured at the National Lifesavers Conference during a Safe Communities workshop session. Administrator Strickland was the keynote speaker for the 2012 Traffic Safety Conference held in San Antonio. The Administrator presented NHTSA's initiatives and also highlighted some of Texas' successful traffic safety efforts. While in San Antonio, Administrator Strickland also spoke at a press event organized by TxDOT and Safe Kids to raise awareness and help prevent child tragedies from heatstroke.

CRASH DATA

The 2003-2011 Texas Motor Vehicle Crash Statistics are posted at:
http://www.txdot.gov/government/enforcement/crash-reports.html

ACCOMPLISHING GOALS

Education and Training

TxDOT funded a broad spectrum of education and training courses during FY 2012 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 Texas Transportation Institute survey in June of 2012 indicate 94.04 percent of Texans buckled up in FY 2012 compared to the 93.68 percent during FY 2011. Before Click It or Ticket (CIOT) enforcement and public education efforts began in Texas in 2002, only 76.1 percent of Texans buckled up. The substantial increase in the belt usage rate from 2002 – 2012 translates into an estimated 3,663 fewer Texans killed in traffic crashes and an estimated 48,000 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. A team of trained outreach staffers traveled to 11 cities across the state in a mobile jail cell to remind people that drunk driving can lead to jail time. Staffers invited event-goers to go inside the mock jail and experience a simulated incarceration to avoid real jail time in the future. Participants were encouraged to put on an orange jumpsuit, step behind bars and have a "mug shot" taken. They were also invited to complete an interactive challenge that focused on the financial costs of a DWI. The campaign locations included the Austin kick off, San Antonio, Waco, Tyler, Arlington, Lubbock, Midland, El Paso, Edinburg, Corpus Christi and Houston. This campaign generated increased enforcement, extra media attention, and expanded involvement with the TxDOT district offices.

Federal Funding

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

TRF-TS developed a detailed Highway Safety Performance Plan (HSPP) and submitted it to NHTSA during FY 2012 for FY 2013.

FUTURE IMPROVEMENTS

Continued Focus on Alcohol-Related Fatalities

From 2010 – 2011, Texas experienced a reduction in fatalities. 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 2010 – 2011, Texas experienced an increase in motorcyclist fatalities. Fifty-one percent (51%) of motorcyclists killed were not wearing helmets at the time of the crash. Motorcycle fatalities were 10% of Texas' overall fatalities four years ago. In 2011, they were over 14% of the fatalities. However, motorcycles represent only 2% of the vehicle mix. Additional attention needs to be placed on motorcycle training, being properly licensed, wearing protective equipment, impaired driving, and enhancing public information and education campaigns such as Share the Road to improve motorcycle safety.

Strategic Planning

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

Improved Crash Reporting

TxDOT implemented the Crash Analysis for Safer Highways (CRASH) web application. CRASH went live in production on Oct. 4, 2011 with four pilot agencies: Travis County Sheriff's Department,

Fairview Police Department, Cedar Park Police Department and La Vernia Police Department. Additional agencies were added to CRASH as they completed the prerequisite and qualification requirements. CRASH is a free, secure online application for law enforcement agencies to process Texas Peace Officer's Crash Reports (CR-3). It is a component of the TxDOT Crash Records Information System (CRIS). The application eliminates the need for agencies to report by submitting paper forms.

Alcohol Program Assessment

TxDOT underwent an Alcohol Program Assessment in FY 2011. The reason for the assessment was due to NHTSA recommendation; as Texas ranked in the top ten as a high fatality rate state. Texas ranked in the top ten again in FY 2012. In FY 2012, the Assessment Team recommendations were reviewed at an Alcohol Partners meeting. The objective of the meeting was to examine the recommendations with the goal to determine the feasibility of implementation. Tables E1 – E6 outline the summary of the group discussion.

Table E1

Assessment Team Recommendations	Status (October 2012) On-Going, In-Progress, Requires Legislative Action, Not Currently Being Addressed	Comments/References
Program Management and Strategic Planning		
State, Local and Tribal DWI Task Forces or Commissions		
Create and convene a DWI Task Force consisting of membership, at the highest level, of stakeholder organizations to review the findings and recommendations of the October, 2010 Impaired Driving Assessment Report.	In-Progress	Texas has a working group that satisfies part of the intent of what NHTSA recommends for a DWI Task Force. The working group consists of program partners and may need to add additional members to ensure that all facets of the impaired driving issue are represented. Additionally, it might be advantageous to have representation from legislative staff members who have a particular interest in impaired driving. **During the most recent meeting of the Alcohol Program Partners in September 2012, the stakeholders discussed the need for a high ranking Task Force or Working Group. The consensus of the discussion group was that Texas did not necessarily need this type of group. The Program Partners are a unique collection of stakeholders who represent a diverse group of agencies and agendas.**
Implement recommendations from the Impaired Driving Assessment Report with priorities set by the DWI Task Force.	In-Progress	The Texas Impaired Driving Working Group meets periodically throughout the year (in whole and in-part) to review the implementation status of the assessment's recommendations. This matrix is considered a living document that is used to track the progress of activities related to the assessment recommendations. **The implementation efforts will be an on-going process until impaired driving is no longer a significant traffic safety issue in the state.**
Document and evaluate the impact of the San Antonio Traffic Jam coalition model and if proven successful build similar regional and local coalitions where appropriate.	On-Going	TxDOT has recommended that other Districts or local communities adopt this Traffic Jam approach to ensure that traffic safety initiatives are coordinated between agencies and organizations (with and without TxDOT grants). TxDOT has indicated that the Traffic Jam approach will also be used as a framework for the implementation of Safe Communities in the state. Additionally, the integration of the District level Traffic Safety Specialists into the Traffic Safety Section with the statewide traffic safety program managers will improve coordination and communication across projects and programs.
Strategic Planning		
Undertake the state's strategic planning process in a holistic, coordinated and comprehensive manner.	Traffic Safety Strategic Plan is an On-Going and Creation of a plan for Impaired Driving specifically will begin in FY 2012	The strategic planning process is coordinated by TxDOT for the entire Traffic Safety Program and includes a diverse set of stakeholders from state and local levels. It seems reasonable for the state to create a strategic plan for the impaired driving program that contributes to the plan for all of traffic safety.
Implement remaining recommendations from the 2007 Traffic Records Assessment.	In-Progress	The Traffic Records Working Group meets separately, but has representation from the Impaired Driving Working Group. During FY12, there will be more integration between the two working groups to ensure their activities are complimentary.

Program Management		
Conduct training on the eGrants system for the new Traffic Safety Specialists who have recently transferred or been hired as part of the Texas Traffic Safety Section (TRF-TS)	On-Going	This training is on-going and on-line help is also available on an as needed basis. Traffic Safety personnel participate in the training with other TxDOT staff as well as alongside sub-grantees which helps to improve communication on projects. Additionally, TxDOT has an on-line version of the Traffic Safety Project Management Course that is available to TxDOT staff and sub-grantees through dedicated web-site.
Conduct program evaluation in addition to an administrative evaluation of the Impaired Driving Program area.	On-Going	This recommendation is being addressed. At the time of the NHTSA assessment, TxDOT was in the process of making CRIS data available to TxDOT staff as well as sub-grantees and other stakeholders. Historically, the crash data was not very useful since it was old, but the new system has provided effective information to use as part of the evaluation of the impaired driving program at the local and the state level.
Resources		
Fill the Traffic Safety Section vacant program manager and Traffic Safety Specialist positions as soon as possible.	In-Progress	Since the consolidation of the Traffic Safety Specialists into the Traffic Safety Section, the Traffic Safety Program has more flexibility to utilize resources in Austin as well as around the state. **Significant progress has been made towards filling all of the positions in the Traffic Safety Section. Two Program Leads positions have been established and these individuals continue to help with integrating new specialists as well as promote effective communication across this diverse group of professionals.**
Import NHTSA sponsored training in Program Management, Safe Communities, Impaired Driving and Financial Management for all program managers and traffic safety specialists.	In-Progress	TxDOT has converted the NHTSA/TxDOT Project Management Course to an on-line format so that TxDOT staff and subgrantees can take the course as soon as possible. The course is also formatted according to modules; therefore a particular issue can be addressed by recommending a specific module to a staff member and/or subgrantees.
Establish funding based on portions of fines, court costs, etc., to support long term projects and promote self-sufficiency.	In-Progress, but not currently looking at expanding this initiative	This recommendation has been discussed at length among the program partners. Implementation of this recommendation would require legislative action. During the last Texas legislature, representatives introduced very few bills that required a fiscal note since school financing and the overall state budget was a major issue. Of the bills that did have a fiscal requirement, even fewer were passed and signed into law. Even though the use of fees to support project self-sufficiency is a priority by stakeholders, the perception of raising any taxes (which includes fees) has been met with little support. **Texas expects to experience another tight fiscal legislative session in 2013; therefore items with fiscal notes will be few and far between.**
Data and Records		
Develop a statewide DWI tracking system and designate the appropriate agency to act as its custodian.	In-Progress	This recommendation will be very difficult and expensive to implement statewide. The program partners have been examining ways to link existing data to at least address this issue. Even though a database is not really in place. The Texas Department of Public Safety (TxDPS) is charged to produce a report during FY 2012 detailing data related to conviction of DWI offenders.
Provide grant funding for middleware to make existing law enforcement records management systems compatible with Law Enforcement Advanced DUI/DWI Reporting System (LEADRS).	In-Progress	TxDOT recognizes that communicating between different technology platforms is a major issue with optimizing the LEADRS program. TxDOT continues to support the program to address this issue and believes it is a priority in making the system viable for the majority of law enforcement agencies in the state.
Communication Program		
See Section 4 for Recommendations		

Table E2

Assessment Team Recommendations	Status (October 2012) On-Going, In-Progress, Requires Legislative Action, Not Currently Being Addressed	Comments/References
Prevention		
Responsible Alcohol Service		
Increase the State excise tax rates for all alcoholic beverages to equal the national average.	Requires Legislative Action	This recommendation **has been** discussed among the program partners, but it would require legislative action. Even though the use of fees to support project self-sufficiency is a priority by stakeholders, the perception of raising any taxes (which includes fees) has been met with little support. The excise tax is not calculated according to a % of the price of the alcohol, but rather as a flat tax. Changing this formula would be beneficial to funding fiscal requirements related to dealing with impaired driving. **There is a significant liquor lobby in Texas and they would fight this potential change with considerable resources since a change in Texas would send a signal to other states to consider similar increases which the industry sees as an impact on their profits.**
Dedicate a portion of the State excise tax on alcohol to alcohol control enforcement, impaired driving countermeasures and alcohol abuse prevention and treatment services.	Requires Legislative Action	
Transportation Alternatives		
Require that designated driver programs stress no alcohol for the designated driver.	In-Progress	TxDOT and program partners have stressed designated driver programs as an alternative to driving after drinking especially in conjunction with holiday periods and special events. **In the past few years, TxDOT and the program partners have implemented more directed messaging about transportation alternatives.**
Continue to develop public/private partnerships designed to promote alternative methods of transportation.	In-Progress	
Ensure alternative transportation programs do not encourage or enable excessive drinking.	In-Progress	
Require that both designated driver and safe ride programs prohibit consumption of alcohol by underage individuals and do not unintentionally promote over-consumption.	In-Progress	TxDOT has remained consistent with this message in terms of funding projects as well as with their awareness/educational campaigns.
Community-Based Programs		
Schools		
Provide schools with current, accurate impaired driving information to assure that Texas Essential Knowledge and Skills (TEK) for Health Education are met.	In-Progress	Projects that support this recommendation have been in place for several years. Unfortunately, Texas has eliminated the requirement for health education in the high school setting so information about impaired driving needs to find a "home" in another course.
Replicate *Shattered Dreams* and other prevention strategies in schools throughout Texas.	In-Progress	Shattered Dreams or similar programs are available in most parts of the state. Currently, individual schools or districts must fund the implementation of Shattered Dreams in the local areas. At this time there are not efforts to fund this activity from state/federal funds.

Establish a college alcohol abuse/impaired driving prevention consortium.	In-Progress	A consortium has existed through the training provided to post-secondary institutions through a TABC project. This approach can be expanded through some of the new projects in the program.
Employers		
No Recommendations		
Community Coalitions and Traffic Safety Programs		
Coordinate the Safe Communities model with Drug Free Communities, Strategic Prevention Framework-State Incentive Grant (SPF-SIG), and other local traffic safety and substance abuse prevention coalitions throughout Texas.	In-Progress	Texas is reviewing its approach to the Safe Communities initiatives. The state would like to replicate the success of the San Antonio Traffic Jam approach in other parts of the state. Texas would also like to have a more balanced focus on impaired driving within these coalitions which in the past have had a primary focus on occupant protection and child safety seats along with general injury prevention. **TxDOT has moved the previous San Antonio Traffic Safety Specialist into a lead position which means that they will be working directly with other traffic safety specialist throughout the state. This move will help to communicate the steps necessary to create coalitions similar to the Traffic Jam.**
Provide funding to sustain community coalitions developed under the Strategic Prevention Framework-State Incentive Grant (SPF-SIG).	In-Progress	

Table E3

Assessment Team Recommendations	Status (October 2012) On-Going, In-Progress, Requires Legislative Action, Not Currently Being Addressed	Comments/References
Criminal Justice System		
Laws		
Enact a statute that allows well planned and fairly executed sobriety checkpoints.	Requires Legislative Action	The statute related to sobriety checkpoints has been introduced in the legislature during the last several legislative sessions without success. Although NHTSA has advocated for sobriety checkpoints, Texas has not been able to move forward with this countermeasure. On the other hand, Texas has taken an alternative approach to help address the problem of impaired driving in an aggressive manner (enforcement and deterrence). No Refusal activities have met this need and what began as a focused weekend effort in select areas has spread to a diverse set of jurisdictions.
Strengthen Administrative License Revocation to allow the process to immediately remove impaired drivers from the road.	Requires Legislative Action	We will have additional data to inform this issue after the ALR evaluation project is completed. **The license is "removed" from the impaired driver, but a temporary permit is issued. Even without a valid license, drivers are choosing to continue to drive. The ALR report submitted to TxDOT in October will serve as a significant discussion document as to the effectiveness of ALR in Texas.**
Enforcement		
Enact a statute that allows well planned and fairly executed sobriety checkpoints.	Requires Legislative Action	See explanation detailed above.
Implement mandatory SFST refresher certifications.	Complete	This recommendation has been addressed. One program partner is now moving this to the next level by providing focused training throughout the state to ensure that the SFST Update is available so that law enforcement officers can maintain their certification in this area.
Expand utilization of DRE officers in DWI mobilizations and fatality collision investigations.	In-Progress	
Expand development and deployment of the LEADRS.	In-Progress	
Increase use of TABC agents in STEP/IDM activities.	In-Progress	
Publicizing High Visibility Enforcement		
Expand the use of awareness surveys to measure the effectiveness of the media campaign.	In-Progress	

Expand the use of the TxDOT web site to promote impaired driving related PIE materials.	Complete	This is currently available and the TxDOT and their media contractors work diligently with subgrantees to disseminate the information and make media easily accessible/usable.
Prosecution		
Hold a listening session for all elected prosecutors in the state to identify what strategies and resources they need to improve their prosecution of impaired driving.	In-Progress	**This action will be completed as part of the FY13 project administered by the Texas District and County Attorneys Association (TDCAA).**
Adjudication		
Analyze the filings and dispositions from all courts, statewide and link to the arrest data and prosecution information for each court to identify weaknesses both geographically and systemically to strengthen efforts to improve the adjudication of impaired driving.	Not Currently Being Addressed	This is very difficult to accomplish in Texas due to the court structure and lack of a comprehensive, statewide database related to DWI. There are ways of tackling this analysis in those counties where data streams exist. One approach might be to look at this analysis through sampling (similar approach that occupant protection utilizing for their surveys). Texas could designate specific counties within the state as sample counties and pull the necessary at that level in order to provide a viable estimation for the state as a whole. Similar methodology will be tested with the ALR analysis being conducted during the FY 2012 grant year.
Apply the analysis to planning and management of resources to improve the adjudication of impaired driving.	Not Currently Being Addressed	This is being addressed in other ways since the analysis of convictions is not available at a depth necessary to address specific geographic or other systematic challenges.
Continue to develop and improve the science content in the judicial education about alcohol and other drugs.	In-Progress	By utilizing judicial liaisons at multiple levels in the judicial process, the state is able to educated judges using experts in the field who were judges as well. The liaisons work with state and national resources to ensure that they provide quality information to those judges hearing impaired driving cases. Each of the judicial training centers in the state hold annual educational conferences that address impaired driving specifically.
Map the judicial education resources and see where and how synergies might be created.	In-Progress	Not sure mapping the judicial education resources is necessary
Review the probation education and the DWI court education and identify opportunities to share education resources.	In-Progress	Some of this analysis has been completed and has resulted in additional training for the target audiences.
Increase the consistency of information given on alcohol and other drugs in impaired driving cases so that the police, prosecutors, judges and probation hear the same science.	In-Progress	This recommendation is being addressed at some levels through organizations that are part of the program partners working group. It seems reasonable that resources could be developed, such as a toolkit, where all members of the process receive the same information (PowerPoint presentations to use in court, short videos for court and/or role call meetings with law enforcement, etc.). Other states have accomplished this on varying levels.
Increase probation resources for the management of impaired driving cases.	Not Currently Being Addressed	The resources allocated for probation in Texas is determined at the county level since the officers are county employees. TxDOT and the program partners can work with the counties and statewide organizations to promote training and education, but do not have the authority to affect the probation resources at the county level.
Administrative Sanctions and Driver Licensing Programs		
Administrative License Revocation and Vehicle Sanctions		
Commission an assessment of ALR in Texas to establish best practices and identify the most effective design and focus on ways to optimize interactions between administrative and criminal proceedings.	In-Progress	This assessment will be completed at the end of the FY 2012 grant year.

Establish a forum for regular communication between the judiciary and administrative adjudicators of impaired driving proceedings.	In-Progress	Training and communication has begun between these entities through projects managed by one of our judicial program partners. The completion of the ALR evaluation will also inform this communication.
Programs		
Provide information regularly to minor drivers and law enforcement regarding the provisions of Graduated Driver Licensing, as awareness has definitely been shown to drive down the crash rates of this age group.	In-Progress	Need to discuss what is intended by "regularly".

Table E4

Assessment Team Recommendations	Status (October 2012) On-Going, In-Progress, Requires Legislative Action, Not Currently Being Addressed	Comments/References
Communication Program		
Continue to coordinate messages related to impaired driving campaigns with national campaigns to ensure a consistent message is delivered.	Complete	Careful attention is given to providing and maintaining a consistent message regarding impaired driving.

Table E5

Assessment Team Recommendations	Status (October 2012) On-Going, In-Progress, Requires Legislative Action, Not Currently Being Addressed	Comments/References
Alcohol and Other Drug Misuse: Screening, Assessment, Treatment and Rehabilitation		
Screening and Assessment		
Criminal Justice System		
Require, develop and implement a program of screening and assessment for all DWI offenders prior to sentencing.	Not Currently Being Addressed	
Provide results of screening and assessment and treatment recommendations to courts for consideration in sentencing of DWI offenders.	Not Currently Being Addressed	
Require completion of appropriate treatment, as determined by standardized screening and assessment as a condition of relicensing.	Not Currently Being Addressed	
Medical or Health Care Settings		
Implement Screening Brief Intervention Referral and Treatment in all hospital emergency rooms in Texas.	Not Currently Being Addressed	
Provide insurance coverage for Screening Brief Intervention and Treatment services.	Not Currently Being Addressed	
Repeal Alcohol Exclusion Laws in Texas.	Not Currently Being Addressed	
Treatment and Rehabilitation		
Require, develop and implement a program of screening, assessment and treatment for all DUI offenders prior to sentencing.	Not Currently Being Addressed	
Monitoring Impaired Drivers		
Expand the use of DWI Courts for monitoring DWI offenders.	In-Progress	
Support training for clergy to provide substance abuse counseling in rural areas.	Not Currently Being Addressed	

Table E6

Assessment Team Recommendations	Status (October 2012) On-Going, In-Progress, Requires Legislative Action, Not Currently Being Addressed	Comments/References
Program Evaluation and Data		
Evaluation		
Develop a database or system to collect requisite data to demonstrate the number of DWI arrests in the state annually, and the timeliness and consistency of sanctions or disposition of the adjudicatory process.	Not Currently Being Addressed	
Evaluate the success of impaired driving countermeasures being used in the state.	In-Progress	
Data and Records		
Fund efforts to improve data quality as a priority, in order that future funding decisions are made based on the most cost-effective data-driven and evidence-based information that is available.	In-Progress	TxDOT has worked to implement the Crash Records Information System (CRIS) and CRASH, secure internet application for law enforcement agencies to process crash reports electronically and remotely. These two improvements to data gathering has been a major improvement in TxDOT and other stakeholders being able to apply data driven approaches to the issue of impaired driving. As a compliment to this crash data, addressing the issues related to arrest and conviction data would be another significant improvement to evaluating the cost-effectiveness and evidence-based decisions related to impaired driving. **The quality and timeliness of the Texas crash records is significantly better than five years ago including the data related to BAC testing in fatal crashes.**
Establish a technology subcommittee within the Traffic Records Coordinating Committee.		
Information and Records Systems (including Licensing)		
Participate actively in the Traffic Records Coordinating Committee to stay apprised of opportunities to be involved in any database changes or development that would impact the transmission of electronic conviction data to the Driver License Division.	In-Progress	

Section One

PROGRAM SUMMARY

PROGRAM

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

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

Program Areas

Texas planned and implemented an extensive and diverse traffic safety program in FY 2012, with projects in the following program areas:

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

Program Funding

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

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

On August 25, 2011, the Texas Transportation Commission approved funding for the *FY 2012 Texas Highway Safety Performance Plan (HSPP)*, which described how federal highway safety funds would be programmed consistent with the guidelines, priority areas, and other Section 402 requirements. In addition to the Section 402 program, the FY 2012 traffic safety program included funding from the Safe Accountable Flexible Efficient Transportation Equity Act, A Legacy for Users (SAFETEA-LU). These included (award date(s) in parenthesis):

- *Section 405 - OP SAFETEA-LU Incentive Funds K2 (3//29/12, 5/24/12, 8/21/12)*
- *Section 408 – State Traffic Safety Information System Improvement Funds K9 (9/18/2012)*
- *Section 410 - AL SAFETEA-LU Incentive Funds K8 (9/26/2012)*
- *Section 2010 - Motorcycle Safety Incentive Funds K6 (9/28/2012)*
- *Section 2011 – Child Safety and Child Booster Seat Incentive Funds K3 (9/20/2012)*

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 – 1.4)

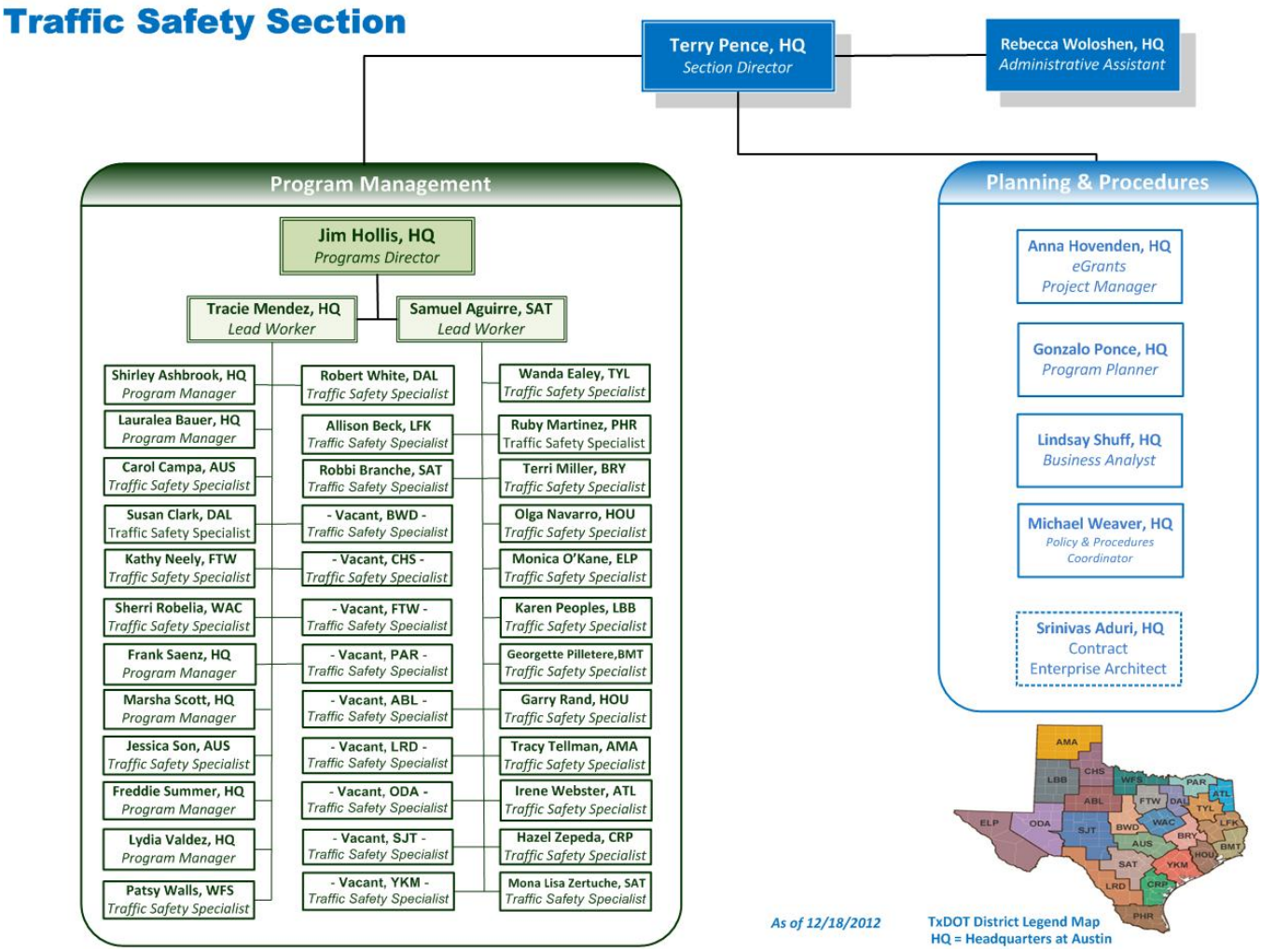


Figure 1.1: TxDOT Traffic Safety Organizational Chart

TxDOT Traffic Operations Division

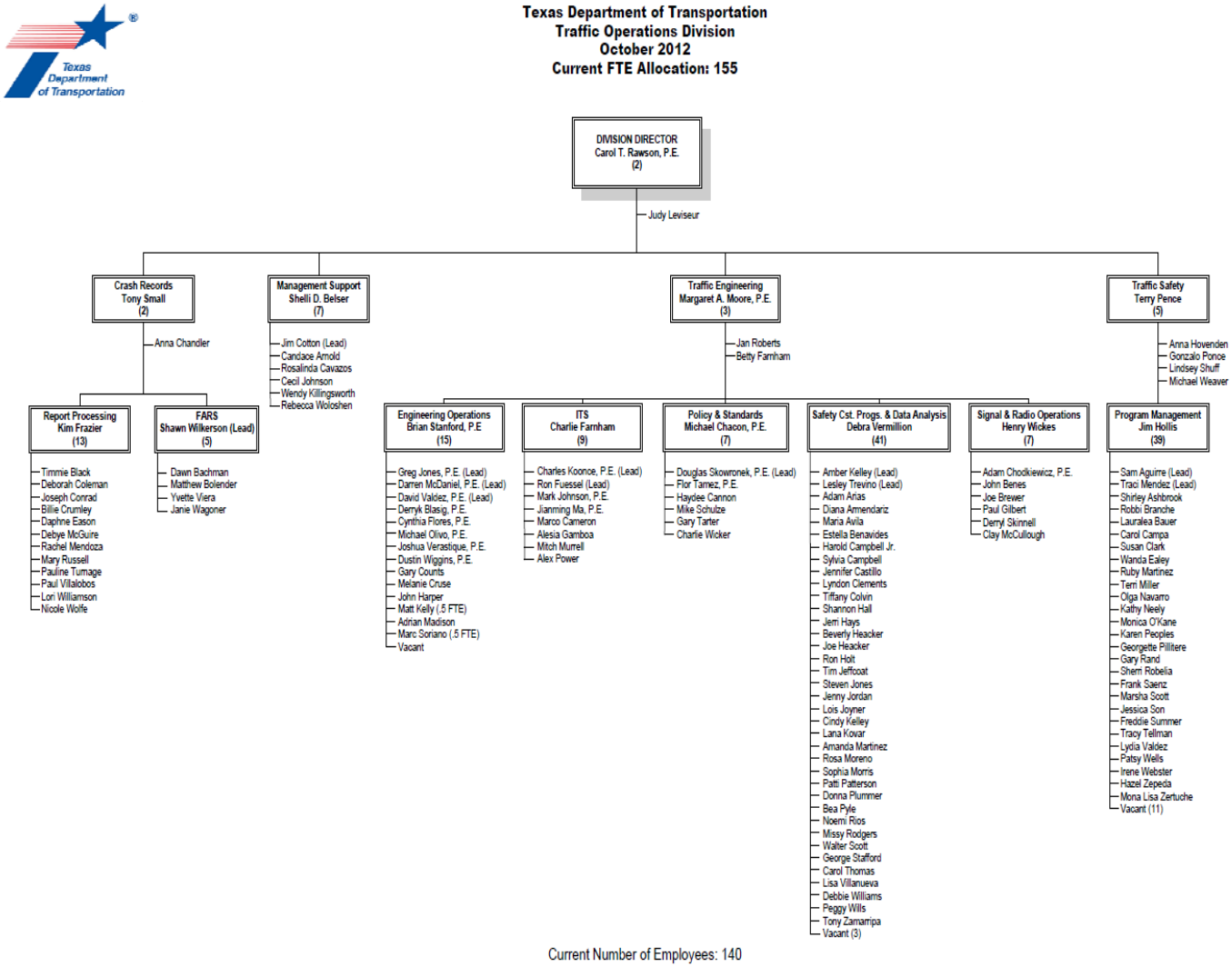


Figure 1.2: TxDOT Traffic Operations Division Organizational Chart

TxDOT Office of Deputy Executive Director/Chief Engineer

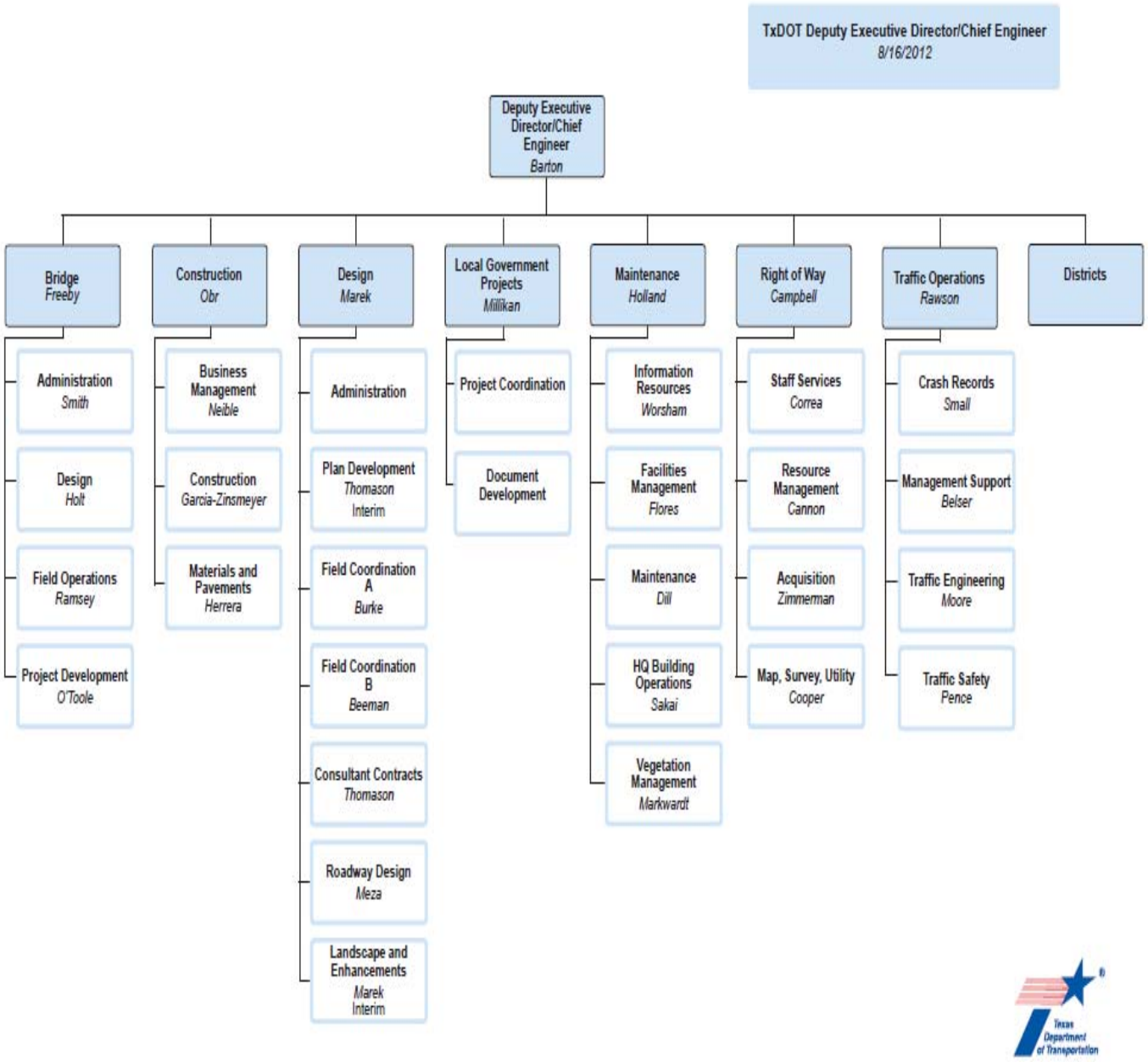


Figure 1.3: TxDOT Office of Deputy Executive Director/Chief Engineer Organizational Chart

TxDOT Agency

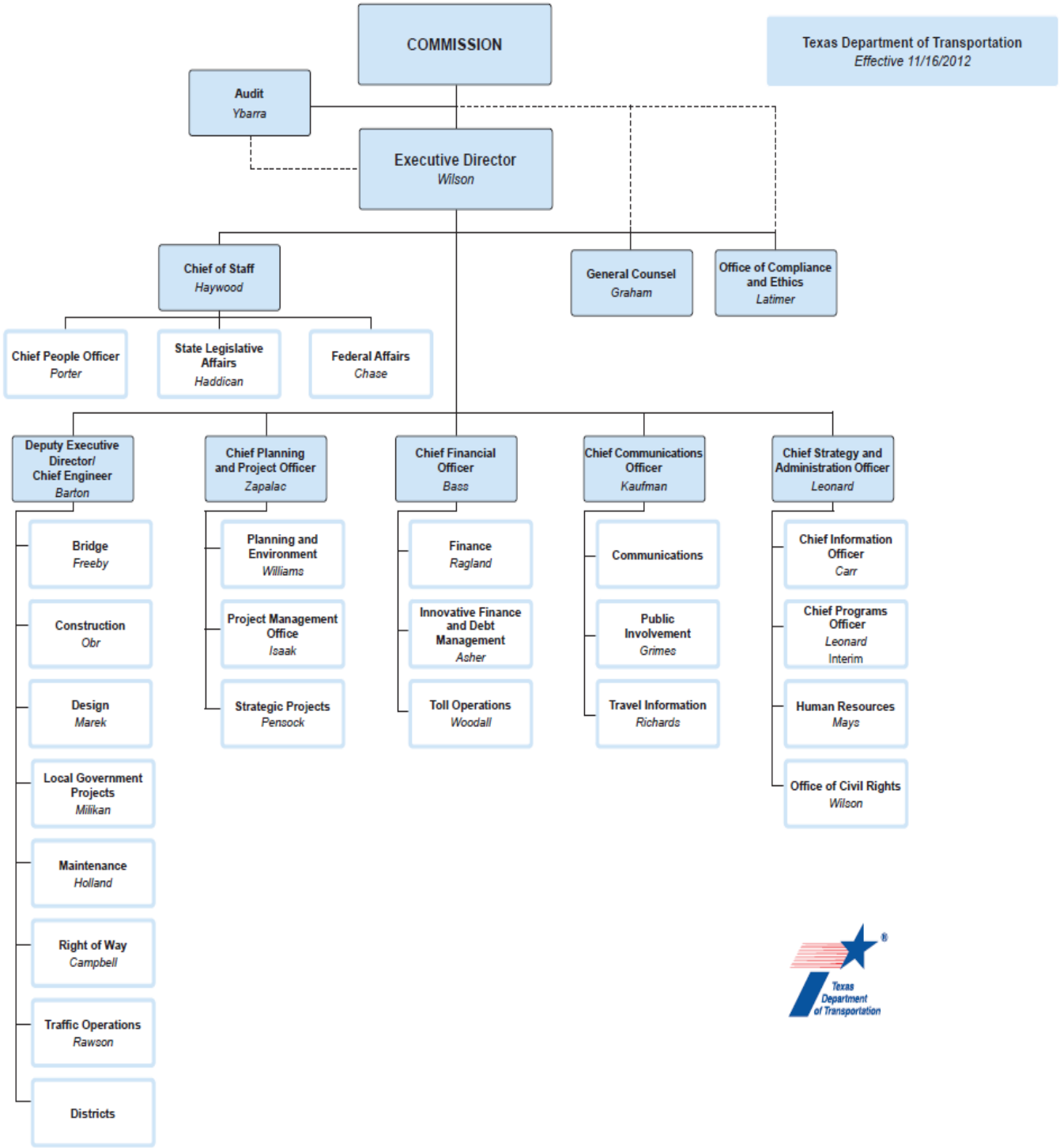


Figure 1.4: TxDOT Organizational Chart

EVALUATIONS, REVIEWS AND AUDITS

STEP Grants Review

October 2011 – September 2012 - Office of Inspector General (OIG)

First and Last Voucher Review

March 2012 – NHTSA

LEGISLATIVE ISSUES

The 83rd Texas Legislature will convene in January 2013. The text, history and status of all bills are available at: http://www.capitol.state.tx.us/.

The following are traffic safety related topics the Texas Legislature may consider in 2013:

- Cell Phone Use and Texting
- Sobriety Checkpoints
- Ignition Interlock Devices
- Motorcycle Helmets

The Texas Legislature did not convene in FY 2012.

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. Texas' alcohol-impaired driving fatality rate was greater than the national average rate for the most recent three years and our alcohol-impaired driving fatality rate increase from 2009 to 2011 was less than one-half of the national alcohol-impaired driving fatality rate decrease.

Occupant Protection

Based on statewide surveys completed by the Texas Transportation Institute in June of 2012, 94.04 percent of Texans buckled up in FY 2012 compared to the 93.68 percent during FY 2011. Before Click It or Ticket (CIOT) enforcement and public education efforts began in Texas in 2002, only 76.1 percent of Texans buckled up. The substantial increase in the belt usage rate from 2002-2012 translates into an estimated 3,663 fewer Texans killed in traffic crashes and an estimated 50,000 fewer serious injuries on Texas roadways. The challenge for the future is this: maintain our belt usage rate while devising new strategies to impact the "hard to reach" population.

From 2002-2012, the use of safety belts in our state has saved the State of Texas and society an estimated $10 billion in wage and productivity losses, medical expenses, administrative expenses, motor vehicle damage, employer costs, taxes, insurance premiums, travel delays and a measure of the value of lost quality of life. The economic impact was derived from using the average comprehensive costs on a per-injured-person basis from 2001 provided by the National Safety Council. These numbers were adjusted to actual fatality and injury numbers from motor vehicle crashes in Texas in 2001.

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

CRASH SUMMARY

TxDOT has data from 2003 through 2011. Final FARS data for 2010 is listed in the table below.

		2009	2010	2011
Number of Texas Fatalities	*TxDOT Data*	*3,120*	*3,059*	*3,048*
	FARS Data	*3,104*	*3,023*	*Not Available*
Miles Driven (100 million vehicle miles traveled in Texas)	*TxDOT Data*	*231,976,000*	*234,260,000*	*237,442,000*
	FARS Data	*229,984,000*	*234,016,000*	*Not Available*
Mileage Death Rate (Persons killed per 100 million vehicle miles traveled)	*TxDOT Data*	*1.34*	*1.31*	*1.28*
	FARS Data	*1.35*	*1.29*	*Not Available*
Texas Population	*TxDOT Data*	*24,782,302*	*25,010,235*	*25,674,681*
	FARS Data	*24,801,761*	*25,257,114*	*Not Available*
Population Death Rate (Persons killed per 100,000 Texas Population)	*TxDOT Data*	*12.59*	*12.33*	*11.87*
	FARS Data	*12.52*	*11.97*	*Not Available*

PROBLEM IDENTIFICATION

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

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

GOALS

For Fiscal Year 2012, the following goals were identified:

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

SOLUTIONS

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

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

PERFORMANCE MEASURES

Definition

Objectives and performance measures were subsequently developed by Texas to improve safety on Texas roadways and reduce the number of crashes, injuries and fatalities. These objectives and performance measures were included in the FY 2012 Performance Plan.

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

2011 TEXAS MOTOR VEHICLE TRAFFIC CRASH HIGHLIGHTS

The Fatality Rate on Texas roadways for 2011 was 1.28 deaths per hundred million vehicle miles traveled. This is a 1.54% decrease from 2010.	**Based on reportable crashes in 2011:** 1 person was killed every 2 hours 54 minutes 1 person was injured every 2 minutes 29 seconds 1 reportable crash occurred every 83 seconds
Texas experienced a decrease in the number of motor vehicle traffic fatalities. The 2011 death toll of 3,015 was a decrease of 1.15% from the 3,050 deaths recorded in 2010.	Of all persons killed in vehicles where restraint usage was applicable and usage was known in 2011, 46% were reported as not restrained when the fatal crash occurred.
There were 57,919 serious injury crashes in Texas in 2011 with 79,573 people sustaining a serious injury.	211,006 persons were injured in motor vehicle traffic crashes in 2011.
The annual vehicle miles traveled in Texas during 2011 reached 235.602 billion, an increase of 0.57% over the 234.261 billion traveled in 2010.	There were 479 motorcyclists (operators and passengers) killed in 2011. Fifty-one percent (51%) of motorcyclists killed were not wearing helmets at the time of the crash.
Fatalities in traffic crashes in rural areas of the state accounted for 56.8% of the state's traffic fatalities. There were 1,712 deaths in rural traffic crashes.	Pedestrian fatalities totaled 418 in 2011. This is a 17% increase from 2010.
Single vehicle, run-off the road crashes resulted in 1,208 deaths in 2011. This was 40% of all motor vehicle traffic deaths in 2011.	Pedalcyclist fatalities totaled 46 in 2011. This is a 7% increase from 2010.
In 2011 there were 692 people killed in crashes occurring in intersections or related to an intersection.	In 2011, there were 1,039 people killed in motor vehicle traffic crashes where a driver was under the influence of alcohol. This is 34.5% of the total number of people killed in motor vehicle traffic crashes.
There were 419 people killed in head-on crashes in 2011.	During 2011, 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.
There were no deathless days on Texas roadways in 2011.	
Sunday, September 18th was the deadliest day in 2011 with twenty-five (25) persons killed in traffic crashes. April was the deadliest month with 287 persons killed.	

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 June 19, 2012.

PERFORMANCE MEASURES

Texas performance measures for 2012 are outlined in Tables 2.1 – 2.15 by program area.

Table 2.1

Overall State Goal						
Goals	**Strategies**	**Performance Measures**	**Reference**	**Baseline**	**Target**	**Actual**
To reduce the number of motor vehicle crashes, injuries and fatalities		1. Mileage Death Rate [NHTSA C-3]	• Figure 1 • Figure 2	• 1.35 fatalities per 100VMT (2009 TxDOT) • 1.33 fatalities per 100M VMT (2008 FARS)	• 1.34 fatalities per 100M VMT (TxDOT) • 1.32 fatalities per 100M VMT (FARS)	• 1.28 fatalities per 100M VMT (2011 TxDOT) • 1.29 fatalities per 100M VMT (2010 FARS)
		2. Mileage Death Rate (FARS-Urban)	• Figure 3	• 0.87 fatalities per 100M VMT (2009 FARS)	• 0.86 fatalities per 100M VMT in Urban area (FARS)	• 0.94 fatalities per 100M VMT (2010 FARS)
		3. Mileage Death Rate (FARS- Rural)	• Figure 3	• 2.43 fatalities per 100M VMT (2009 FARS)	• 2.19 fatalities per 100M VMT in Rural areas (FARS)	• 2.12 fatalities per 100M VMT (2010 FARS)
		4. Number of traffic fatalities (FARS) [NHTSA C-1]	• Figure 4	• 3,071 traffic fatalities (2009 FARS)	• 3,000 traffic fatalities (FARS)	• 3,023 traffic fatalities (2010 FARS)
		5. Number of serious injuries in traffic crashes (TXDOT) [NHTSA C-2]	• Figure 5	• 80,244 serious injuries in traffic crashes (2009 TxDOT)	• 78,020 serious injuries in traffic crashes (TxDOT)	• 80,067 serious injuries in traffic crashes (2011 TxDOT)
		6. Number of drivers age 20 or younger involved in fatal crashes (FARS) [NHTSA C-9]	• Figure 6	• 528 drivers age 20 or younger involved in fatal crashes (2009 FARS)	• 510 drivers age 20 or younger involved in fatal crashes (FARS)	• 461 drivers age 20 or younger involved in fatal crashes (2010 FARS)

Table 2.2

Planning and Administration - 01						
Goals	**Strategies**	**Performance Measures**	**Reference**	**Baseline**	**Target**	**Actual**
To provide effective and efficient management of the Texas Traffic Safety Program	• 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.	7. Publication of Traffic Safety Program deliverables including HSPP, response to Management Review, and Annual Report. 8. Number of training sessions provided.	• N/A • N/A	• FY 2010 Annual Report • FY 2011 Highway Safety Performance Plan • FY 2011 Alcohol Program Assessment • FY 2011 Office of Inspector General (OIG) Reviews • FY 2011 Highway Safety Program Management Course • eGrants Proposal Trainings	• FY 2012 Annual Report • FY 2012 Highway Safety Performance Plan • NHTSA Impaired Driving Course • Traffic Safety Staff Training • FY 2012 Highway Safety Program Management Course • eGrants Trainings	• FY 2012 Annual Report • FY 2012 Highway Safety Performance Plan • FY 2012 Highway Safety Program Management Course • FY 2012 eGrants Trainings • FY 2012 Traffic Safety Staff Training • FY 2012 NHTSA Impaired Driving Course

Table 2.3

Alcohol and Other Drug Countermeasures – 02						
Goals	**Strategies**	**Performance Measures**	**Reference**	**Baseline**	**Target**	**Actual**
• 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	• 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.	9. Number of DUI-related (alcohol or other drugs) KAB crashes (TXDOT) 10. Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or above (FARS) [NHTSA C-5] 11. Number of impaired-driving arrests made during grant-funded enforcement activities (eGrants) [NHTSA A-2] 12. Number of 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year-olds (TXDOT)	• Figure 7 • Figure 8 • N/A • Figure 9	• 8,107 DUI-related (alcohol or other drugs) KAB crashes (2009 TxDOT) • 1,235 fatalities involving a driver or motorcycle operator with a BAC of .08 or above (2008 FARS) • 9,934 impaired driving arrests made during enforcement activities (2010 eGrants) • 50.79 16-20 year old DUI driver (alcohol or other drugs) in KAB crashes per 100,000 16-20 year olds (2009 TxDOT)	• 8,107 DUI-related (alcohol or other drugs KAB crashes (TxDOT) • 1,175 fatalities involving a driver or motorcycle operator with a BAC • NHTSA Activity Measure (No target set) • 49.5 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year olds (TxDOT)	• 8,144 DUI-related (alcohol or other drugs) KAB crashes (2011 TxDOT) • 1,270 fatalities involving a driver or motorcycle operator with a BAC of .08 or above (2010 FARS) • 25,984 impaired driving arrests made during enforcement activities (2012 eGrants) • 47.97 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year olds (2011 TxDOT)

Table 2.4

Emergency Medical Services – 03						
Goals	**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.	• 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	4,878 students trained in EMS classes (2010 eGrants)	1,100 students trained in EMS classes	2,258 students trained in EMS classes (2012 eGrants)

Table 2.5

Motorcycle Safety – 04						
Goals	**Strategies**	**Performance Measures**	**Reference**	**Baseline**	**Target**	**Actual**
To reduce the number of motorcyclist fatalities	• Increase enforcement of existing motorcycle helmet law for riders and passengers under 21. • Improve public information and education on motorcycle safety, including the value or 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.	14. Number of motorcyclist fatalities (FARS) [NHTSA C-7]	• Figure 10	• 426 motorcyclist fatalities(2009 FARS)	• 422 motorcyclist fatalities (FARS)	• 420 motorcyclist fatalities (2010 FARS)
		15. Number of un-helmeted motorcyclist fatalities (FARS) [NHTSA C-8]	• Figure 10	• 275 un-helmeted motorcyclist fatalities (2008 FARS)	• 273 un-helmeted motorcyclists (FARS)	• 244 un-helmeted motorcyclist fatalities (2010 FARS)
		16. Number of motorcyclist fatalities involving a motorcycle operator with a BAC of .08 or above (TXDOT)	• Figure 11	• 67 motorcycle operator fatalities with a BAC of .08 or above (2009 TxDOT)	• 67 motorcycle operator fatalities with a BAC of .08 or above (TxDOT)	• 104 motorcycle operator fatalities with a BAC of .08 or above (2011 TxDOT)

Table 2.6

Occupant Protection – 05						
Goals	**Strategies**	**Performance Measures**	**Reference**	**Baseline**	**Target**	**Actual**
To increase occupant restraint use in all passenger vehicles and trucks	• Increase and sustain high visibility enforcement of occupant protection laws. • Increase public information and education campaigns. • Increase intervention efforts by healthcare professionals, teachers, and all safety advocates. • Concentrate efforts on historically low use populations. • Increase occupant protection education, training, and awareness of safety belt issues for law enforcement, judges and prosecutors. • Increase training opportunities and retention of child passenger safety (CPS) technicians and instructors. • Increase EMS/fire department involvement in CPS fitting stations. • Maintain CPS seat distribution programs for low income families.	17. Number of seat belt citations issued during grant funded enforcement activities (eGrants) [NHTSA A-1] 18. Driver and outboard front seat passenger restraint use [NHTSA B-1] 19. Safety belt use rate by children age 5-16 20. Child passenger restraint use rate for children ages 0-4 21. Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS) [NHTSA C-4]	• N/A • Figure 12 • N/A • N/A • Figure 13	• 111,632 safety belt citations (2011 eGrants) • 93.68 percent (2011 TTI) • 68.2 percent (2011 TTI) • 89.5 percent (2011 TTI) • 950 unrestrained passenger vehicle occupant fatalities, all seat positions (2009 FARS)	• NHTSA Activity Measure (No objective set) • 94.0 percent (TTI) • 70.0 percent (TTI) • 90.0 percent (TTI) • 8 unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	• 113,655 safety belt citations (2012 eGrants) • 94.04 percent (2012 TTI) • 68.4 percent (2012 TTI) • 88.6 percent (2012 TTI) • 834 unrestrained passenger vehicle occupant fatalities, all seat positions (2010 FARS)

Table 2.7

Pedestrian and Bicyclist Safety – 06						
Goals	**Strategies**	**Performance Measures**	**Reference**	**Baseline**	**Target**	**Actual**
To reduce the number of motor vehicle-related pedestrian and bicyclist fatalities	• Increase awareness for sharing the road between bicyclists and motorists. • Increase public information and education efforts on bicycle safety. • 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.	22. Number of pedestrian fatalities (FARS) [NHTSA C-10] 23. Number of bicyclist fatalities (TXDOT)	• Figure 14 • Figure 15	• 350 pedestrian fatalities (2009 FARS) • 48 bicyclist fatalities (2008 TxDOT) 84 motorcycle operator fatalities with a BAC of .08 or above (2009 TxDOT)	• 344 pedestrian fatalities • 44 bicyclist fatalities (TxDOT)	• 349 pedestrian fatalities (2010 FARS) • 47 bicyclist fatalities (2011 TxDOT)

Table 2.8

Police Traffic Services – 07						
Goals	**Strategies**	**Performance Measures**	**Reference**	**Baseline**	**Target**	**Actual**
• To increase effective enforcement and adjudication of traffic safety-related laws to reduce fatal and serious injury crashes • To reduce commercial motor vehicle crashes, injuries and fatalities involving vehicles with a Gross Vehicle Weight Rating (GVWR) of 10,000 pounds or greater	• Increase public education and information campaigns regarding enforcement activities. • Increase and sustain enforcement of traffic safety-related laws. • 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.	24. Number of intersection and intersection-related KAB crashes (TXDOT) 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) 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)	• Figure 16 • Figure 17 • Figure 17	• 25,874 intersection and intersection-related KAB crashes (2009 TxDOT) • 260 fatalities in crashes involving motor vehicles with a body type of 'semitrailer' or 'truck-tractor' (2009 TxDOT) • 224 fatal crashes involving motor vehicles with a body type of 'semitrailer' or 'truck-tractor' (2009 TxDOT)	• 25,500 intersection and intersection-related KAB crashes (TxDOT) • 260 fatalities for vehicles with a body type of 'semitrailer' or 'truck-tractor' (TxDOT) • 224 fatal crashes for motor vehicles with a body type of 'semi-trailer' or 'truck tractor' (TxDOT)	• 25,205 intersection and intersection-related KAB crashes (2011 TxDOT) • 312 fatalities in crashes involving motor vehicles with a body type of "Semi-Trailer" or "Truck-Tractor" (2011 TxDOT) • 281 fatal crashes involving motor vehicles with a body type of Semi-Trailer' or 'Truck-Tractor' (2011 TxDOT)

Table 2.9

Speed Control – 08						
Goals	**Strategies**	**Performance Measures**	**Reference**	**Baseline**	**Target**	**Actual**
To reduce the number of speed-related fatalities and serious injury crashes	• 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 (2009 eGrants) [NHTSA A-3] 28. Number of speeding-related fatalities (FARS) [NHTSA C-6]	• N/A • Figure 18	• 314,3454 speed citations (2011 eGrants) • 1,228 speeding–related fatalities (2009 FARS)	• NHTSA Activity Measure (No objective set) • 1,200 speeding-related fatalities (FARS)	• 570,006 speed citations (2012 eGrants) • 1,190 speeding related fatalities (2010 FARS)

Table 2.10

Traffic Records – 09						
Goals	**Strategies**	**Performance Measures**	**Reference**	**Baseline**	**Target**	**Actual**
To improve the timeliness of, quality of, availability of, and linkages of records between crash data bases	• Improve the intake, tracking, analysis and reporting of crash data. • Improve the integration of traffic records between state agencies	29. Days to report local crash data to TXDOT after crash occurrence 30. Days for crash data to be accessible from TxDOT CRIS after receiving report of crash from peace officer (CR-3)	• N/A • N//A	• Average of 15 days to report as of Dec 2010 (TRF-CR) • Average of 3 days for data access (2009 TxDOT)	• Average of 15 days to report as of Dec 2010 (TRF-CR) • Average of 3 days for data access (2009 TxDOT)	• Average of 18 business days to report. (TRF-CR 2012) • 6 business days from TxDOT CRIS to availability (2012 TxDOT)

Table 2.11

Driver Education and Behavior Program Area – 10						
Goals	**Strategies**	**Performance Measures**	**Reference**	**Baseline**	**Target**	**Actual**
To increase public knowledge, perception and understanding of traffic safety	• 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.	31. Number of media impressions reached with traffic safety messages 32. Driver Attitudes and Awareness concerning impaired driving, seat belt use, and speeding issues (Survey – 1) 33. Number of Distracted Driving related KAB Crashes (TXDOT)	• N/A • N/A • Figure 19	• Over 1,121,349,591 billion media impressions reached with traffic safety messages (2011 Annual Report) • Conducted initial survey in Summer 2011 • 12,643 distracted driving related KAB crashes (2009 TxDOT)	• Maintain 1.0 billion media impressions reached with traffic safety messages • Conduct at least 1 survey in Summer 2012 • 12,643 distracted driving related KAB crashes (TxDOT)	• 2.5 billion traffic safety media impressions (2012 Annual Report) • Conducted 1 survey in Summer 2012 (TRF-TS) • 12,517 distracted driving related KAB crashes (2011 TxDOT)

Table 2.12

Railroad / Highway Crossing – 11						
Goals	**Strategies**	**Performance Measures**	**Reference**	**Baseline**	**Target**	**Actual**
To reduce KAB crashes at railroad/highway crossings	• 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)	• Figure 20	• 158 KAB crashes at railroad/ highway crossings (2009 TxDOT)	• 150 KAB crashes at railroad/highway crossings (TxDOT)	• 125 KAB crashes at railroad/highway crossings (2011 TxDOT)

Table 2.13

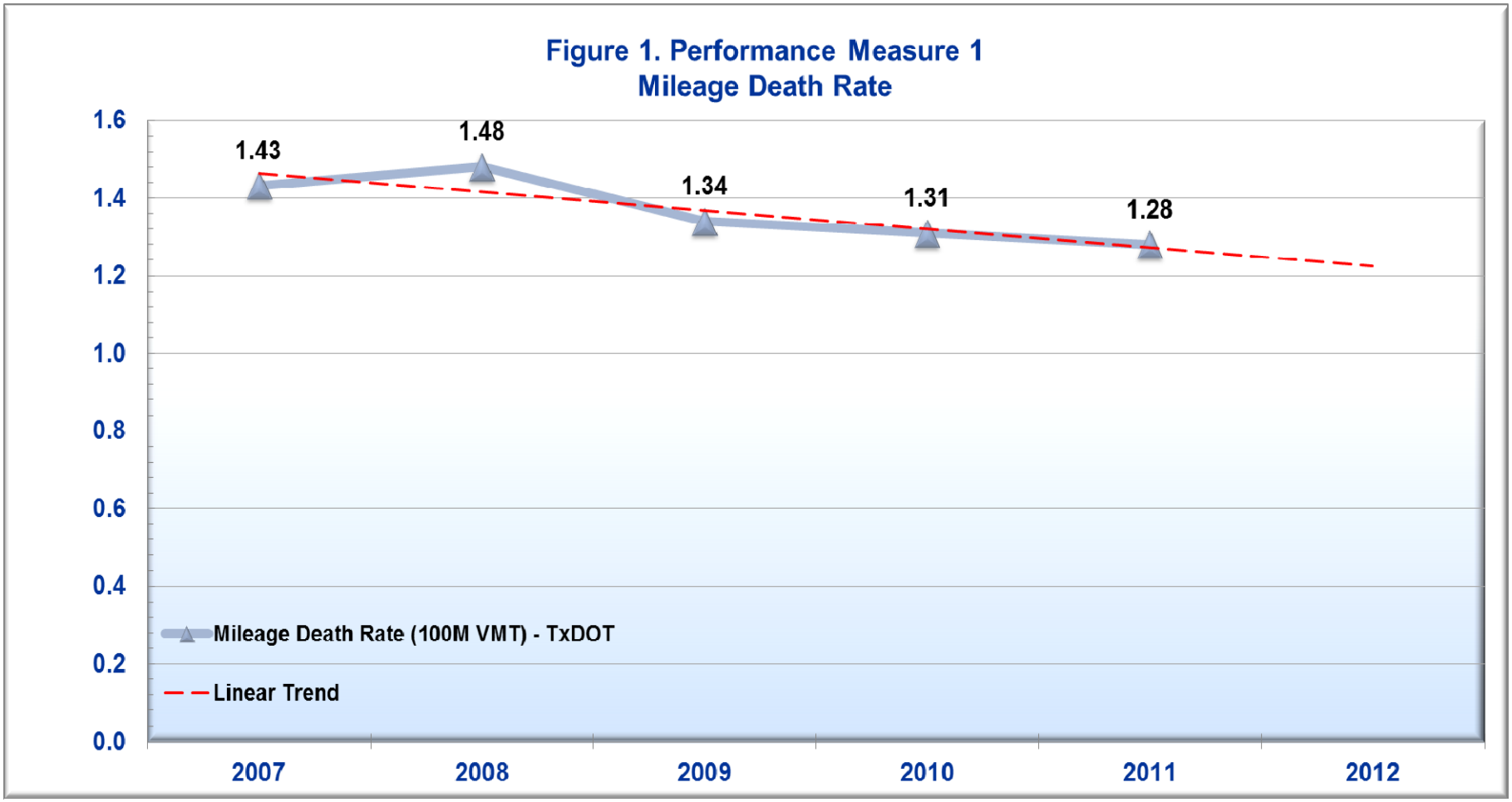
Roadway Safety – 12						
Goals	**Strategies**	**Performance Measures**	**Reference**	**Baseline**	**Target**	**Actual**
• To reduce the number of traffic crashes, injuries, and fatalities in work zones per 100 million vehicle miles traveled • To increase knowledge of roadway safety and current technologies among people involved in engineering, construction, and maintenance areas at both the state and local level	• Increase public education and information on roadway safety. • Provide traffic safety problem identification to local jurisdictions. • Improve highway design and engineering through training. • Provide training on roadway safety issues.	35. Number of serious injuries in work zones (TXDOT) 36. Number of fatalities in work zones (TXDOT) 37. Number of persons trained in roadway safety classes	• Figure 21 • Figure 22 • N/A	• 2,729 serious injuries in work zones (2009 TxDOT) • 108 fatalities in work zones (2009 TxDOT) • 3,209 students trained in roadway safety classes (2010 eGrants)	• 2,729 serious injuries in work zones (TxDOT) • 105 fatalities in work zones (TxDOT) • 3,200 students in roadway safety classes (eGrants)	• 2,977 serious injuries in work zones (2011 TxDOT) • 116 fatalities in work zones (2011 TxDOT) • 1,745 students trained in roadway safety classes (2012 eGrants)

Table 2.14

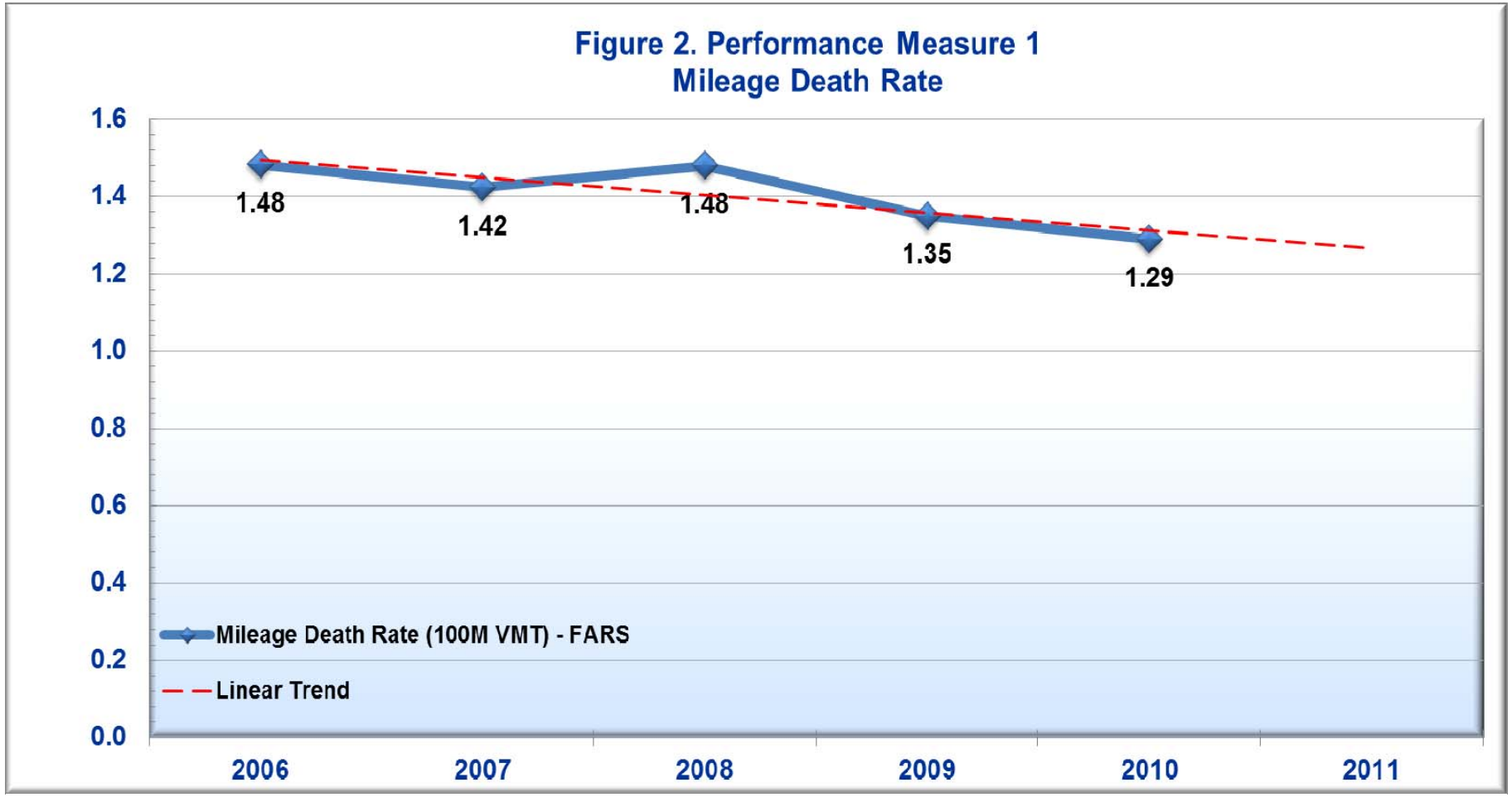
Safe Communities – 13						
Goals	**Strategies**	**Performance Measures**	**Reference**	**Baseline**	**Target**	**Actual**
To establish integrated community traffic safety programs to prevent traffic-related fatalities and injuries	• Support the Safe Communities Coalitions. • Support statewide the Texas 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	• N/A	• 14 funded coalitions (2010 Annual Report)	• 14 coalitions (eGrants)	• 14 coalitions (2012 eGrants)

Table 2.15

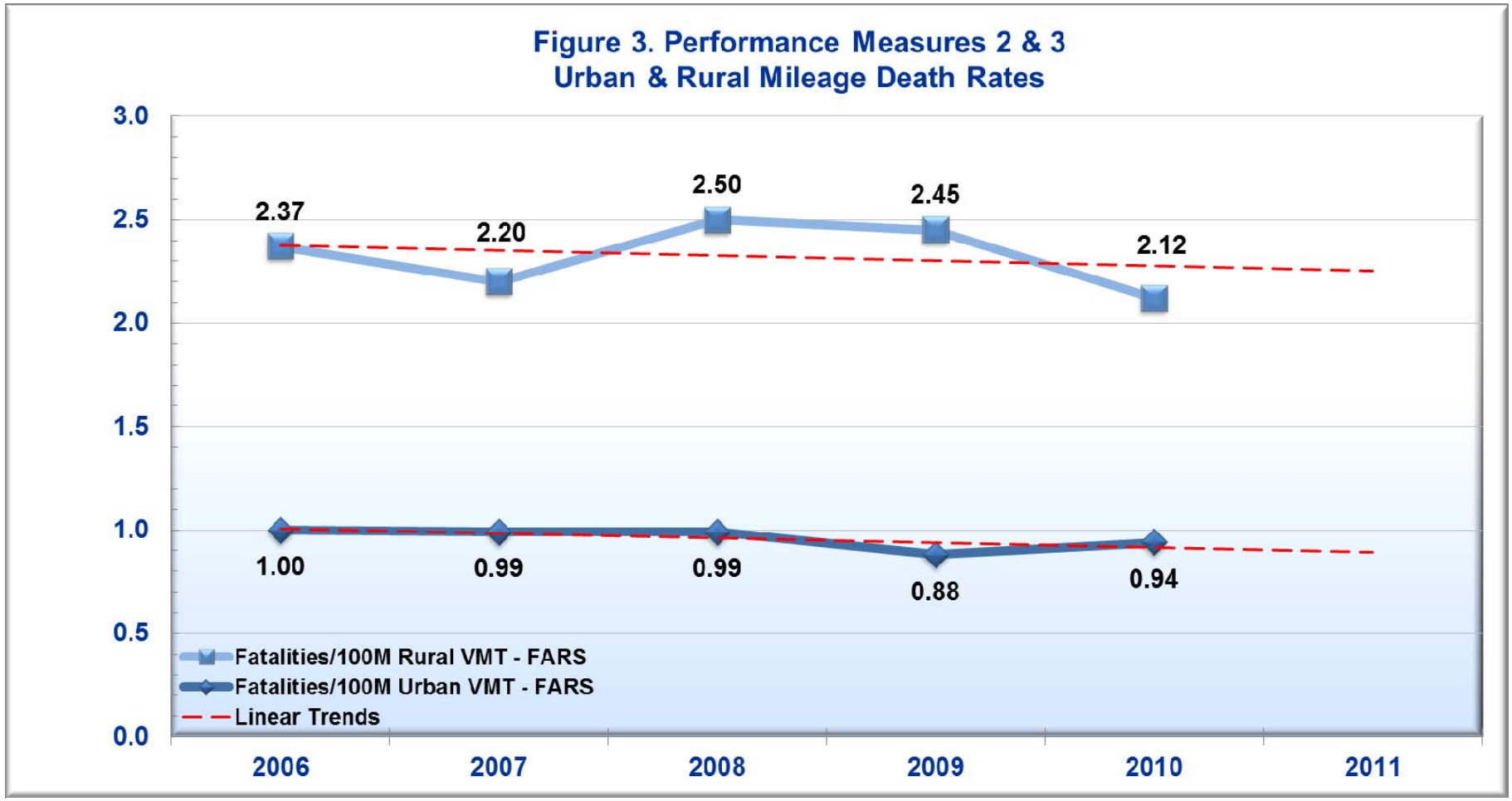
School Bus Program – 14						
Goals	**Strategies**	**Performance Measures**	**Reference**	**Baseline**	**Target**	**Actual**
To reduce School bus-related crashes, injuries and fatalities	• Provide safe school bus operation training for school bus drivers. • Provide public information and education campaigns to promote safe motor vehicle operations around school buses.	39: Number of school bus passenger fatalities per year on a five year average (FARS)	• Figure 23	• 0.4 school bus passenger fatalities (2009 FARS)	• 0.4 school bus passenger fatalities (FARS)	• 0.4 school bus passenger fatalities (2010 FARS)



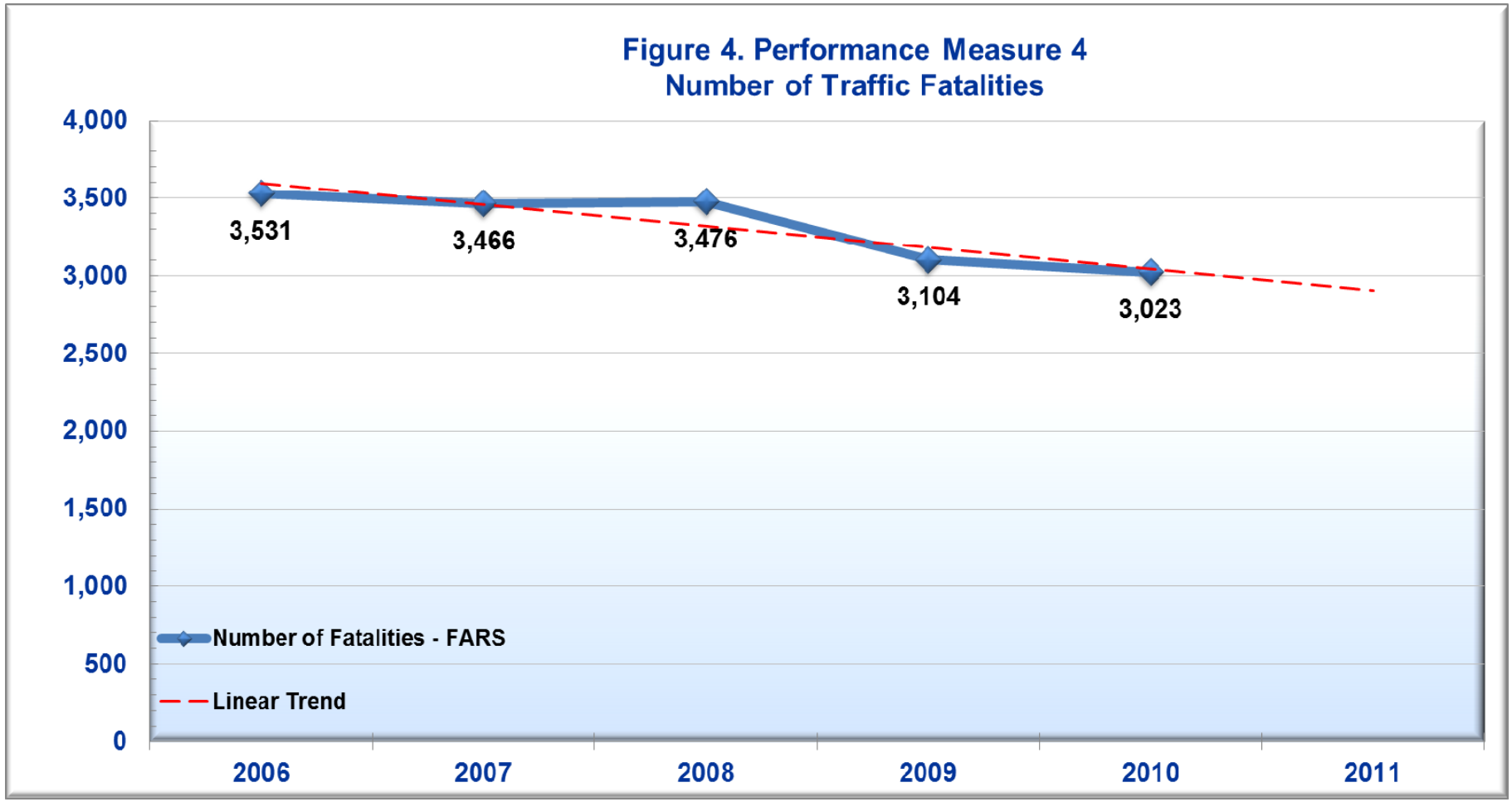
Data Source: *TxDOT November 9, 2012*



Data Source: NHTSA Traffic Safety Facts Texas 2006-2010



Data Source: *NHTSA Traffic Safety Facts Texas 2006-2010*



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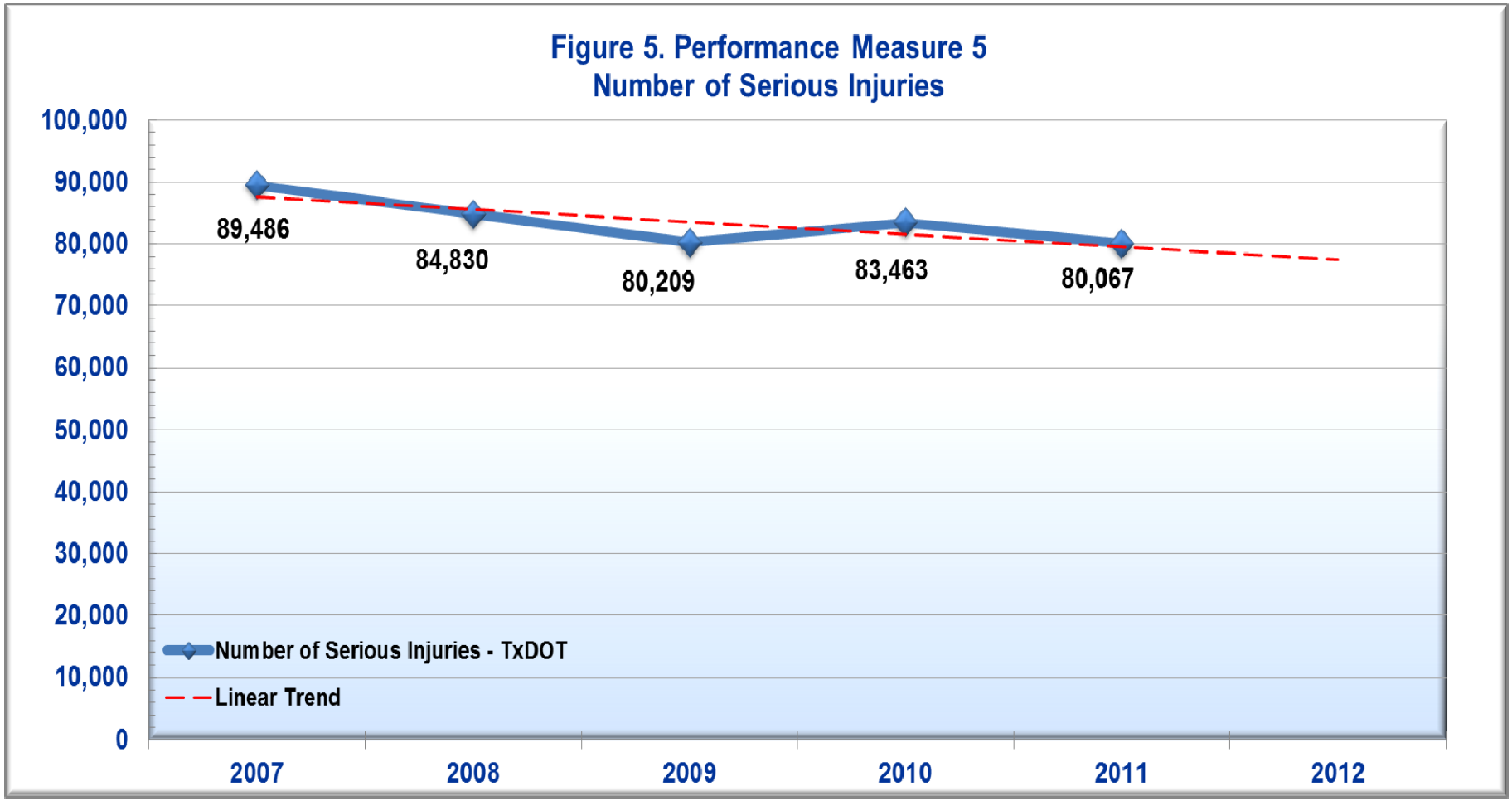

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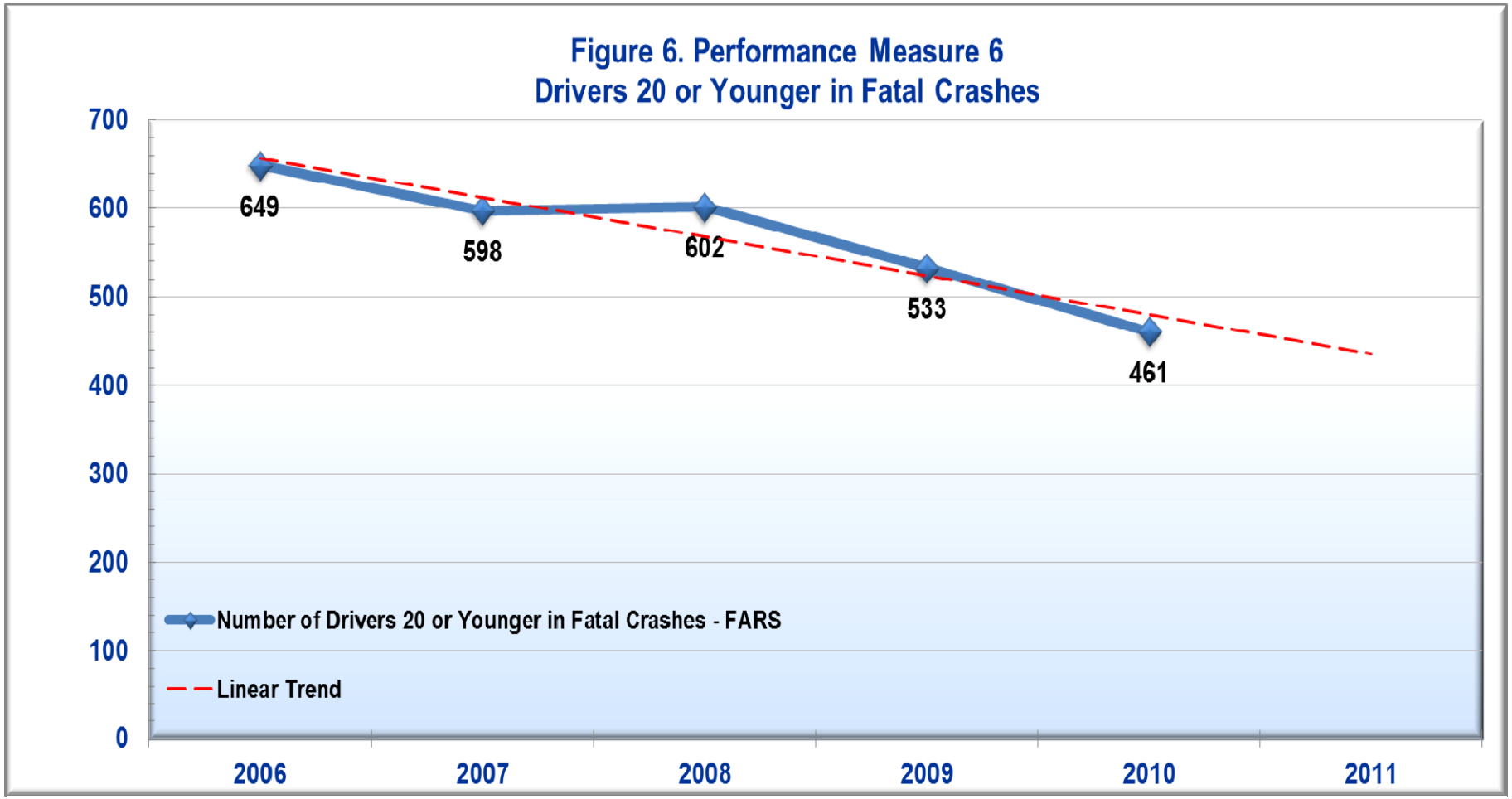

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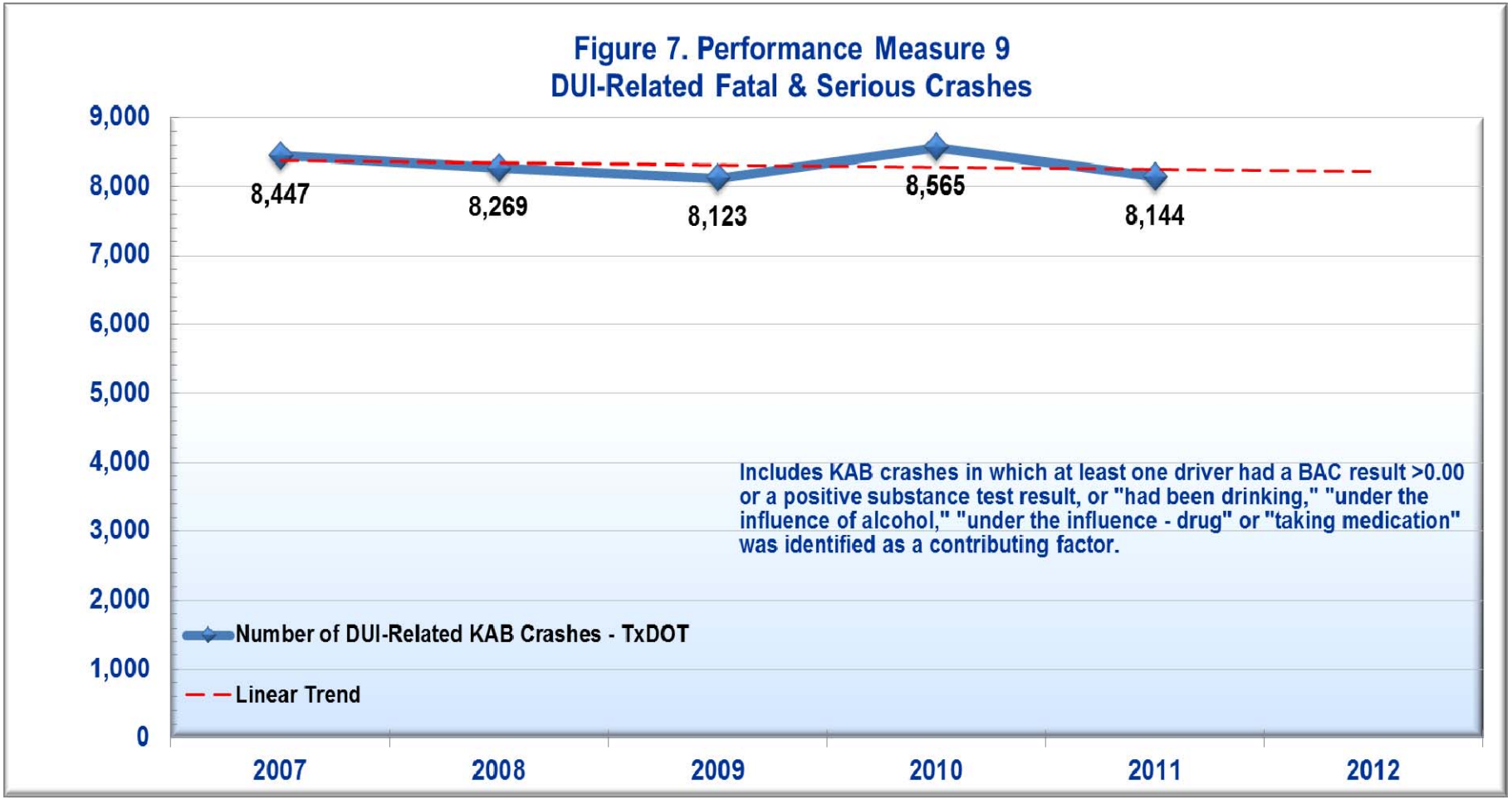

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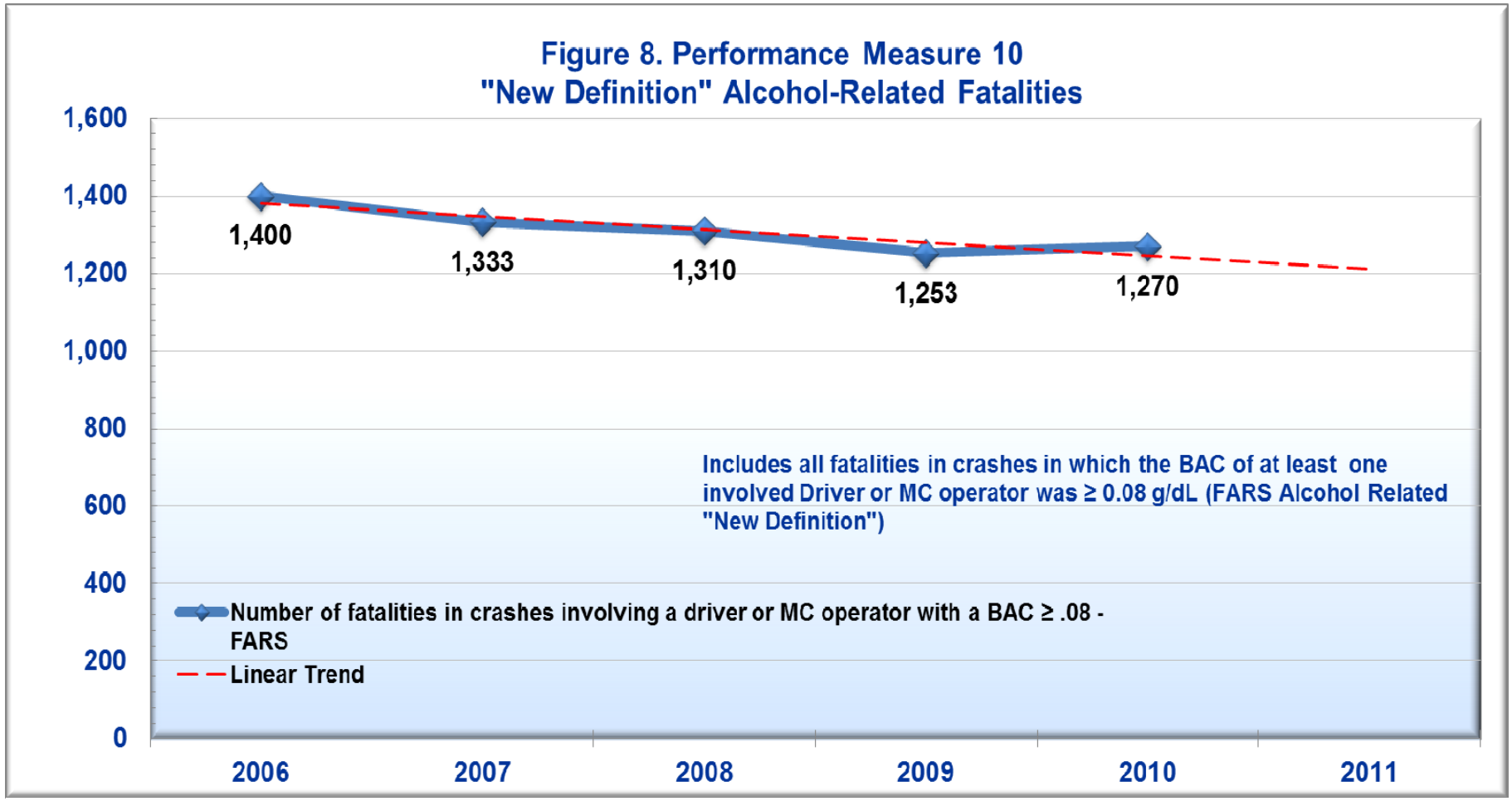

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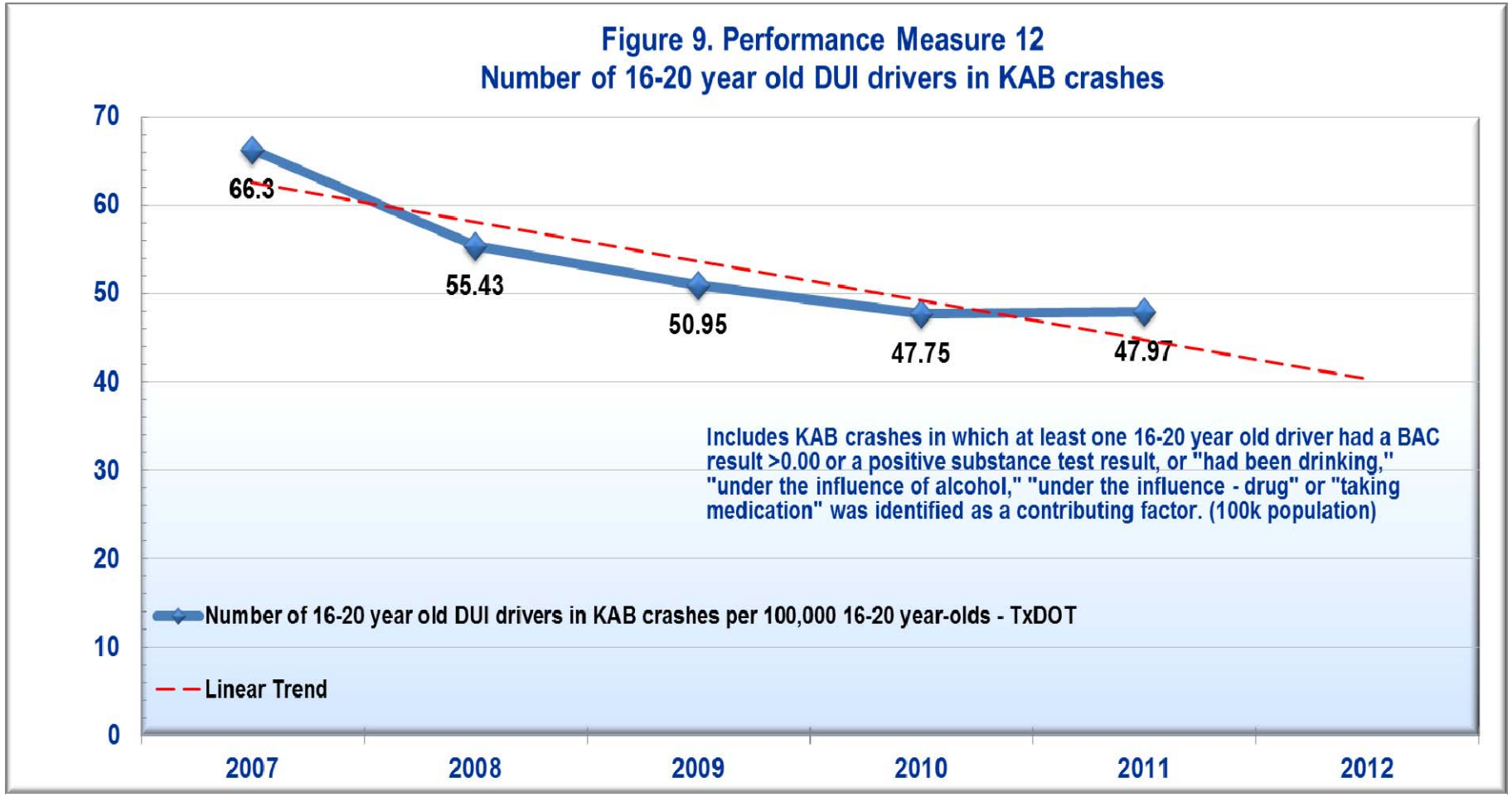

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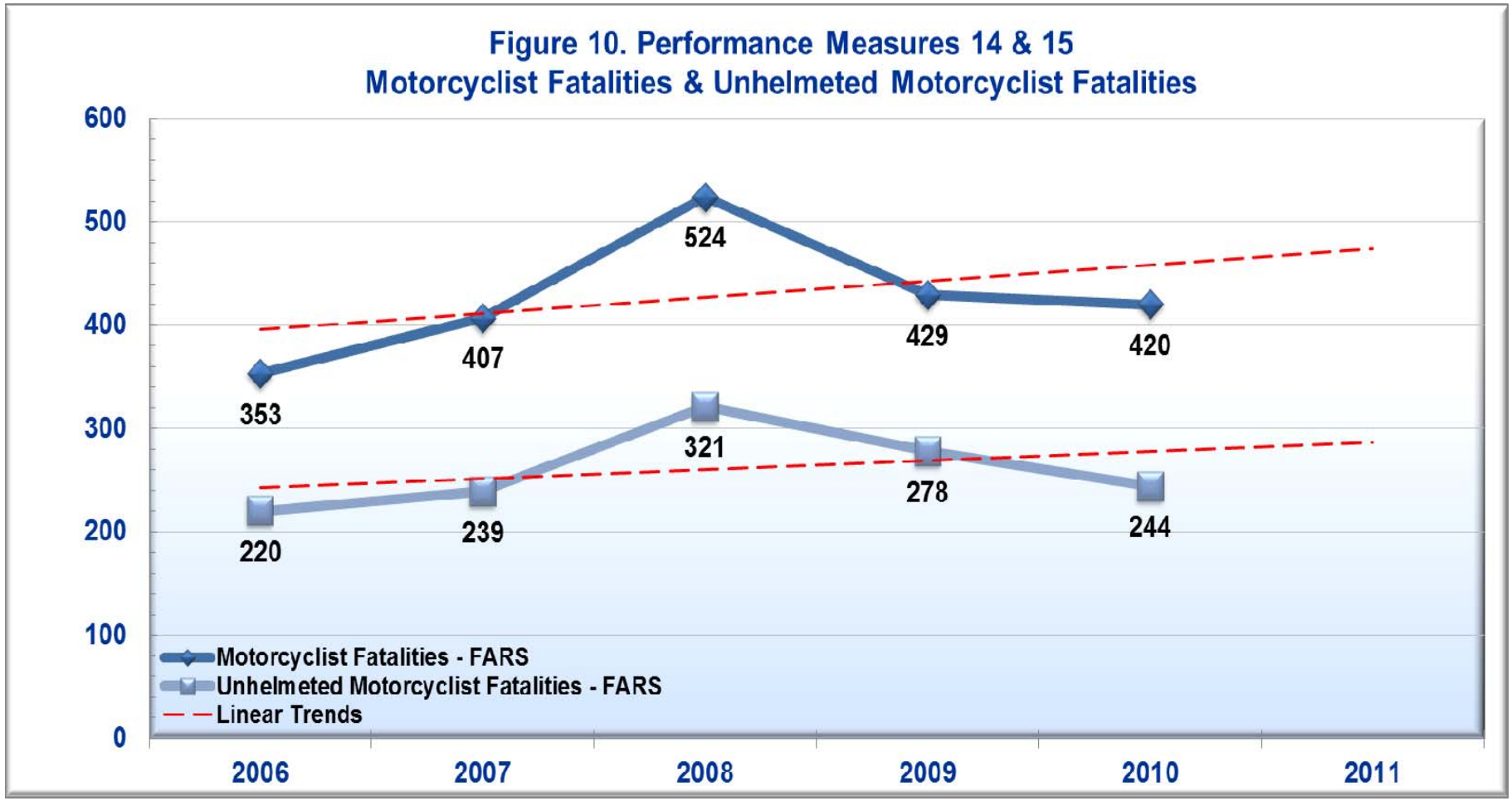

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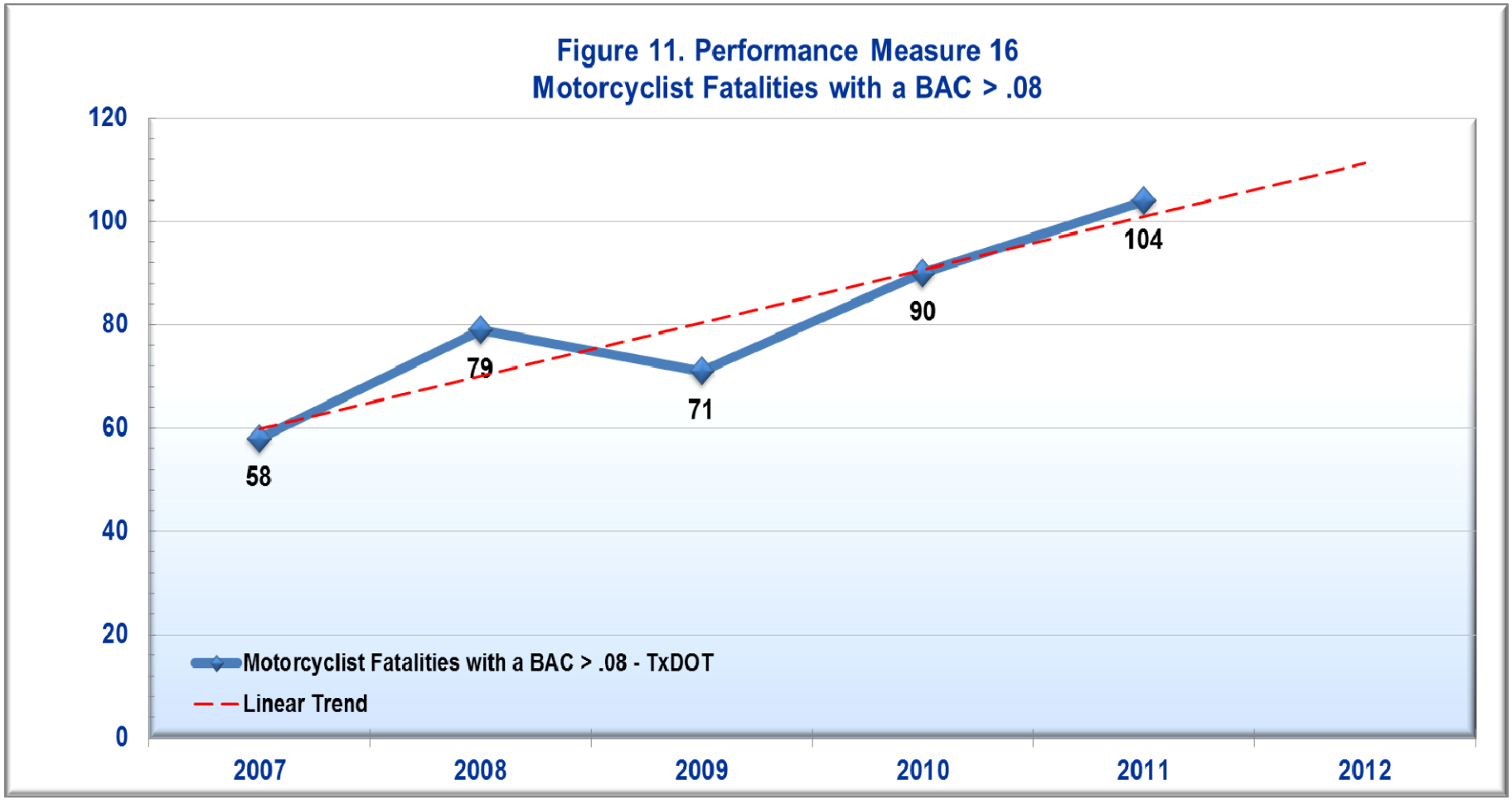

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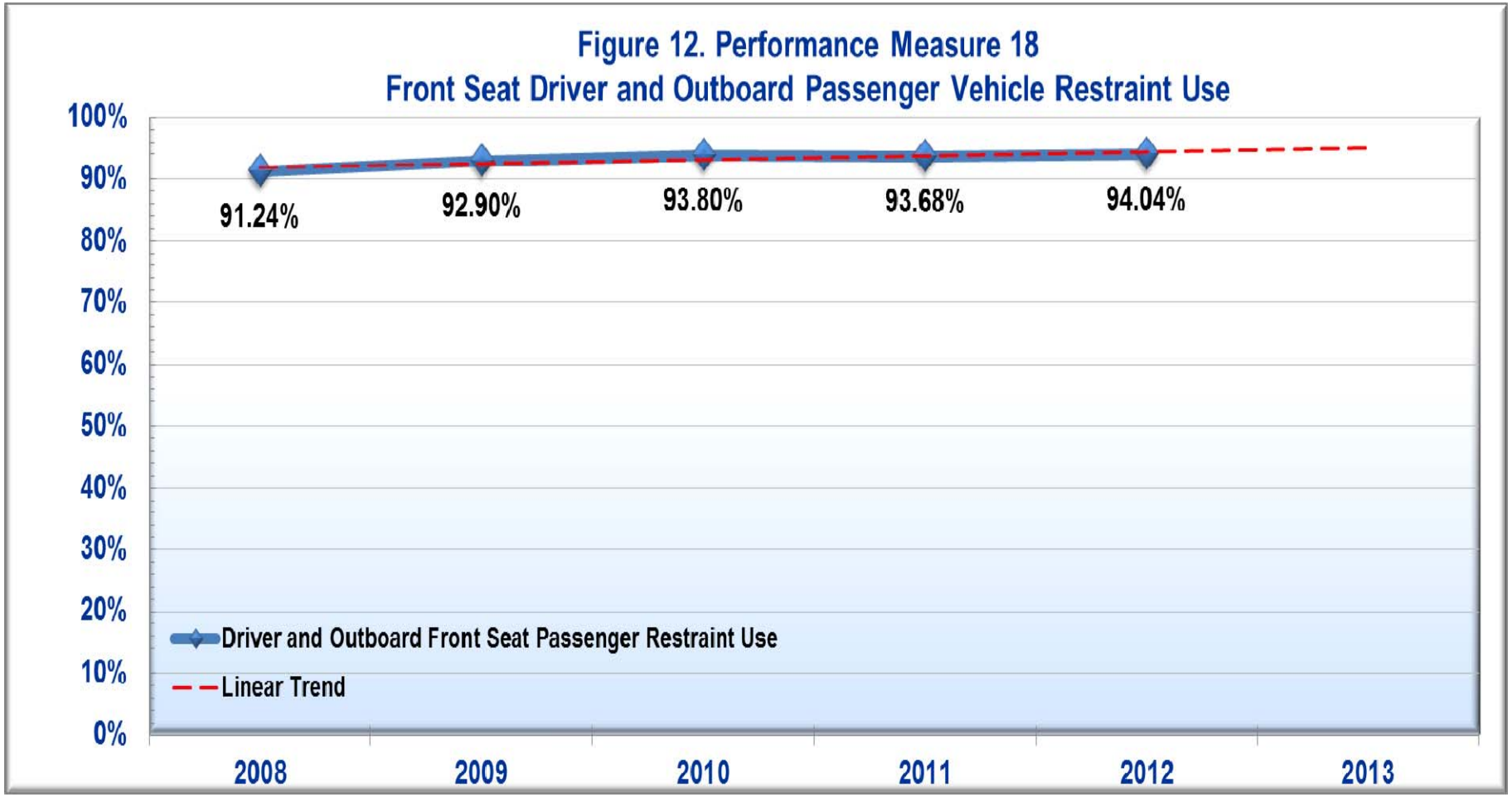

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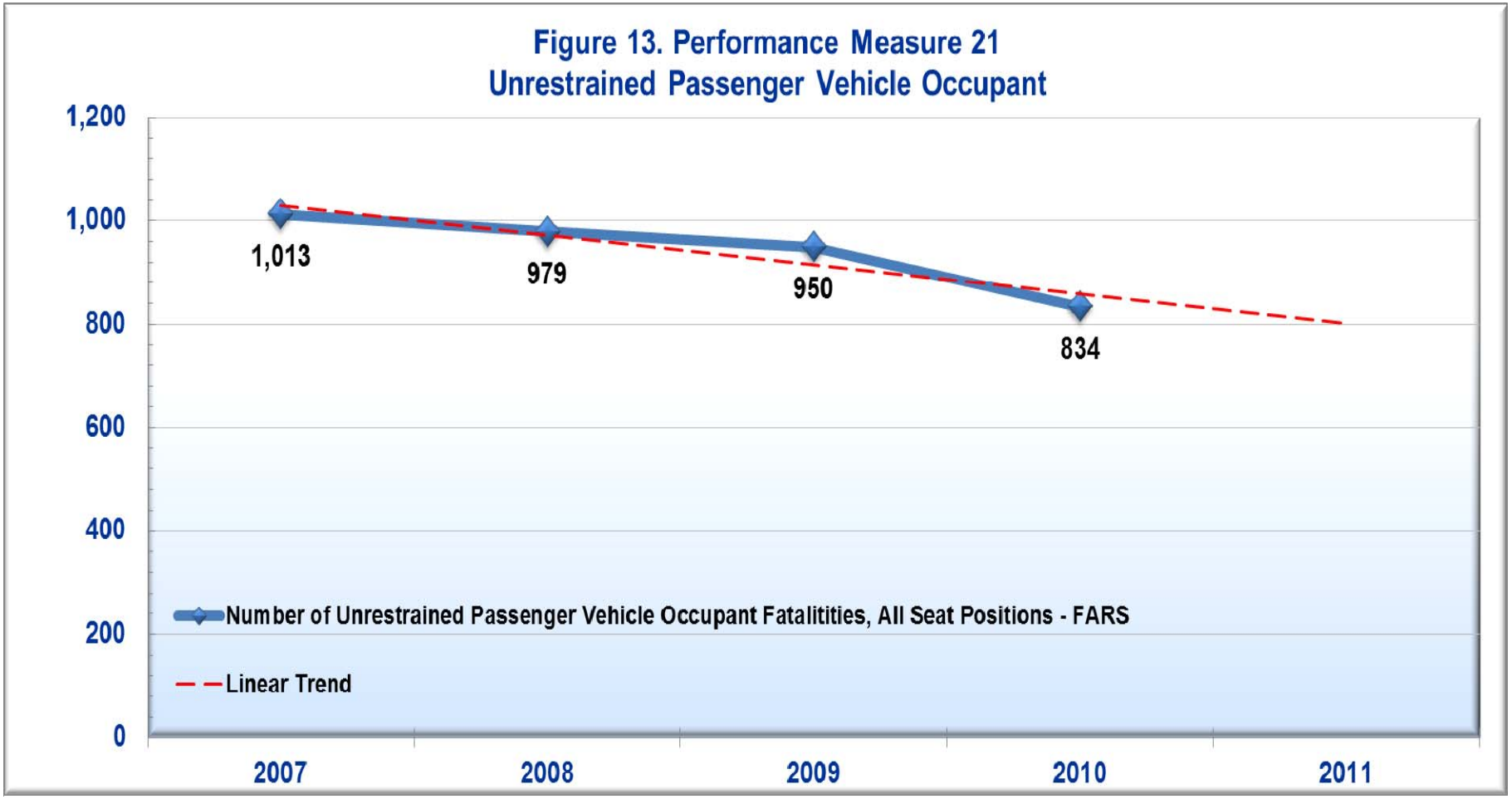

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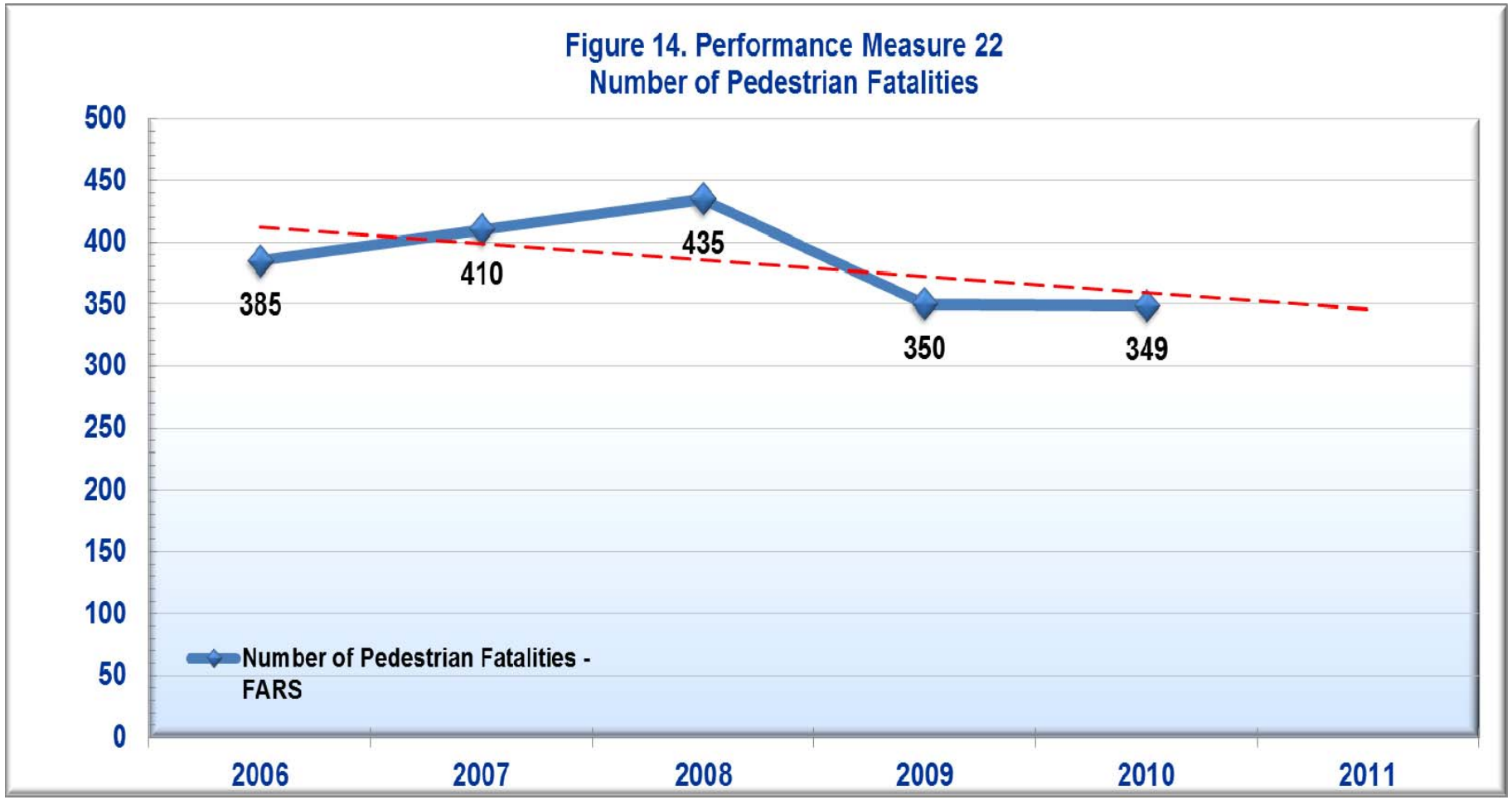

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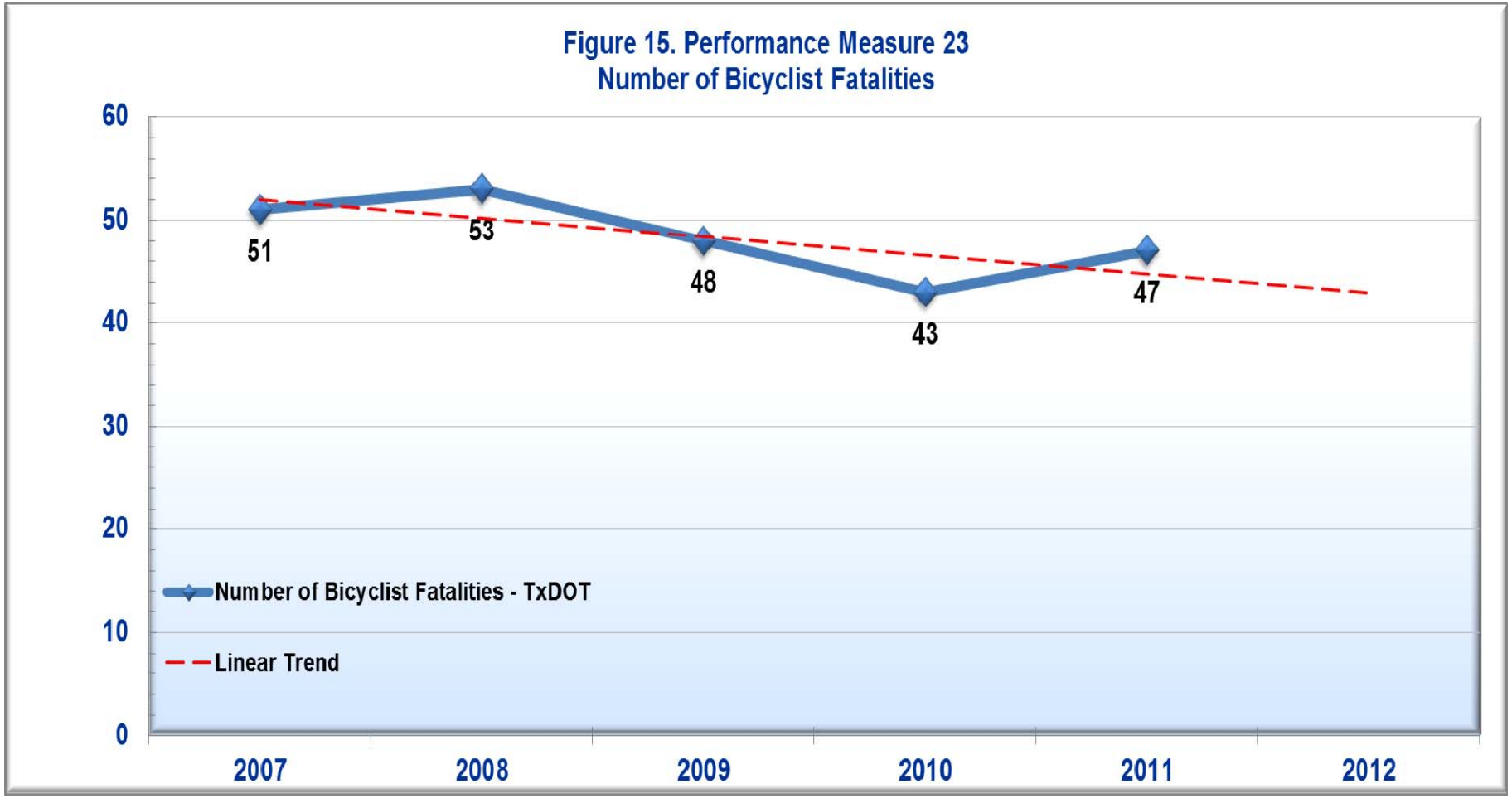

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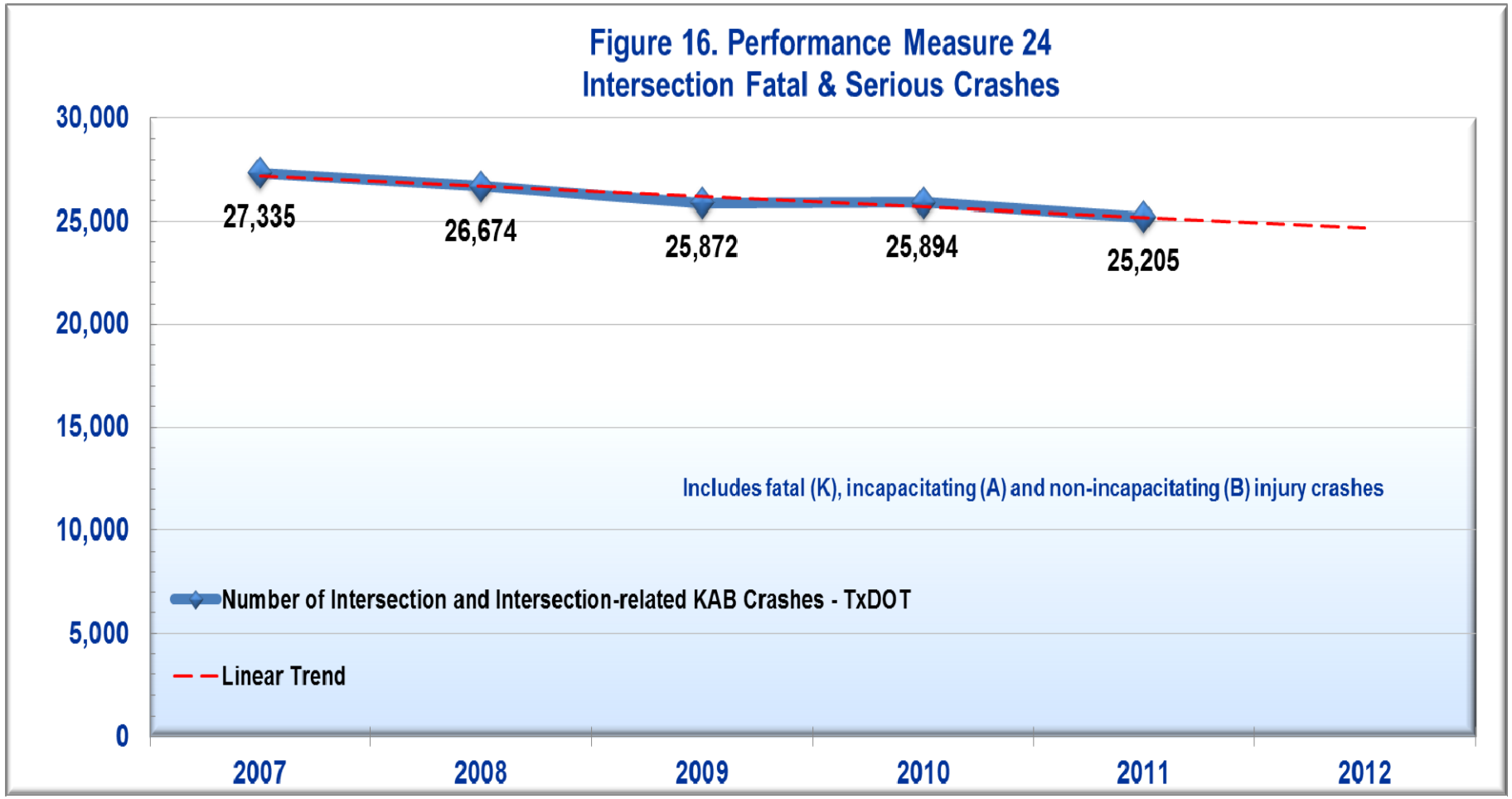

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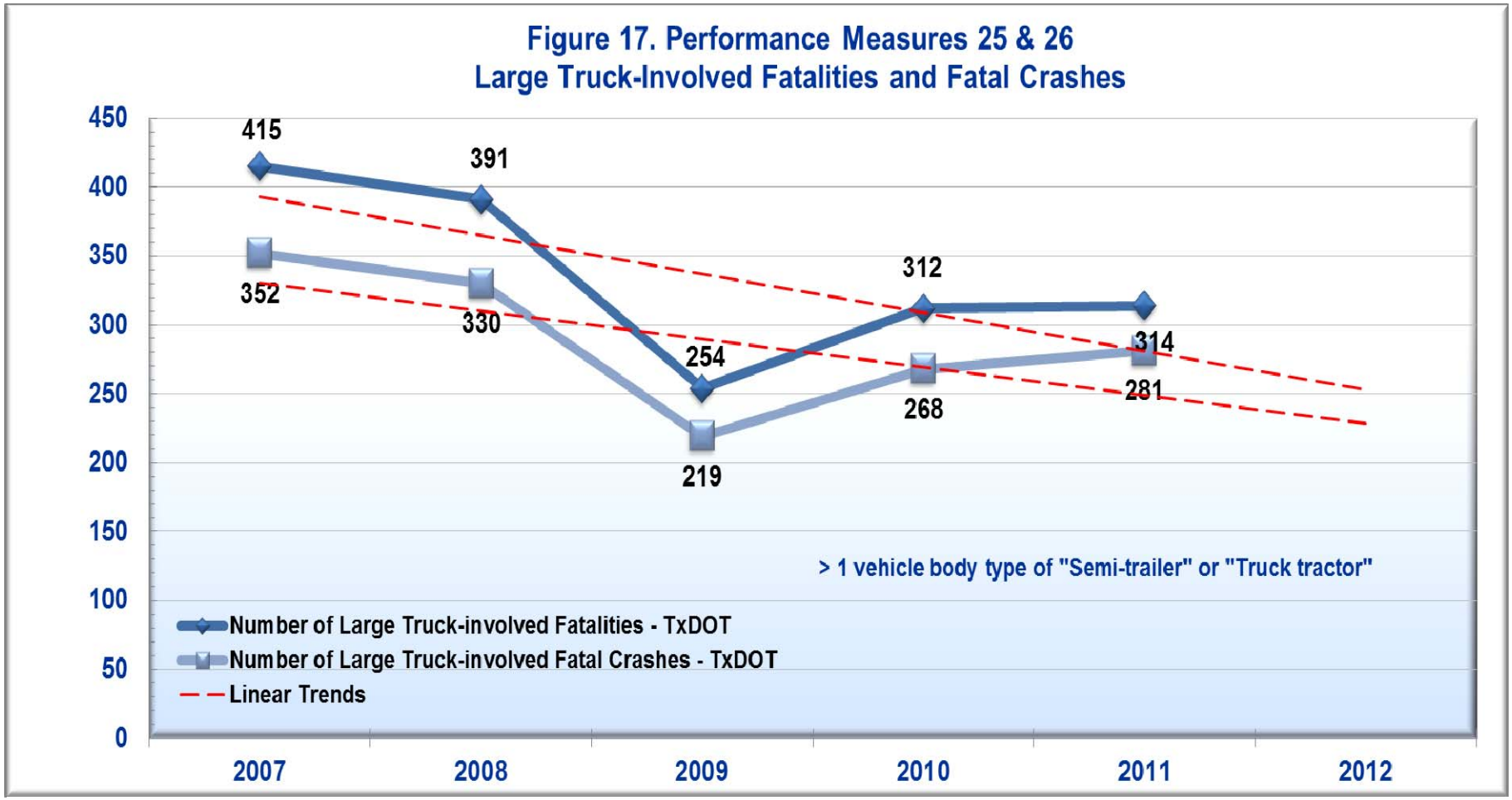

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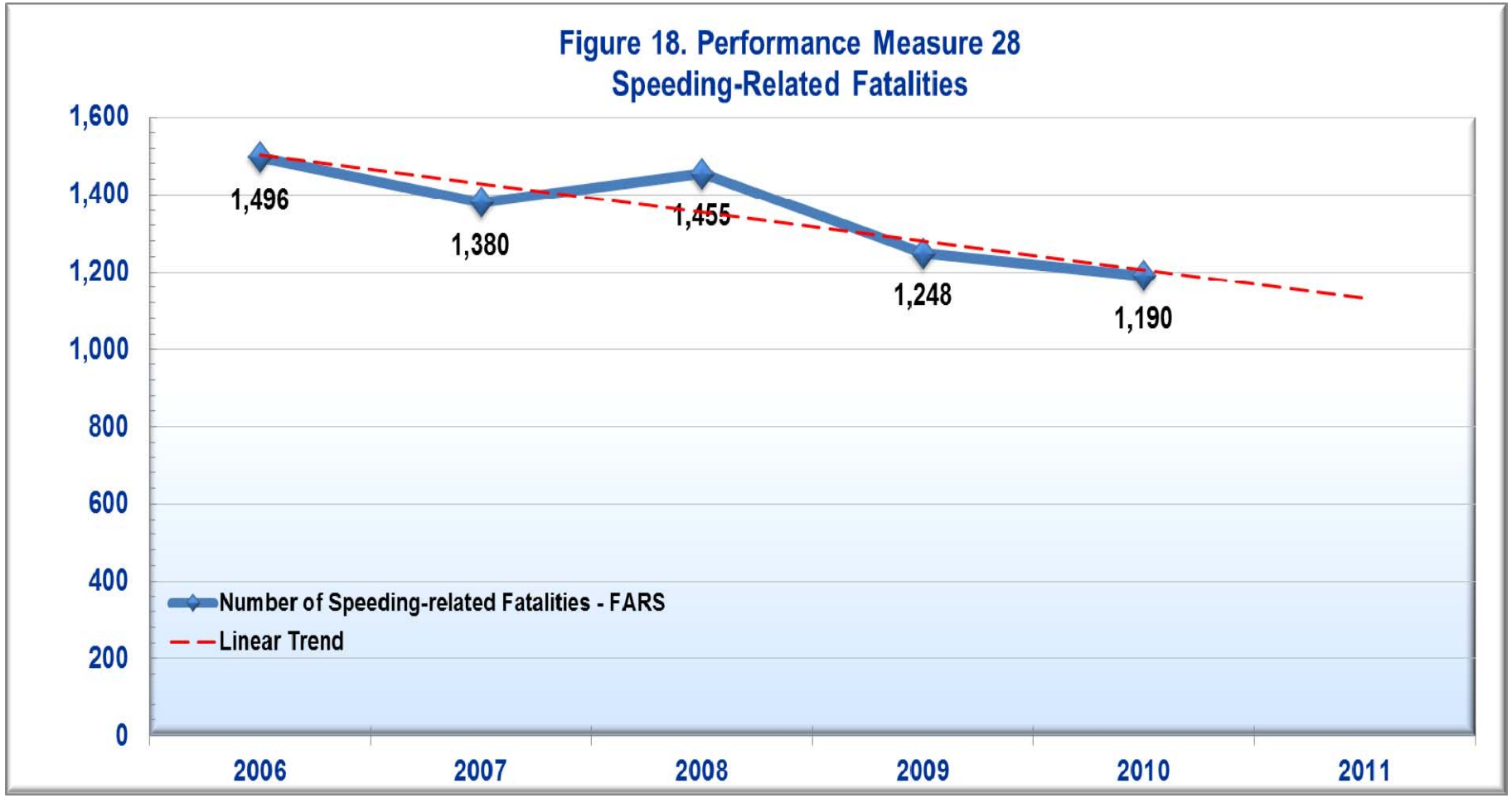
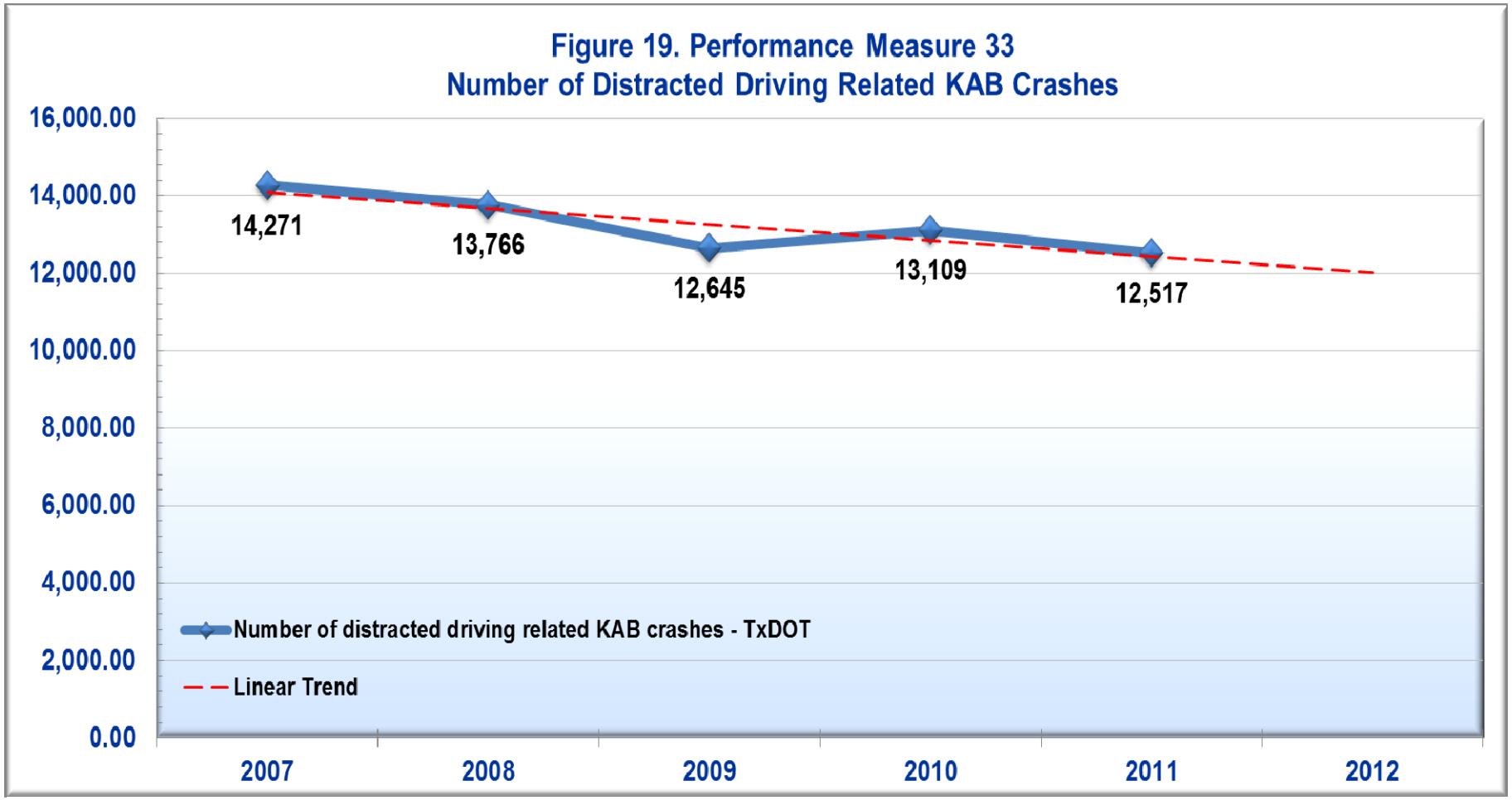


Data Source: *NHTSA Traffic Safety Facts Texas 2006-2010*



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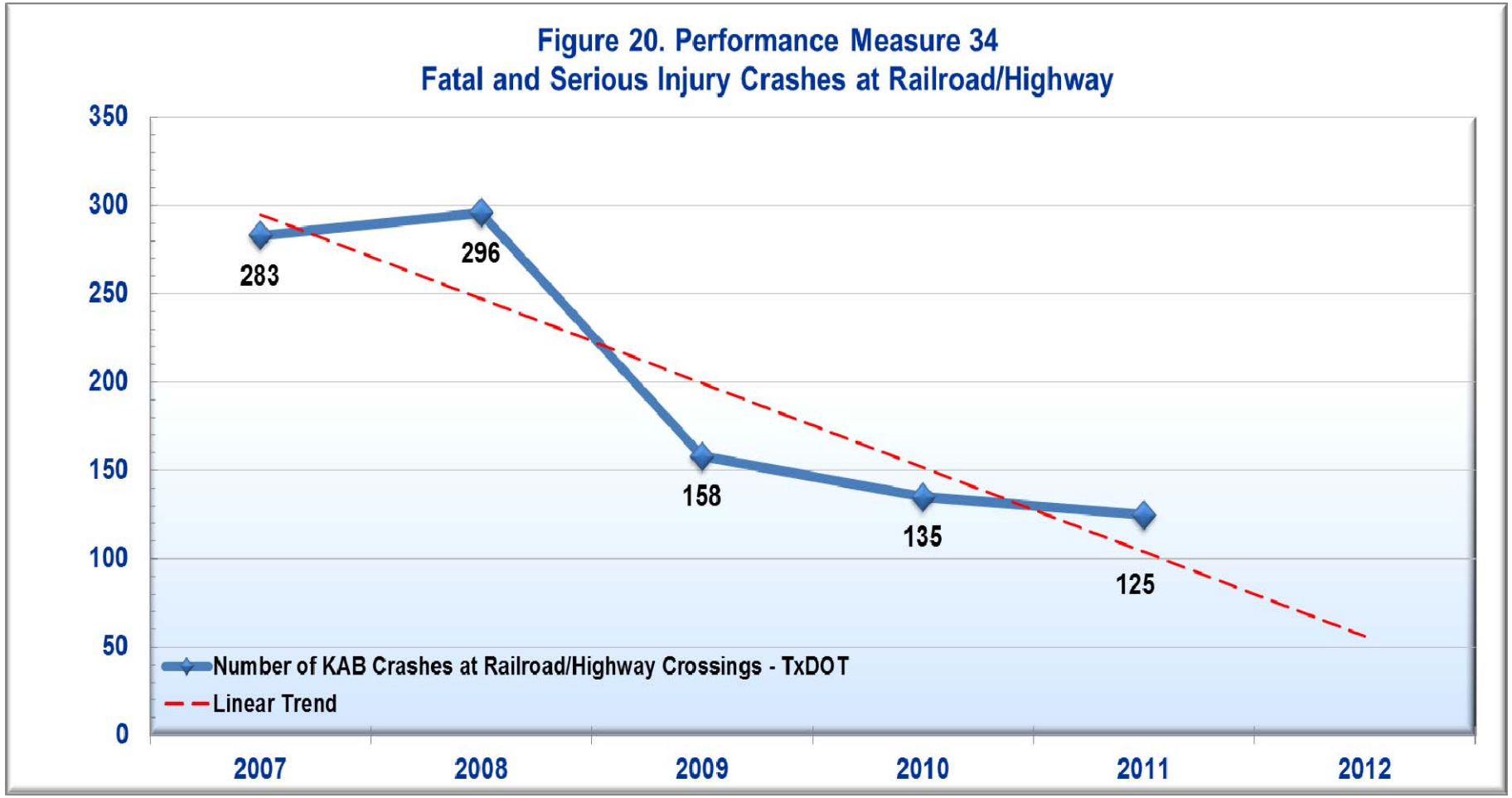

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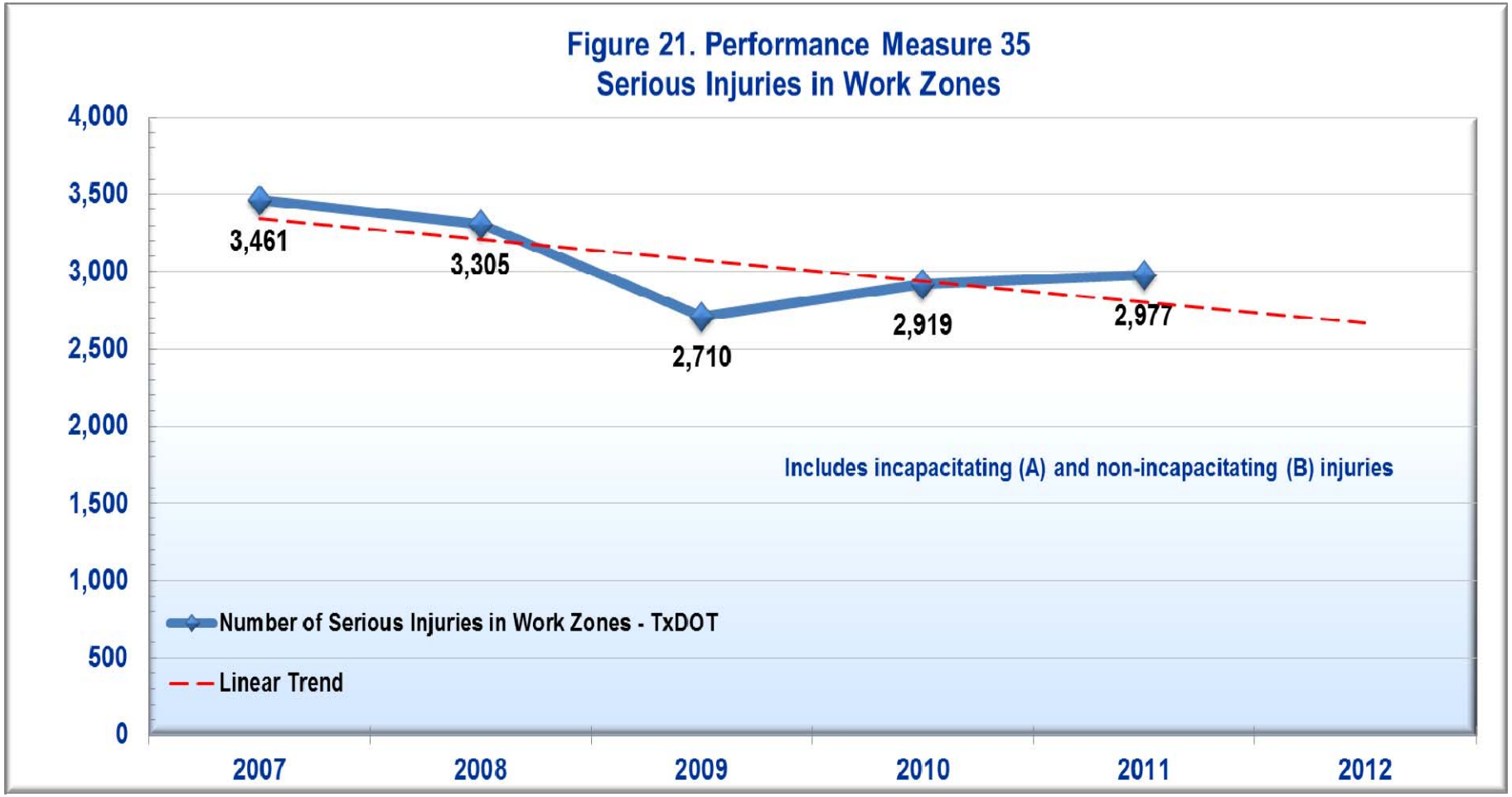

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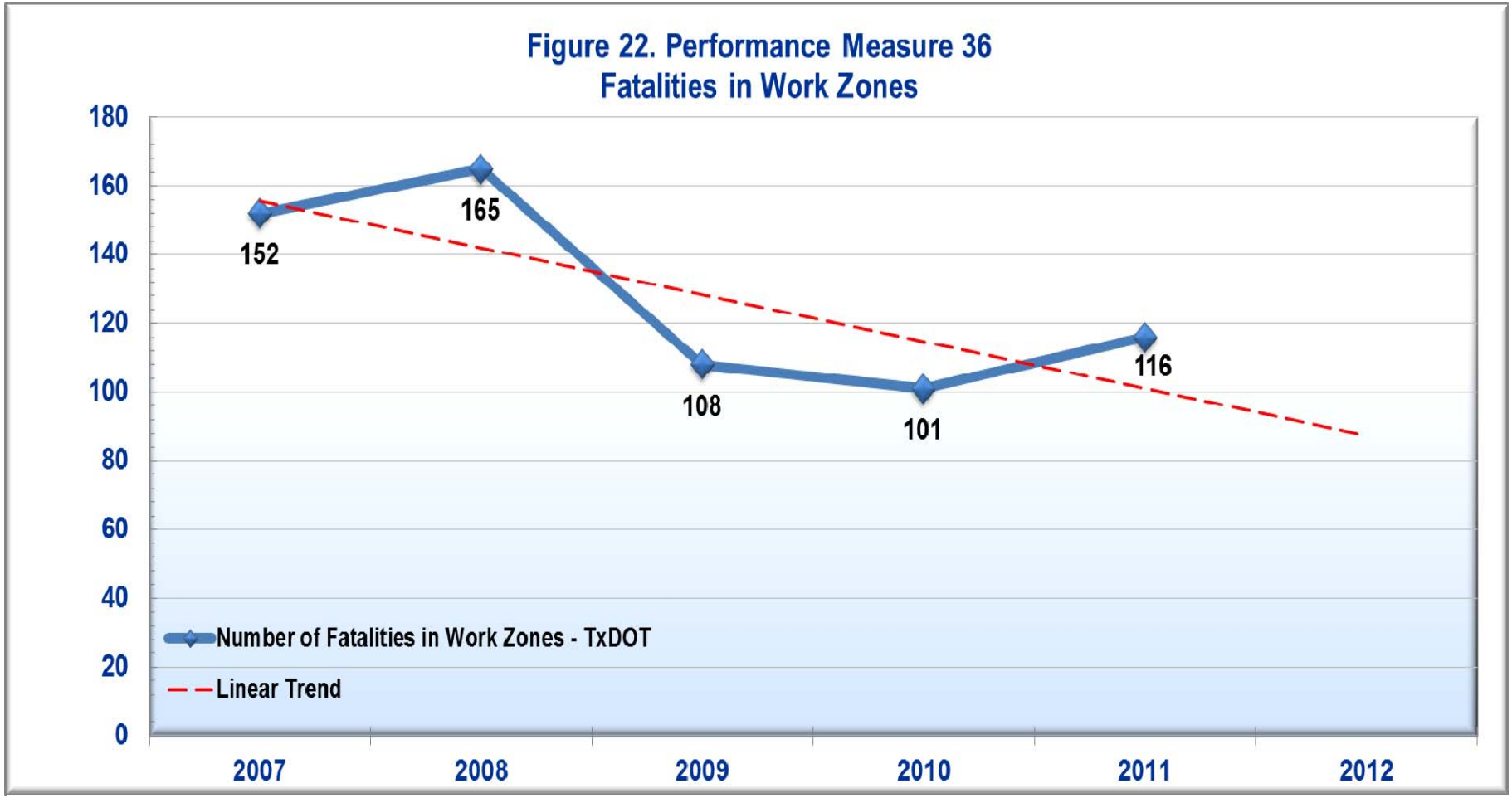

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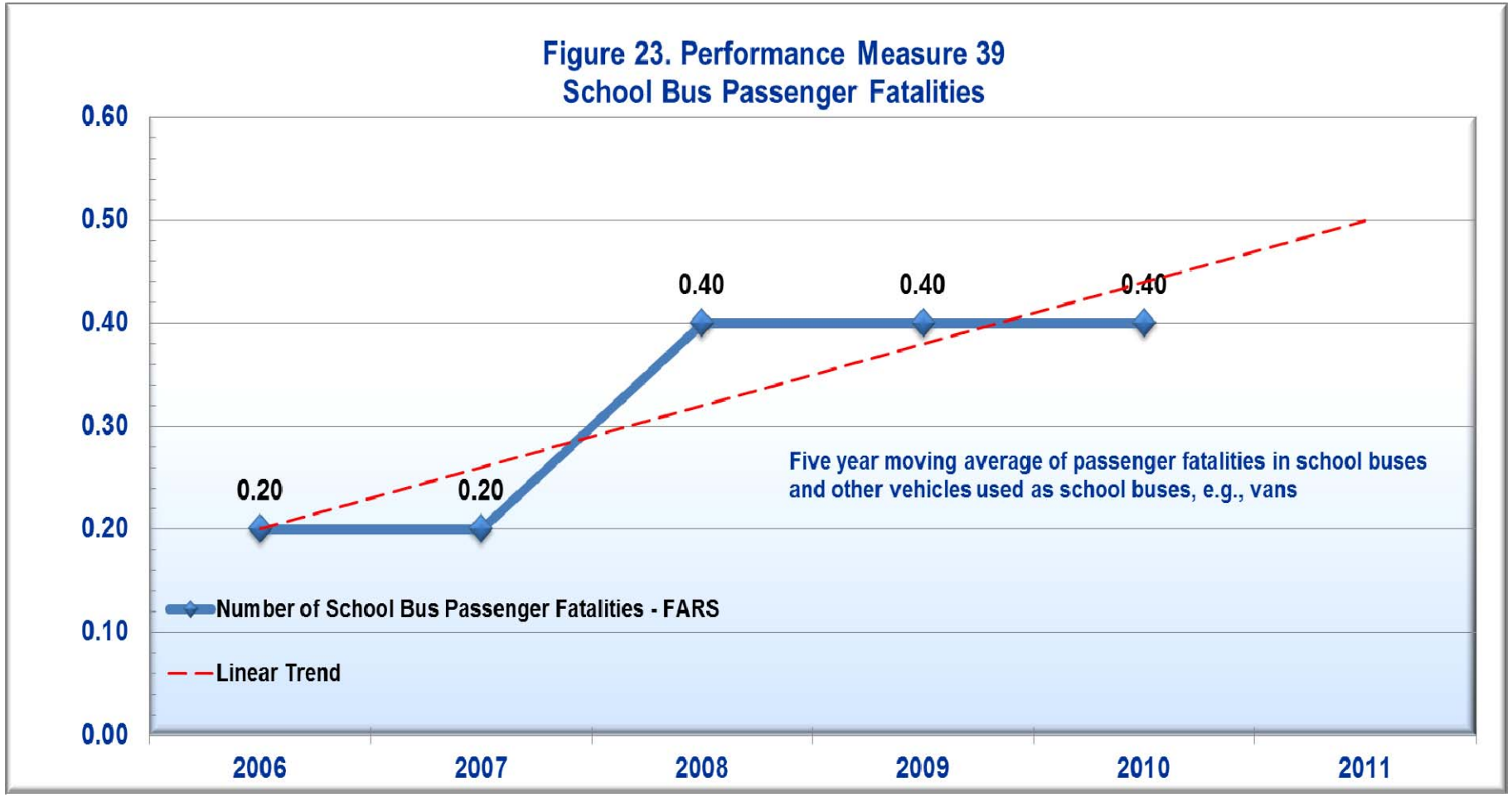


Data Source: *NHTSA Traffic Safety Facts Texas 2006-2010*

DATA SOURCES AND GLOSSARY FOR PERFORMANCE MEASURES

Performance Measure Data Sources	
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.	
Fatality Analysis and Reporting System (FARS)	All FARS data through 2010 are from final FARS data sets. FARS crash and fatality data for periods after 2010 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)	FARS "New Definition" based on the highest BAC of involved drivers and motorcycle riders (operators) only: Crashes (or fatalities) in which at least one driver or motorcycle operator had a BAC ≥ .08 g/dL. (Also referred to as "Alcohol-impaired driving crashes/casualties). All FARS-based alcohol-related data reported in the HSPP include those crashes in which at least one driver had a known 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.
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.

Performance Measure Glossary	
Term	**Definition**
Motor Vehicle-Related Pedestrian Fatalities	FARS: All deaths of pedestrians resulting from a crash involving a motor vehicle.
Motorcyclist Fatalities	FARS: Data categorized as motorcyclist fatalities include fatalities to operators and passengers of vehicles identified in FARS as a: motorcycle, moped (motorized bicycle), three-wheel motorcycle or moped - not all-terrain vehicle, off-road motorcycle (2-wheel), other motored cycle type (minibikes, motorscooters), 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	FARS and TXDOT: Crashes are coded in accordance with the highest degree of injury suffered in the crash, where: Incapacitating injury (A) - not able to walk, drive, etc. Non-incapacitating injury (B) - bump on head, abrasions, minor lacerations, etc. Possible injury (C) – e.g., limping, complaint of pain Fatal injury (F or K) - a death resulting from a crash that occurs within 30 days of the crash Non-injury (N or Property Damage Only- PDO). "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).
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	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. TXDOT: Texas population data used for calculating population-based crash and casualty rates were obtained from the Texas State Data Center and Office of the State Demographer. Population-based crash and casualty rates through CY 2010 are based on Texas State Data Center population estimates. Population-based rates for 2010 and later use population 2010 U.S. Census count.
Vehicle Miles Traveled (VMT)	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. 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.
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 - 01

Goals

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

Strategies

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

Project Descriptions

Task: ***Program Management*** ***Planning and Administration PA - 01***

Organization Name *Division* TRF-TS *Project Number*

Texas A&M Transportation Institute **2012-TTI-G-1YG-0020**

Title / Desc. ***2012 Statewide Traffic Safety Conference***

TTI will plan and conduct a fourth Statewide Traffic Safety Conference. This project provides support for planning and implementing that conference and initial planning for a fifth conference.

Strategies Addressed

- Provide training and assistance for local and statewide traffic safety problem identification

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct Statewide Traffic Safety Conference	1	1	☑
▪ Coordinate planning for a fourth statewide traffic safety conference	1	2	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	PA	1	*Planned:*	$55,073.16			$33,744.80	$88,817.96
		1	*Actuals:*	$47,212.93			$33,143.86	$80,356.79

Task: ***Program Management*** — ***Planning and Administration PA - 01***

Organization Name **Texas A&M Transportation Institute** — *Division* TRF-TS — *Project Number* **2012-TTI-G-1YG-0021**

Title / Desc. ***Technical Support and Data Analysis for Traffic Safety***

Technical assistance is provided to the Traffic Safety Section for compilation, analysis and presentation of traffic safety-related data, program planning and preparation of NHTSA and other reports.

Strategies Addressed

- Maintain coordination of traffic safety efforts and provide technical assistance
- Provide training and assistance for local and statewide traffic safety problem identification

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Provide compilation of annual TX crash & casualty data to the Traffic Safety Section	1	1	☑
▪ Provide responses to requests for data compilations, analyses, graphics and report support	4	1	☐

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	PA	1	*Planned:*	$40,513.22			$4,552.38	$45,065.60
		1	*Actuals:*	$39,404.66			$4,440.63	$43,845.29

Task: ***Program Management*** — ***Planning and Administration PA - 01***

Organization Name **TxDOT-TRFTS** — *Division* TRF-TS — *Project Number* **eGrants Software Enhancement, Support and Management**

Title / Desc. ***eGrants Software Enhancement, Support and Management***

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

Participating Organizations	*Project #*
TxDOT-TRFTS	2012-TxDOT-TR-G-1YG-0155
TxDOT-TRFTS	2012-TxDOT-TR-G-1YG-0156
TxDOT-TRFTS	2012-TxDOT-TR-G-1YG-0157

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	PA	3	*Planned:*	$322,520.00	$50,000.00			$372,520.00
		3	*Actuals:*	$323,400.00	$50,000.00			$373,400.00

Task: ***Program Management*** — ***Planning and Administration PA - 01***

Organization Name **TxDOT-TRFTS** — *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 crahses, injuries, and fatalities.

Participating Organizations	*Project #*
TxDOT-TRFTS	2012-TxDOT-TR-G-1YG-0148
TxDOT-TRFTS	2012-TxDOT-TR-G-1YG-0149
TxDOT-TRFTS	2012-TxDOT-TR-G-1YG-0152

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	PA	3	*Planned:*		$1,919,154.00			$1,919,154.00
		3	*Actuals:*		$4,389,844.56			$4,389,844.56

FY 2012 TRAFFIC SAFETY FUNDS

PROGRAM AREA EXPENDITURE SUMMARY

Planning and Administration

PA - 01

Task		# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
				402	405	406	408	410	2010	STATE	INCOME	LOCAL	
Enforcement													
Evaluation													
Program Management	*Planned:*	8	$2,425,557.56	$418,106.38						$1,969,154.00		$38,297.18	
	Actual:	8	$4,887,446.64	$410,017.59						$4,439,844.56		$37,584.49	
Public Information Campaigns													
Training													
TOTALS:	*Planned:*	8	**$2,425,557.56**	**$418,106.38**						**$1,969,154.00**		**$38,297.18**	
	Actual:	8	**$4,887,446.64**	**$410,017.59**						**$4,439,844.56**		**$37,584.49**	

Alcohol and Other Drug Counter Measures AL - 02

Goals

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

Strategies

- *Develop a DWI and minor in possession tracking system*
- *Develop innovative ways and programs to combat underage drinking and driving*
- *Educate the public and stakeholders on the use of interlock devices and other alcohol monitoring technologies for DWI offenders*
- *Expand "El Protector" and keep concentration on alcohol*
- *Improve adjudication and processing of DWI cases through improved training for judges, administrative license revocation judges, prosecutors, and probation officers*
- *Improve adjudication of DWI cases through improved training for judges, administrative license revocation judges, and prosecutors, and improved support materials for judges and prosecutors*
- *Improve and increase training for law enforcement officers*
- *Improve anti-DWI public information and education campaigns*
- *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 enforcement of DWI laws*
- *Increase intervention efforts*
- *Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving*
- *Increase the number of law enforcement task forces and coordinated enforcement campaigns*
- *Increase the use of warrants for mandatory blood draws*
- *Increase training for anti-DWI advocates*

Project Descriptions

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

Organization Name *District* SAT *Project Number*

Bexar County District Attorney's Office **2012-BexarCoD-G-1YG-0115**

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

To expand and improve county DWI enforcement by operating a No-Refusal program every day.

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 the use of warrants for mandatory blood draws

Performance Objectives	*Target*		*Actual*		*Met?*
▪ Decrease the number of DWI Trials in which police officers are required to testify in court	70	%	3,336	%	☐
▪ Decrease the number of DWI offenses submitted to the District Attorneys Office	6,000		4,894		☑
▪ Increase the conviction rate of those suspected of DWI which refuse voluntary breath or blood tests	90	%	74	%	☐

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8FR	1	*Planned:*	$180,000.00			$61,233.47	$241,233.47
		1	*Actuals:*	$180,000.00			$79,298.00	$259,298.00

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

Organization Name | *District* BRY | *Project Number*

Brazos County Attorney's Office | **2012-BrazosCA-G-1YG-0015**

Title / Desc. ***Brazos County Comprehensive Underage Drinking Program***

Operation of the Brazos Valley Regional Alcohol Task Force. The task force conducts directed enforcement of underage drinking laws, minor stings, and undercover investigations.

Strategies Addressed

- 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
- Increase the number of law enforcement task forces and coordinated enforcement campaigns

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Complete investigations and criminal cases on persons who possess fictitious or altered identification	20	42	☑
▪ Complete investigations and criminal cases on minors who possess alcohol	200	200	☑
▪ Conduct Fakeout operations with TABC and regional law enforcement	4	4	☑
▪ Conduct administrative investigations of establishments that sell or serve alcohol to underage persons	110	123	☑
▪ Conduct criminal investigations of licensed establishments that sell or serve alcohol to underage persons	110	123	☑
▪ Distribute brochures explaining the legal consequences of Social Hosting	2,000	2,150	☑
▪ Educate community groups on the legal consequences of Social Hosting	4	5	☑
▪ Maintain the inter-agency task force with a minimum of nine (9) law enforcement agencies	1	2	☑
▪ Teach licensed establishment employees in fake identification detection	20	53	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$61,143.34			$62,746.65	$123,889.99
		1	*Actuals:*	$39,598.80			$64,535.95	$104,134.75

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

Organization Name *District* DAL *Project Number*

Collin County - District Attorney's Office **2012-CollinDA-G-MYG-Yr3-0192**

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

- Develop innovative ways and programs to combat underage drinking and driving
- Improve anti-DWI public information and education campaigns
- Improve DWI processing procedures
- Increase enforcement of driving under the influence by minors laws
- Increase enforcement of DWI laws
- Increase intervention efforts
- Increase the number of law enforcement task forces and coordinated enforcement campaigns

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Decrease the number of DWI jury trials in which police officers are required to testify in court	70 %	66%	☑
▪ Decrease the number of jury trials held in Collin County for the offense of DWI	110	97	☑
▪ Decrease the number of alcohol related crashes in Collin County	534	379	☑
▪ Decrease the number of DWI offenses submitted to the District Attorneys Office	2,337	1,755	☑
▪ Increase the number of public awareness events detailing the No-Refusal Campaign.	12	0	☐
▪ Increase the conviction rate of individuals suspected of DWI that refuse voluntary breath or blood tests	90 %	96%	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$75,046.50			$15,416.68	$90,463.18
		1	*Actuals:*	$32,955.40			$11,910.09	$44,865.49

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

Organization Name *District* HOU *Project Number*

Harris County District Attorney **2011-HarrisDA-G-3YG-0026**

Title / Desc. ***Search Warrants Stop Impaired Drivers: Harris County District Attorney's Office's No Refusal Program***

To greatly expand and improve No Refusal by operating the program an additional 41 weekends. No Refusal would then operate every weekend of the year.

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Collect Data sets obtained pursuant to blood search warrants	12	12	☑
▪ Coordinate Weekends of No Refusal	41	43	☑
▪ Distribute Press Releases about No Refusal Weekends	12	25	☑
▪ Provide Blood Search Warrants to arresting DWI officers	500	1,337	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8FR	1	*Planned:*	$223,043.04			$31,863.39	$254,906.43
		1	*Actuals:*	$197,306.47			$31,654.23	$228,960.70

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

Organization Name | *District* HOU | *Project Number*

Montgomery County District Attorney's Office | **2012-MCDAO-G-1YG-0055**

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

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

Strategies Addressed

- 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 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 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 campaigns regarding enforcement activities
- 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
- Review and update program procedures as needed

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct publicity campaigns to educate the public, the media, and police groups	12	148	☑
▪ Evaluate No Refusal nights for the effectiveness in targeting illegally intoxicated drivers	56	94	☑
▪ Implement training programs for hospitals and first responders on DWI and privacy/HIPAA laws	12	20	☑
▪ Implement No Refusal nights from the current 56, an increase of 9 from 2011 and 50 from 2010	65	94	☑
▪ Provide reporting activities to TXDOT to evaluate the effectiveness of No Refusal nights	12	13	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$97,330.00			$65,369.31	$162,699.31
		1	*Actuals:*	$96,764.51			$65,671.87	$162,436.38

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

Organization Name | *Division* TRF-TS | *Project Number*

Texas Department of Transportation | **2012 - STEP - Impaired Driving Mobilization**

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

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

Performance Measures

Other arrests	1,455
CMV Speed citations	0
Community events (e.g., health fairs, booths)	39
DUI Minor arrests/citations	24
DWI arrests	3,017
HMV citations	242
Child Safety Seat citations	180
Media exposures (e.g., news conferences, news releases, and interviews)	496
STEP Enforcement Hours	26,440
Other citations	9,729
Presentations conducted	82
Public information and education materials distributed	19,068
Public information and education materials produced	203
Safety Belt citations	285
Speed citations	3,763
ITC citations	155

Participating Organizations	*Project #*
City of Austin - Police Department	2012-AustinPD-IDM-00012
City of Beaumont - Police Department	2012-Beaumont-IDM-00007
City of Dallas - Police Department	2012-Dallas-IDM-00008
City of Deer Park - Police Department	2012-DeerPark-IDM-00013
City of Denton - Police Department	2012-DentonPD-IDM-00030
City of Edinburg - Police Department	2012-EdinbuPD-IDM-00025
El Paso County Sheriff's Office	2012-ElPasoCO-IDM-00003
City of Fort Worth - Police Department	2012-Fortworth-IDM-00011
City of Garland - Police Department	2012-GarlandPD-IDM-00021
City of Grand Prairie - Police Department	2012-GrandPra-IDM-00004
City of Houston - Police Department	2012-HoustonPD-IDM-00010
City of Irving - Police Department	2012-Irving-IDM-00005
Jefferson County Sherriff's Office	2012-JeffersonCoSO-IDM-00009
City of La Porte - Police Department	2012-LaPorte-IDM-00024
City of Lewisville - Police Department	2012-LewisvPD-IDM-00026
City of McAllen - Police Department	2012-McAllenPD-IDM-00020
City of McKinney - Police Department	2012-McKinney-IDM-00018
City of Mesquite - Police Department	2012-Mesquite-IDM-00016
Midland County Sheriff's Office	2012-MidlandCoSO-IDM-00031
Montgomery County Sherrifs Office	2012-MontgoSO-IDM-00006
City of Pasadena - Police Department	2012-PasadePD-IDM-00017
Texas Department of Public Safety	2012-TDPS-IDM-00002
City of Terrell - Police Department	2012-TerrellPD-IDM-00029
Travis County Sheriff's Office	2012-Travis County SO-IDM-00019
Wharton County Sheriff Office	2012-WhartonCOSO-IDM-00022

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8HV	60	Planned:	$2,191,570.79			$1,265,370.79	$3,456,941.57
		25	Actuals:	$1,282,883.53			$740,719.17	$2,023,602.70

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

Organization Name *Division* TRF-TS *Project Number*

Texas Department of Transportation **STEP WAVE DWI**

Title / Desc. ***STEP WAVE DWI***

Increased DWI enforcement and public information and education activities

Project Notes

No projects executed during FY 2012

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8FR	1	Planned:	$422,520.00			$216,570.51	$639,090.51
			Actuals:					

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

Organization Name **Sam Houston State University** | *Division* TRF-TS | *Project Number* **2012-SHSU-G-1YG-0051**

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

To maintain a network of ceritifed DREs, ensure conformance to DRE standards, and provide statistics related to impaired driving in the state. ARIDE and DITEP training will be provided statewide.

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct DRE instructor update course to review DRE, DITEP, ARIDE course materials and NHTSA/IACP updates	1	1	☑
▪ Conduct DRE Work Group meeting to review the current DRE, ARIDE, and DITEP program materials	1	0	☐
▪ Conduct Agency coordinator regional meetings to review the Texas DRE Program	2	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 judicial entities with education information to judicial venues (conferences, meetings, etc.)	3	0	☐
▪ Provide Texas prosecutors with DRE updates, materials, list of current DREs and DRE instructors	100	222	☑
▪ 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	164	☑
▪ Train Texas peace officers in the NHTSA/IACP approved DRE course	60	55	☐
▪ Train Texas peace officers in the NHTSA/IACP approved ARIDE course	240	327	☑
▪ Train secondary educational professionals in the NHTSA/IACP approved DITEP training	500	846	☑
▪ Update DRE, DITEP, ARIDE standardized operating procedures manual	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$549,356.04		$3,375.00	$546,098.25	$1,098,829.29
		1	*Actuals:*	$436,037.81			$522,303.07	$958,340.88

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

Organization Name | *Division* TRF-TS | *Project Number*

Texas A&M Transportation Institute | **2012-TTI-G-1YG-0074**

Title / Desc. ***Assessment of the TX Administrative Licensing Revocation (ALR) Process***

This project will assess the TX ALR process to identify strengths & opportunities for improvement based on the examination of performance data collected at strategic process points.

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 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 training for anti-DWI advocates

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Acquire IRB approvals for the survey and data collection activities	2	3	☑
▪ Analyze sets of crash data (FARS and CRIS) with specific emphasis on alcohol-related crashes	2	3	☑
▪ Analyze years of ALR hearing data to determine disposition rates & reasons for reversals	3	3	☑
▪ Analyze records of individuals previously arrested for DWI in order to access impact of ALR	500	1,500	☑
▪ Develop comprehensive final report that summarizes the results of all analysis activities	1	1	☑
▪ Develop detailed process flow for the current TX ALR process	1	1	☑
▪ Evaluate individual cases to determine the effect of ALR on recidivism (repeat DWI)	500	1,500	☑
▪ Identify regions in the state to use as a basis for the analysis based on # of DWI arrests	2	7	☑
▪ Survey attorneys (prosecutors/defense) to determine the impact of ALR hearing on the criminal proceedings	50	28	☐
▪ Survey individuals to determine gage public awareness relative to ALR	500	500	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$203,195.94			$67,768.37	$270,964.31
		1	*Actuals:*	$131,104.44			$54,603.68	$185,708.12

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

Organization Name | *Division* TRF-TS | *Project Number*

Texas A&M Transportation Institute | **2012-TTI-G-MYG-Yr3-0044**

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

The project will focus on locational issues of ignition interlock devices in rural areas and determine at what point the issues impact magistrate decisions on ordering defendants to install the device

Strategies Addressed

- Increase intervention efforts

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct online survey to poll magistrates in rural counties re locational issues of IID service providers	1	1	☑
▪ Conduct assessments of rural and urban counties	20	20	☑
▪ Distribute questionnaires electronically to ignition interlock service providers with operations in Texas	6	6	☑
▪ Produce questionnaire for ignition interlock service providers regarding rural locational issues	1	1	☑
▪ Provide written report of the project findings	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$94,858.98			$10,601.49	$105,460.47
		1	*Actuals:*	$74,149.72			$8,328.40	$82,478.12

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

Organization Name | *Division* TRF-TS | *Project Number*

Texas Department of Transportation | **2012 - Impaired Driving Mobilization - Incentive**

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 fifteen (15) $4,000 awards through a random drawing process to law enforcement agencies that meet eligibility requirements. Winning agencies will be eligible for reimbursement up to $4000 for traffic safety related equipment and/or training

Participating Organizations	*Project #*
City of Alamo Heights - Police Department	2012-AlamoHPD-INC-IDM-00017
City of Brookshire - Police Department	2012-BrookshirePD-INC-IDM-00018
City of Corinth - Police Department	2012-CorinthPD-INC-IDM-00019
City of El Campo - Police Department	2012-ElCampPD-INC-IDM-00020
City of Kerrville - Police Department	2012-KerrvillePD-INC-IDM-00021
Llano County Sheriff's Office	2012-LlanoCoSO-INC-IDM-00028
City of Midlothian - Police Department	2012-MidlothianPD-INC-IDM-00022
City of Northlake - Police Department	2012-NorthlakePD-INC-IDM-00023
City of Saginaw - Police Department	2012-Saginaw-INC-IDM-00024
City of Sinton - Police Department	2012-SintonPD-INC-IDM-00025
City of Sunset Valley - Police Department	2012-SUNSETPD-INC-IDM-00026
City of Vernon - Police Department	2012-VernonPD-INC-IDM-00027
Victoria County Sheriff's Office	2012-VictoriaCoSO-INC-IDM-00030
Waller County Constable	2012-WallerCoCst-INC-IDM-00031

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8FR	15	*Planned:*	$60,000.00				$60,000.00
		14	*Actuals:*	$54,535.72			$4,627.39	$59,163.11

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

Organization Name *District* BRY *Project Number*

Texas A&M Transportation Institute **2012-TTI-G-MYG-Yr3-0186**

Title / Desc. ***Brazos Valley Impaired Driving Working Group***

This project will conduct an assessment of impaired driving issues in the Brazos Valley with special emphasis on underage and develop/deploy the resulting strategic plan to reduce impaired driving.

Strategies Addressed

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

Project Notes

Project cancelled in FY 2012

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	Planned:	$46,388.43			$5,185.20	$51,573.63
			Actuals:					

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

Organization Name *Division* TRF-TS *Project Number*

Texas District and County Attorneys Association **2012-TDCAA-G-1YG-0034**

Title / Desc. ***DWI Resource Prosecutor***

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

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Distribute case notes on important DWI appellate decisions by e-mail and archive at tdcaa.com	12	23	☑
▪ Maintain web site with updated DWI-related content at tdcaa.com	1	1	☑
▪ Produce DWI specific articles for TDCAA periodicals	4	4	☑
▪ Provide dedicated DWI Resource Prosecutor at the Texas District & County Attorneys Association	1	1	☑
▪ Provide programs to Traffic Safety Partners through qualified speakers on DWI and Traffic Safety topics	4	11	☑
▪ Provide attendees of the Advanced Trial Skills Course with TDCAAs Intoxication Manslaughter publication	30	0	☐
▪ Provide new DA investigators with TDCAAs Investigator Manual at the new investigator training	30	31	☑
▪ Provide technical assistance by e-mail to prosecutors, officers and traffic safety partners	120	345	☑
▪ Provide Texas prosecutors two Trial Notebook Sheets on Blood Evidence and on Drug Toxicology	2,950	2,843	☐
▪ Provide Texas Prosecutors with TDCAAs DWI Investigation and Prosecution Publication	2,950	2,843	☐
▪ Provide Texas Prosecutors with TDCAAs Traffic Stops Publication	2,950	2,843	☐
▪ Train prosecutors and prosecutor support staff at a Train the Trainer program	25	29	☑
▪ Train new Texas prosecutors at Prosecutor Trial Skills courses	250	222	☐
▪ Train prosecutors and police officers at regional DWI programs	1,250	1,700	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8FR	1	*Planned:*	$540,579.69			$565,906.15	$1,106,485.84
		1	*Actuals:*	$530,827.30			$619,686.57	$1,150,513.87

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

Organization Name *Division* TRF-TS *Project Number*

Texas Municipal Police Association **2012-TMPA-G-1YG-0002**

Title / Desc. ***LEADRS Comprehensive Impaired Driving Project***

Increase impaired driving reporting (LEADRS cases), integrations, Blood Alcohol Content (BAC) support, and analysis of a statewide DWI tracking system utilizing LEADRS.

Strategies Addressed

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

Performance Objectives	*Target*		*Actual*	*Met?*
▪ Attend local, state or national conferences, workshops, forums, trainings or seminars	10		18	☑
▪ Collect News and information articles on LEADRS	4		8	☑
▪ Complete LEADRS web application enhancements	3		10	☑
▪ Conduct Customer satisfaction evaluation of the LEADRS system to measure effectiveness	1		1	☑
▪ Conduct LEADRS Steering Committee meetings	2		2	☑
▪ Conduct Meetings with TxDOT Program Manager(s) or LEADRS staff	8		13	☑
▪ Conduct Marketing strategies to increase LEADRS statewide usage	400		633	☑
▪ Develop Blood Alcohol Content (BAC) course curriculum	1		1	☑
▪ Develop LEADRS integrations with agencies or RMS vendors	5		17	☑
▪ Distribute Public information and education (PI&E) program materials	10,000		82,468	☑
▪ Increase DUI/DWI cases entered into Tx LEADRS	7,500		11,147	☑
▪ Maintain LEADRS website and server hosting	1		1	☑
▪ Maintain Team of 3 qualified LEADRS Specialists	1		2	☑
▪ Produce Analysis report for a statewide DWI tracking module	1		1	☑
▪ Provide Maintenance and support for LEADRS	100	%	100%	☑
▪ Send Reports to the Texas Alcoholic Beverage Commission	52		52	☑
▪ Support Blood Alcohol Content (BAC) reporting by law enforcement agencies	100	%	100%	☑
▪ Train Peace officers and administrators on LEADRS	300		719	☑
▪ Update LEADRS Specialist Roles and Responsibilities manual	1		1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$522,385.50			$560,078.68	$1,082,464.18
		1	*Actuals:*	$485,264.42			$817,226.84	$1,302,491.26

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

Organization Name *Division* TRF-TS *Project Number*

EnviroMedia Social Marketing **2012-EnviroMe-G-1YG-0173**

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

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

Strategies Addressed

- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns
- Increase and sustain high visibility enforcement of DWI laws

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct Interactive events that bring the consequences of drinking and driving to life	10	20	☑
▪ Coordinate Planning meetings with TxDOT and partners that result in action and clear next steps	5	20	☑
▪ Create Crisis communications plan in the case an emergency arises during the campaign period	1	4	☑
▪ Create Social media plan for the campaign period	1	2	☑
▪ Create Organized and documented multi-media public awareness campaign June to Labor Day	1	5	☑
▪ Develop Comprehensive paid media strategy that effectively targets 18-34 yr. old males	1	9	☑
▪ Develop Campaign that decreases the number of alcohol-related crashes & fatalities in FY12 compared to FY11	1	8	☑
▪ Develop New messages that communicate the consequences of drinking and driving	2	6	☑
▪ Develop New multimedia creative pieces that communicate the consequences of drinking and driving	5	6	☑
▪ Distribute Campaign-branded materials in bars, restaurants and cabs across Texas	2,500	36,254	☑
▪ Implement Comprehensive media plan targeted to 18-34 yr. old males that delivers added value	1	10	☑
▪ Implement Non-paid media strategy that yields added value to the campaign and increased awareness of msgs	1	9	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8HV	1	*Planned:*	$2,000,000.00			$6,000,000.00	$8,000,000.00
		1	*Actuals:*	$1,948,978.19			$7,598,392.00	$9,547,370.19

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

Organization Name *Division* TRF-TS *Project Number*

Hillcrest Baptist Medical Center-Hillcrest **2012-Hillcres-G-1YG-0112**

Title / Desc. ***Texas RED Program***

This project would work to reduce alcohol and drug-related crashes for teens, primarily through experiential, informational and educational outreaches in partnership with Texas Trauma Centers.

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	*Target*	*Actual*	*Met?*
▪ Assist organizations with prom campaigns within the service area	3	9	☑
▪ Attend TxDOT Alcohol Partners meeting	1	2	☑
▪ Attend health fairs/community events throughout the service area	9	51	☑
▪ Collect Alcohol/drug use assessments throughout the service area	1,400	2,632	☑
▪ Conduct RED Programs in 3 different counties in the service area	8	0	☐
▪ Conduct alcohol education sessions with adult groups within the service area	9	30	☑
▪ Conduct fatal vision goggle demonstrations to youth ages 5-19	40	80	☑
▪ Coordinate RED program sites in the service area	3	1	☐
▪ Distribute PI&E brochures	6,000	26,246	☑
▪ Establish relationships with 2 additional trauma centers for future RED program locations	4	16	☑
▪ Establish collaborative relationships throughout the service area	12	58	☑
▪ Establish Alcohol/Drug safety educational displays	15	20	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8FR	1	*Planned:*	$180,432.50			$82,954.25	$263,386.75
		1	*Actuals:*	$161,891.06			$76,942.05	$238,833.11

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

Organization Name *Division* TRF-TS *Project Number*

Hillcrest Baptist Medical Center-Hillcrest **2012-Hillcres-G-1YG-0138**

Title / Desc. ***TeenSafe***

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

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	*Target*	*Actual*	*Met?*
▪ Assist events within 3 or more contiguous counties of the grant service area	8	8	☑
▪ Attend TxDOT Alcohol Partners meeting	1	2	☑
▪ Attend community health fairs and events throughout the grant service area	18	65	☑
▪ Conduct seasonal safety campaigns throughout the grant service area	3	5	☑
▪ Conduct parent/caregiver education presentations on the dangers and consequences of drinking and driving	12	12	☑
▪ Conduct traffic safety programs/presentations targeting middle and high school students.	15	50	☑
▪ Conduct experiential education programs/presentations addressing alcohol and traffic safety	24	19	☐
▪ Conduct youth programs/presentations on dangers of drinking and driving and traffic safety	60	179	☑
▪ Conduct programs and presentations using technical simulations	85	205	☑
▪ Develop TeenSafe Volunteer Certification Class	1	1	☑
▪ Distribute TeenSafe Times Newsletters throughout the grant service area	4	4	☑
▪ Distribute PI&E traffic safety educational brochures in the grant service area and contiguous counties	15,000	23,021	☑
▪ Maintain coalition on youth substance abuse, drinking and driving and traffic safety	1	1	☑
▪ Maintain database relating to pre-teens and teens in the grant service area	1	1	☑
▪ Maintain youth traffic safety educational display areas within the grant service area.	40	40	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	AL	1	*Planned:*	$188,490.00			$204,821.21	$393,311.21
		1	*Actuals:*	$183,951.26			$203,031.38	$386,982.64

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

Organization Name *District* HOU *Project Number*

Mothers Against Drunk Driving **2012-MADD-G-1YG-0038**

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

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

Strategies Addressed

- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns
- Improve education programs on alcohol and driving for youth
- Increase and sustain high visibility enforcement of DWI laws
- Increase 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	*Target*	*Actual*	*Met?*
▪ Attend Health Fairs in Harris and Montgomery Counties	6	11	☑
▪ Attend Coalition or TASK FORCE meetings in Harris and Montgomery Counties	8	8	☑
▪ Conduct Law Enforcement Recognition and Awards Event	1	1	☑
▪ Conduct Judiciary and Service Agencies round tables to meet and discuss drunk driving cases	2	2	☑
▪ Conduct Media events to increase awareness of the problems associated with drunk driving	2	2	☑
▪ Conduct Roll Call Briefings with law enforcement agencies	80	83	☑
▪ Implement Monitoring of DUI cases in the courts by court monitoring volunteers and staff	1,600	2,210	☑
▪ Participate in In monthly HGAC DWI Committee meetings	12	6	☐
▪ Train Volunteers to serve as court monitors	20	28	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8FR	1	*Planned:*	$263,006.27			$272,307.00	$535,313.27
		1	*Actuals:*	$214,804.96			$291,304.75	$506,109.71

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

Organization Name *Division* TRF-TS *Project Number*

Mothers Against Drunk Driving **2012-MADD-G-1YG-0046**

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

- 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
- Improve education programs on alcohol and driving for youth
- Increase and sustain high visibility enforcement of DWI laws
- Increase intervention efforts
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving
- Increase the number of law enforcement task forces and coordinated enforcement campaigns
- Increase training for anti-DWI advocates
- Provide training and assistance for local and statewide traffic safety problem identification

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Attend coalition meeting to discuss drunk driving issues	36	42	☑
▪ Conduct Law Enforcement Recognition and Awards Events in Dallas, Travis, Hidalgo and Cameron Counties	3	3	☑
▪ Conduct Judiciary and Service Agencies meetings in Dallas, Travis, Hidalgo and Cameron Counties	6	6	☑
▪ Conduct media events to engage and support community events	6	6	☑
▪ Conduct Speakers Bureau Training for Volunteers	12	22	☑
▪ Conduct Roll Call Briefings with law enforcement agencies	120	125	☑
▪ Implement monitoring of DWI/DUI cases in the courts by court monitoring volunteers and staff	2,880	3,223	☑
▪ Train Volunteers to serve as court monitors	30	43	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8FR	1	*Planned:*	$800,394.50			$276,700.00	$1,077,094.50
		1	*Actuals:*	$610,673.26			$2,322,145.68	$2,932,818.94

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

Organization Name *District* FTW *Project Number*

Mothers Against Drunk Driving **2012-MADD-G-1YG-0047**

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

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

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 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 intervention efforts
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving
- Increase the number of law enforcement task forces and coordinated enforcement campaigns
- Increase training for anti-DWI advocates

Project Notes

Project cancelled in FY 2012

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8FR	1	*Planned:*	$148,539.75			$50,006.85	$198,546.60
			Actuals:					

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

Organization Name *District* ELP *Project Number*

Mothers Against Drunk Driving **2012-MADD-G-1YG-0048**

Title / Desc. ***TAKE THE WHEEL in El Paso County.***

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

Strategies Addressed

- 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
- Improve education programs on alcohol and driving for youth
- Increase and sustain high visibility enforcement of DWI laws
- Increase intervention efforts
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving
- Increase the number of law enforcement task forces and coordinated enforcement campaigns
- Increase training for anti-DWI advocates

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Attend Coalition or TASK FORCE meetings in El Paso County	8	14	☑
▪ Conduct Law Enforcement Recognition and Awards Event	1	1	☑
▪ Conduct Speakers Bureau Training sessions for volunteers	2	5	☑
▪ Conduct Roll Call Briefings with law enforcement agencies	30	35	☑
▪ Coordinate Judiciary and Service Agencies to meet and discuss drunk driving cases	1	5	☑
▪ Create Media Relation Activity for TAKE THE WHEEL	1	4	☑
▪ Identify Volunteers to train as court monitors	15	66	☑
▪ Implement Monitoring of DUI cases in the courts by court monitoring volunteers and staff	600	673	☑
▪ Train Volunteers to serve as court monitors	15	43	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8FR	1	*Planned:*	$118,583.90			$41,115.09	$159,698.99
		1	*Actuals:*	$84,202.84			$181,171.79	$265,374.63

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

Organization Name *District* SAT *Project Number*

Mothers Against Drunk Driving **2012-MADD-G-1YG-0049**

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

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

Strategies Addressed

- 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
- Improve education programs on alcohol and driving for youth
- Increase and sustain high visibility enforcement of DWI laws
- Increase intervention efforts
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving
- Increase the number of law enforcement task forces and coordinated enforcement campaigns
- Increase training for anti-DWI advocates

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Attend Coalition or TASK FORCE meetings in Bexar County	8	0	☐
▪ Conduct Law Enforcement Recognition and Awards Event	1	1	☑
▪ Conduct Media Relation activity for TAKE THE WHEEL	1	1	☑
▪ Conduct Speakers Bureau Training for Volunteers	2	8	☑
▪ Conduct Roll Call Briefings with law enforcement agencies	30	35	☑
▪ Coordinate Judiciary and Service Agencies meeting to discuss drunk driving cases	1	1	☑
▪ Identify Potential volunteers for training as court monitors	15	20	☑
▪ Implement Monitoring of DUI cases in the courts by court monitoring volunteers and staff	600	2,294	☑
▪ Train Volunteers to serve as court monitors	10	11	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8FR	1	*Planned:*	$150,000.00			$50,015.48	$200,015.48
		1	*Actuals:*	$102,557.25			$193,524.43	$296,081.68

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

Organization Name *District* TYL *Project Number*

Mothers Against Drunk Driving **2012-MADD-G-1YG-0050**

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

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

Strategies Addressed

- 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
- Improve education programs on alcohol and driving for youth
- Increase and sustain high visibility enforcement of DWI laws
- Increase intervention efforts
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Attend Coalition or TASK FORCE meetings in Smith County	8	13	☑
▪ Conduct Law Enforcement Recognition and Awards Event	1	1	☑
▪ Conduct Media relation Activity for TAKE THE WHEEL Program	1	1	☑
▪ Conduct Speakers Bureau Training for Volunteers	2	1	☐
▪ Conduct Roll Call Briefings with law enforcement agencies	30	19	☐
▪ Coordinate Judiciary and Service Agencies to meet and discuss drunk driving cases	1	1	☑
▪ Identify Potential volunteers for training as court monitors	15	8	☐
▪ Implement Monitoring of DUI cases in the courts by court monitoring volunteers and staff	600	550	☐
▪ Train Volunteers to service as court monitors	10	5	☐

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8FR	1	*Planned:*	$145,292.25			$50,012.10	$195,304.35
		1	*Actuals:*	$93,220.53			$165,047.29	$258,267.82

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

Organization Name *Division* TRF-TS *Project Number*

Sherry Matthews Advocacy Marketing **2011-SMAM-G-3YG-0025**

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

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

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct Rural community outreach program	1	1	☑
▪ Distribute Sets of Street Smarts TV features	8	7	☐
▪ Distribute Monthly sets of On the Road in Texas radio features	12	12	☑
▪ Maintain Free outdoor program	1	1	☑
▪ Maintain Texasdriversquiz.org website	1	1	☑
▪ Maintain Number of stations airing Street Smarts TV news features	30	22	☐
▪ Maintain Number of stations airing On the Road in Texas & Street Smarts radio features	275	219	☐
▪ Produce Billboard vinyls for PSA placement	10	0	☐
▪ Produce English or Spanish On the Road in Texas radio news features	10	0	☐
▪ Produce Street Smarts 60-second TV news features	54	54	☑

Project Notes

Match in the amounts of $2,098,485.98 is not reported in GTS as it came in late

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	AL	1	*Planned:*	$585,491.00			$745,170.00	$1,330,661.00
		1	*Actuals:*	$540,974.00				$540,974.00

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

Organization Name *Division* TRF-TS *Project Number*

Sherry Matthews Advocacy Marketing **2011-SMAM-G-3YG-0029**

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

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

Strategies Addressed

- Improve anti-DWI public information and education campaigns

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct Paid media campaign (Faces of Drunk Driving)	1	1	☑
▪ Develop Interactive campaign resource kit	1	1	☑
▪ Distribute Sets of materials to announce Holiday/Faces of Drunk Driving campaigns	2	2	☑
▪ Distribute Winter holiday employer outreach mailings	4,606	4,606	☑
▪ Produce Don't Drink and Drive out-of-home advertising components	1	1	☑
▪ Produce Set of assets for Faces of Drunk Driving campaign	1	0	☐
▪ Produce Point-of-sale static decals	55,000	0	☐
▪ Produce Point-of-sale napkins	250,000	250,000	☑
▪ Produce Point-of-sale coasters	1,000,000	1,000,000	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8PM	1	*Planned:*	$818,000.00			$1,041,091.00	$1,859,091.00
		1	*Actuals:*	$817,988.89			$3,502,097.00	$4,320,085.89

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

Organization Name *Division* TRF-TS *Project Number*

Sherry Matthews Advocacy Marketing **2011-SMAM-G-3YG-0030**

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

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

Strategies Addressed

- Improve education programs on alcohol and driving for youth

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct Fall paid media campaign/outreach program	1	1	☑
▪ Conduct Spring paid media campaign	1	1	☑
▪ Produce Peer-to-peer educational kits	1,500	1,500	☑

Project Notes

Match in the amounts of $703,913.95 is not reported in GTS as it came in late

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8PM	1	*Planned:*	$570,964.00			$321,167.00	$892,131.00
		1	*Actuals:*	$561,089.39				$561,089.39

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

Organization Name *Division* TRF-TS *Project Number*

Sherry Matthews Advocacy Marketing **2012-SMAM-G-1YG-0122**

Title / Desc. ***Motorcyclist DWI-Prevention Campaign***

This public education campaign targets Texas motorcyclists with paid media and outreach activities to raise awareness about the dangers of riding while under the influence of alcohol.

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct motorcycle DWI-prevention paid media campaign	1	1	☑
▪ Distribute set of outreach motorcycle DWI-prevention materials	1	1	☑
▪ Produce set of motorcycle DWI-prevention creative materials	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8PM	1	*Planned:*	$300,878.00			$169,244.00	$470,122.00
		1	*Actuals:*	$300,869.26			$306,168.00	$607,037.26

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

Organization Name *Division* TRF-TS *Project Number*

Texans Standing Tall **2012-TST-G-1YG-0026**

Title / Desc. ***Zero Alcohol for Youth Campaigns to Reduce DUI-related Crashes Among Drivers Under 21 Statewide***

Zero Alcohol for Youth Campaign kit materials will be updated and utilized to train coalitions and youth to implement campaigns to increase enforcement of Zero Tolerance laws to reduce DUI crashes.

Strategies Addressed

- Improve education programs on alcohol and driving for youth
- Increase enforcement of driving under the influence by minors laws
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Provide Texans access to Zero Alcohol for Youth campaign manuals, videos, and PI&E materials.	18,000,000	18,000,000	☑
▪ Train community coalitions and their youth to implement the Zero Alcohol for Youth campaign project	10	13	☑
▪ Update Zero Alcohol for Youth Campaign and produce resources to reflect the law and prevention standards	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$233,501.06			$99,585.68	$333,086.74
		1	*Actuals:*	$233,501.06			$109,214.75	$342,715.81

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

Organization Name *Division* TRF-TS *Project Number*

Texas A&M Transportation Institute **2012-TTI-G-1YG-0073**

Title / Desc. ***Texas Impaired Driving and Inter-Agency Working Group & Statewide Impaired Driving Web Site***

Provide technical assistance to the Alcohol & Other Countermeasures Program by facilitating the TX Impaired Driving Inter-agency Working Group & web site, revising the internal assessment document

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 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 intervention efforts
- Increase training for anti-DWI advocates

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct impaired driving sub-working group meeting to address specific areas of impaired driving	1	1	☑
▪ Conduct statewide impaired driving forum in Austin	1	1	☑
▪ Conduct statewide impaired driving interagency working group or expert panel meetings	2	1	☐
▪ Create impaired driving web site to support the communication of information to partners & advocates	1	1	☑
▪ Create statewide impaired driving expert panel	1	1	☑
▪ Develop final report summarizing all of the results uncovered during this project	1	1	☑
▪ Develop sets of procedures for the operation of the inter-agency working group & expert panel	2	2	☑
▪ Provide technical assistance activities to the Alcohol & Other Drug Countermeasures Program and/or Partners	3	3	☑
▪ Revise internal NHTSA State Alcohol Self-Assessment document	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8FR	1	*Planned:*	$66,665.81			$22,250.37	$88,916.18
		1	*Actuals:*	$51,422.43			$17,267.22	$68,689.65

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

Organization Name *Division* TRF-TS *Project Number*

Texas A&M Transportation Institute **2012-TTI-G-1YG-0100**

Title / Desc. ***Peer-to-Peer Pilot Program for Decreasing Alcohol-Impaired Driving by College Students***

This project addresses the problem of alcohol-impaired driving by college students. Message/resource delivery will be peer-to-peer and include a pilot test at two colleges in the San Antonio area.

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	*Target*	*Actual*	*Met?*
▪ Collect Reviews of peer-program feedback and evaluation for program refinement	2	2	☑
▪ Conduct Focus groups to better understand college-age drinking and driving behavior	3	3	☑
▪ Coordinate Separate pilot programs at selected universities in the San Antonio area	2	4	☑
▪ Identify Student networks to lead the implementation of the peer-based program	2	8	☑
▪ Produce Communication plan to guide program development and implementation	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$162,188.07			$63,610.17	$225,798.24
		1	*Actuals:*	$148,240.84			$78,393.35	$226,634.19

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

Organization Name *Division* TRF-TS *Project Number*

Texas A&M Transportation Institute **2012-TTI-G-MYG-Yr3-0047**

Title / Desc. ***A Public Awareness Campaign to Educate the Public on Alcohol Impaired Drivers***

The purpose of this project is to measure the overall change in caller reporting behavior as a result of a public awareness campaign to educate the public on alcohol impaired drivers.

Strategies Addressed

- Improve anti-DWI public information and education campaigns

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct (a minimum of 1) debriefing experience with the pilot community residents	1	1	☑
▪ Conduct debriefing exercise with the pilot communitys law enforcement agency	1	1	☑
▪ Conduct meetings with law enforcement agencies regarding caller reporting behavior	2	2	☑
▪ Provide written cumulative report of project findings	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$54,389.98			$6,070.72	$60,460.70
		1	*Actuals:*	$49,840.55			$5,565.49	$55,406.04

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

Organization Name *Division* TRF-TS *Project Number*

Texas AgriLife Extension Service **2012-Texas Ag-G-1YG-0096**

Title / Desc. ***Texas AgriLife Extension Service Alcohol Awareness Program***

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

Strategies Addressed

- Educate the public and stakeholders on the use of interlock devices and other alcohol monitoring technologies for DWI offenders
- Improve and increase training for law enforcement officers
- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns
- Improve education programs on alcohol and driving for youth
- Increase enforcement of driving under the influence by minors laws
- Increase 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	*Target*	*Actual*	*Met?*
▪ Acquire portable DWIPOD Alcohol Driving Simulator to increase awareness of the dangers of impaired driving	1	2	☑
▪ Conduct programs to promote alcohol awareness using the DWIPOD Alcohol Simulator	20	33	☑
▪ Coordinate statewide campaign titled Watch Ur B.A.C. to raise awareness of the dangers of impaired driving	1	1	☑
▪ Develop partnership with Texas Collegiate 4-H to get the word out to college campuses about impaired driving	1	0	☐
▪ Develop website with resources to help reduce the number of alcohol-related crashes, fatalities and injuries	1	1	☑
▪ Distribute PI&E to promote alcohol awareness at college campuses, high schools or community events	25,000	83,450	☑
▪ Identify employers statewide to promote alcohol awareness campaigns such as Pass the Keys, Choose Your Ride	100	108	☑
▪ Provide police departments or judges with training information to increase enforcement of underage drinking	75	87	☑
▪ Support events to promote alcohol awareness campaign	100	83	☐

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$272,201.93			$117,197.90	$389,399.83
		1	*Actuals:*	$258,613.70			$115,592.12	$374,205.82

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

Organization Name *District* BRY *Project Number*

Texas AgriLife Extension Service **2012-Texas Ag-G-1YG-0098**

Title / Desc. ***Brazos Valley Alcohol Awareness Program***

Program to reduce impaired driving crashes and fatalities in the Bryan TxDOT District through the use of educational programming and media campaigns. Emphasis is on reducing youth impaired driving.

Strategies Addressed

- Improve and increase training for law enforcement officers
- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns
- Improve education programs on alcohol and driving for youth
- Increase enforcement of driving under the influence by minors laws
- Increase 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	*Target*	*Actual*	*Met?*
▪ Conduct media campaign to get the word out through radio, TV, newspapers, and social media sites	1	1	☑
▪ Develop educational campaign to raise the awareness of the dangers of impaired driving	1	1	☑
▪ Distribute PI&E to support grant objectives	8,000	20,853	☑
▪ Educate law enforcement agencies on TMPA's FRIDAY program to increase youth anti-drinking law enforcement	10	15	☑
▪ Identify employers to promote local or statewide alcohol awareness campaigns	20	47	☑
▪ Support statewide or national campaigns such as Choose Your Ride, Drunk Driving.Over the Limit.Under Arrest	3	3	☑
▪ Support motorcycle events to educate riders about the dangers of drinking alcohol and riding a motorcycle	4	4	☑
▪ Support community groups to help promote the alcohol awareness campaign	8	11	☑
▪ Support programs on alcohol awareness at high schools, college campuses or community events	10	27	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$38,266.21			$14,367.78	$52,633.99
		1	*Actuals:*	$34,861.82			$23,904.96	$58,766.78

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

Organization Name *Division* TRF-TS *Project Number*

Texas Alcoholic Beverage Commission **2012-TABC-G-1YG-0107**

Title / Desc. ***TABC Retailers At Risk Preventative Project***

To reduce DUI and other alcohol related offenses by encouraging voluntary compliance from licensed alcohol retailers and involving communities to be proactive and report alcohol related offenses.

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	*Target*	*Actual*	*Met?*
▪ Coordinate press releases at each of the 5 TABC regions statewide prior to special events	4	4	☑
▪ Develop enhanced program which automatically captures information used in a retailer's at risk assessment	1	1	☑
▪ Educate retail employees on alcohol laws and penalties	7,400	23,716	☑
▪ Train TABC Agents and Auditors to become Certified Fraud Examiners	22	17	☐
▪ Train certified peace officers on alcohol laws and alcohol related enforcement operations	6,400	9,264	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$250,000.14			$138,525.61	$388,525.75
		1	*Actuals:*	$242,632.39			$199,364.21	$441,996.60

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

Organization Name *Division* TRF-TS *Project Number*

Texas Department of Transportation **2012 - Project Celebration**

Title / Desc. ***Project Celebration***

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

Participating Organizations	*Project #*
TxDOT-Abilene	2012-PC-Tx-ABL-00005
TxDOT-Amarillo	2012-PC-Tx-AMA-00006
TxDOT-Atlanta	2012-PC-Tx-ATL-00026
TxDOT-Austin	2012-PC-Tx-AUS-00027
TxDOT-Beaumont	2012-PC-Tx-BMT-00028
TxDOT-Bryan	2012-PC-Tx-BRY-00024
TxDOT-Brownwood	2012-PC-Tx-BWD-00023
TxDOT-Childress	2012-PC-Tx-CHS-00025
TxDOT-CorpusChristi	2012-PC-Tx-CRP-00020
TxDOT-Dallas	2012-PC-Tx-DAL-00021
TxDOT-El Paso	2012-PC-Tx-ELP-00022
TxDOT-Ft. Worth	2012-PC-Tx-FTW-00017
TxDOT-Houston	2012-PC-Tx-HOU-00018
TxDOT-Lubbock	2012-PC-Tx-LBB-00014
TxDOT-Lufkin	2012-PC-Tx-LKF-00015
TxDOT-Laredo	2012-PC-Tx-LRD-00019
TxDOT-Odessa	2012-PC-Tx-ODA-00016
TxDOT-Paris	2012-PC-Tx-PAR-00011
TxDOT-Pharr	2012-PC-Tx-PHR-00012
TxDOT-San Antonio	2012-PC-Tx-SAT-00007
TxDOT-San Angelo	2012-PC-Tx-SJT-00013
TxDOT-Tyler	2012-PC-Tx-TYL-00008
TxDOT-Waco	2012-PC-Tx-WAC-00010
TxDOT-Wichita Falls	2012-PC-Tx-WFS-00003
TxDOT-Yoakum	2012-PC-Tx-YKM-00004

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	AL	1	*Planned:*		$200,000.00			$200,000.00
		25	*Actuals:*		$164,978.70			$164,978.70

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

Organization Name **ThinkStreet** *Division* TRF-TS *Project Number* **2012-ThinkSt-G-1YG-0040**

Title / Desc. ***Toma > Maneja > Cárcel***

A Spanish language impaired driving education and awareness program targeted to Texas Latinos, their influencers and community outreach partners.

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct follow-up survey to measure campaign awareness	1	1	☑
▪ Develop partner-oriented landing page	1	2	☑
▪ Distribute statewide press releases	2	2	☑
▪ Distribute sets of PI&E materials to program partners	200	201	☑
▪ Produce paid media impressions	12,000,000	31,538,400	☑
▪ Provide comprehensive report documenting earned media results and campaign match	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8FR	1	*Planned:*	$671,088.37			$971,600.00	$1,642,688.37
		1	*Actuals:*	$660,619.80			$4,161,563.00	$4,822,182.80

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

Organization Name **ThinkStreet** *Division* TRF-TS *Project Number* **2012-ThinkSt-G-1YG-0041**

Title / Desc. ***Get a Weekend PASS (Person Appointed To Stay Sober): A Weekend Impaired Driving Prevention Program***

A public awareness and prevention campaign to decrease the incidence of weekend impaired driving and alcohol involved vehicle crashes.

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct follow-up telephone survey to measure campaign awareness	1	1	☑
▪ Distribute statewide press release	1	2	☑
▪ Distribute sets of PI&E materials to Texas military bases	16	16	☑
▪ Distribute sets of PI&E materials to colleges and universities	85	172	☑
▪ Distribute sets of PI&E materials to Texas employers	150	150	☑
▪ Distribute added value placement newspaper ads to statewide and Spanish language newspapers	300	1,802	☑
▪ Produce paid media impressions	61,000,000	148,277,371	☑
▪ Provide comprehensive report documenting earned media results and campaign match	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8PM	1	*Planned:*	$908,937.35			$1,357,699.99	$2,266,637.34
		1	*Actuals:*	$903,543.32			$6,079,364.93	$6,982,908.25

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

Organization Name *Division* TRF-TS *Project Number*

ThinkStreet **2012-ThinkSt-G-1YG-0131**

Title / Desc. ***Summer P.A.S.S (Person Appointed to Stay Sober) A Summer Impaired Driving Prevention Program***

A public awareness and prevention campaign to decrease the incidence of impaired driving in high-fatality summer months.

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Distribute statewide press release	1	1	☑
▪ Distribute sets of PI&E materials to Texas military bases	16	23	☑
▪ Distribute sets of PI&E materials to Texas employers	150	150	☑
▪ Distribute added value placement newspaper ads to statewide and Spanish language newspapers.	300	502	☑
▪ Produce paid media impressions	67,000,000	96,845,929	☑
▪ Provide comprehensive report documenting earned media results and campaign match	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8PM	1	*Planned:*	$299,838.35			$600,000.16	$899,838.51
		1	*Actuals:*	$295,967.18			$6,606,358.00	$6,902,325.18

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

Organization Name *Division* TRF-TS *Project Number*

ThinkStreet **2012-ThinkSt-G-MYG-Yr3-0209**

Title / Desc. ***If you've been drinking on game day, pass your keys to a designated receiver.***

Public information and education campaign to reduce game day, sports-related drinking and driving behavior.

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct DWI citation follow up study to measure 2010 and 2011 campaign efforts	1	1	☑
▪ Conduct follow-up study to measure behavior changes & problem awareness of sports-related impaired driving	1	2	☑
▪ Develop additional creative elements as needed to support the campaign.	1	2	☑
▪ Implement grassroots outreach strategy to support campaign initiatives	1	3	☑
▪ Implement public relations and media relations strategy	1	2	☑
▪ Manage PI&E campaign to reduce game day, sports-related drinking and driving behavior.	1	0	☐
▪ Purchase paid media schedule and solicit PSA media to support the campaign message	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8PM	1	*Planned:*	$1,130,000.50			$936,595.71	$2,066,596.21
		1	*Actuals:*	$1,121,270.39			$3,257,826.00	$4,379,096.39

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

Organization Name — *District* AUS — *Project Number*

Travis County Attorney's UDPP — **2012-Travis C-G-1YG-0003**

Title / Desc. ***Comprehensive Underage Drinking Prevention Program***

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

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Collect months of UDPP statistics in Travis, Hays and Williamson Counties	12	45	☑
▪ Conduct year round public information and education (PI&E) campaign in the tri-county area	1	12	☑
▪ Conduct Underage Drinking Prevention Task Force meetings	5	7	☑
▪ Conduct Why Risk It? presentations to youth and adults in Travis, Hays and Williamson Counties	180	233	☑
▪ Conduct Busted presentations to youth and adults in Travis, Hays and Williamson Counties	280	369	☑
▪ Establish collaboration between existing agencies on underage drinking and anti-DWI issues	12	12	☑
▪ Participate in community events in Travis, Hays and Williamson Counties	40	118	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$196,441.42			$321,440.00	$517,881.42
		1	*Actuals:*	$167,774.09			$334,591.34	$502,365.43

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

Organization Name — *Division* TRF-TS — *Project Number*

Sam Houston State University — **2011-SHSU-G-3YG-0037**

Title / Desc. ***Drug Impairment Training for Texas Employers***

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

Strategies Addressed

- Increase intervention efforts

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct Advisory Group meeting to review the Drug Impairment Training for Texas Employers curriculum	1	1	☑
▪ Develop DITTE instructor subcontract to be implemented	1	3	☑
▪ Develop professional printer/copier agency subcontract to be implemented	1	0	☐
▪ Maintain Sam Houston State University Impaired Driving Initiatives website	1	1	☑
▪ Train Texas employers in the 6-hour Drug Impairment Training for Texas Employers	300	546	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8FR	1	*Planned:*	$195,136.78			$63,066.02	$258,202.80
		1	*Actuals:*	$134,033.15			$103,721.61	$237,754.76

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

Organization Name — *Division* TRF-TS — *Project Number*

Texas A&M Transportation Institute — **2012-TTI-G-1YG-0008**

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

Develop and pilot test an alcohol/drug/ignition interlock training curriculum for Texas Adult Probation personnel.

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Acquire approval of alcohol/drug/ignition interlock device curriculum	1	1	☑
▪ Conduct pilot test of curriculum	1	3	☑
▪ Develop Alcohol/Drug Alcohol Ignition Interlock Device (BAIID) Curriculum	1	2	☑
▪ Train Adult Probation officers using the TXDADAP.	50	78	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$160,432.97			$53,535.36	$213,968.33
		1	*Actuals:*	$140,630.26			$55,661.07	$196,291.33

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

Organization Name — *Division* TRF-TS — *Project Number*

Texas A&M Transportation Institute — **2012-TTI-G-MYG-Yr3-0117**

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

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

Strategies Addressed

- Improve adjudication of DWI cases through improved training for judges, administrative license revocation judges, and prosecutors, and improved support materials for judges and prosecutors

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Evaluate BAC/Drug reporting processes utilized by Medical Examiners offices in Texas	15	12	☐
▪ Increase BAC reporting to TxDOT Traffic Records (CRIS)	42 %	43%	☑
▪ Produce technical memorandums/reports and provide to TxDOT related to BAC testing	7	5	☐
▪ Update process flow for BAC reporting in fatal crashes	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$88,269.85			$9,868.61	$98,138.46
		1	*Actuals:*	$73,482.77			$8,224.28	$81,707.05

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

Organization Name **Texas Association of Counties**

Division TRF-TS

Project Number **2012-TAC-G-1YG-0106**

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

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

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Attend Education committee meetings	2	2	☑
▪ Attend TxDOT Program Partners Meetings	2	2	☑
▪ Collect County surveys tracking DWI recidivism data for analysis and distribution	25	0	☐
▪ Educate Constitutional County Judges	195	365	☑
▪ Identify DWI Project Director & Rural Courts Liaison	1	3	☑
▪ Maintain DWI courts website	1	3	☑
▪ Provide DWI courts annual conference	1	15	☑
▪ Provide DWI courts telephone hotline/help desk	1	48	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$256,832.52			$98,652.00	$355,484.52
		1	*Actuals:*	$173,010.23			$148,335.00	$321,345.23

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

Organization Name **Texas Center for the Judiciary**

Division TRF-TS

Project Number **2012-TCJ-G-1YG-0056**

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	*Target*	*Actual*	*Met?*
▪ Attend TCJ Curriculum Committee Meetings as ex-officio member	2	4	☑
▪ Conduct DWI College for DWI Court Team Members, Student Conduct Officers & Administrative Law Judges	1	1	☑
▪ Conduct DWI Court Team Training for judicial teams	1	1	☑
▪ Conduct DWI Judicial Education at the Annual Judicial Education Conference	3	3	☑
▪ Conduct DWI Technology Breakout Sessions at the Criminal Justice Conference	3	2	☐
▪ Conduct DWI Judicial Education Breakout Sessions at the Winter Regional Conferences	4	4	☑
▪ Coordinate DWI Court Recidivism Study	1	1	☑
▪ Coordinate Innovative DWI Model Court	1	12	☑
▪ Coordinate Meeting of Traffic Safety Grant Program Partners	1	1	☑
▪ Develop DWI Court Monitoring Shareware	1	1	☑
▪ Distribute DWI Newsletters	4	4	☑
▪ Maintain Judicial Resource Liaison	1	12	☑
▪ Manage DWI website link and online materials and resources	1	9	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$779,254.56			$843,804.00	$1,623,058.56
		1	*Actuals:*	$683,508.17			$1,425,932.02	$2,109,440.19

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

Organization Name | *Division* TRF-TS | *Project Number*

Texas Justice Court Training Center | **2012-TJCTC-G-MYG-Yr3-0093**

Title / Desc. ***Justice Court Traffic Safety Initiative***

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

Strategies Addressed

- Develop innovative ways and programs to combat underage drinking and driving
- 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 DWI processing procedures

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct one day schools for court personnel on program-related topics	3	3	☑
▪ Conduct four-hour program classes at 16 hour court personnel workshops	4	6	☑
▪ Conduct four-hour program classes at 20 hour justice of the peace seminars	6	5	☐
▪ Conduct one day schools for judges on program-related topics	6	8	☑
▪ Distribute newsletter entirely dedicated to program-related information	1	1	☑
▪ Distribute newsletters containing an article related to the project	3	3	☑
▪ Distribute copies of Reporting Requirement guide	900	900	☑
▪ Implement counties in the bond condition schematic program	10	10	☑
▪ Maintain internet site dedicated to the program, accessible to judges and court personnel	1	1	☑
▪ Produce Guide to Reporting Requirements for judges and court personnel	1	1	☑
▪ Send individuals to include staff, judges, and/or court personnel to Lifesavers for Train the Trainer	2	2	☑
▪ Train new judges in program areas	10	10	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$173,411.17			$177,419.20	$350,830.37
		1	*Actuals:*	$115,286.90			$127,832.57	$243,119.47

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

Organization Name | *Division* TRF-TS | *Project Number*

Texas Municipal Courts Education Center | **2012-TMCEC-G-1YG-0089**

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

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

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
- 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 and awareness of motorcycle safety among law enforcement and EMS personnel, educators and state & local traffic engineers
- Improve education programs on alcohol and driving for youth
- 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 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 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 concerning speed-related issues
- Increase public information and education efforts on pedestrian and bicyclist safety
- Increase the use of warrants for mandatory blood draws

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct statewide traffic safety conference for judges, court support personnel & city officials	1	1	☑
▪ Conduct Teen Court planning sessions	2	2	☑
▪ Coordinate traffic safety exhibits at city and court-related seminars	24	35	☑
▪ Educate municipal judges through an awareness (PI&E) campaign on traffic safety	1,200	1,314	☑
▪ Identify courts as award recipients for the MTSI Traffic Safety Awards	9	21	☑
▪ Produce information pages and links for the TMCEC website on traffic safety issues	10	10	☑
▪ Produce newsletter pages on traffic safety for municipal judges & court support personnel	20	25	☑
▪ Train city officials in traffic safety laws and principles at a statewide conference	75	135	☑
▪ Train municipal bailiffs, warrant officers, & marshals in ts courses @ regional & local programs & webinar	100	230	☑
▪ Train municipal prosecutors in ts courses at TMCEC regional conferences, local programs, and webinars	100	137	☑
▪ Train municipal court clerks in ts courses at regional & local programs, orientations, clinics, & webinars	600	1,487	☑
▪ Train municipal judges in ts courses at reg. conferences, local programs, orientations, clinics, & webinar	1,100	1,383	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	1	Planned:	$282,411.80		$6,550.00	$289,360.30	$578,322.10
		1	Actuals:	$282,411.80			$349,188.85	$631,600.65

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

Organization Name *Division* TRF-TS *Project Number*

Texas Municipal Police Association **2011-TMPA-G-3YG-0004**

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

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

Strategies Addressed

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

Performance Objectives	Target	Actual	Met?
▪ Attend Lifesavers Conference	1	1	☑
▪ Conduct Train-the-Trainer courses	2	3	☑
▪ Conduct Eight hour courses	90	92	☑
▪ Develop Local coalitions to reduce underage drinking and underage impaired driving	5	30	☑
▪ Distribute PI&E Materials	5,000	6,068	☑
▪ Evaluate Trainers	60	71	☑
▪ Expand [Inactive] Local coalitions to reduce underage drinking and underage impaired driving	25	30	☑
▪ Identify New trainer candidates	20	33	☑
▪ Provide Advanced Training Opportunities for Instructors	1	1	☑
▪ Train Texas peace officers	1,000	1,111	☑
▪ Update Eight hour curriculum	1	1	☑
▪ Update Twenty-four hour train-the-trainer curriculum	1	1	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	Planned:	$403,112.77			$251,100.00	$654,212.77
		1	Actuals:	$400,516.70			$311,446.86	$711,963.56

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

Organization Name — *Division* TRF-TS — *Project Number*

Texas Municipal Police Association — **2012-TMPA-G-1YG-0053**

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

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

Strategies Addressed

- Improve and increase training for law enforcement officers
- Improve DWI processing procedures
- Increase enforcement of driving under the influence by minors laws

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct Standardized Field Sobriety Testing 8-Hour Refresher Courses	100	133	☑
▪ Distribute follow up evaluation to SFST students after six months (or within the grant year)	1	4	☑
▪ Distribute instructor evaluations at the completion of each course	2,000	2,065	☑
▪ Produce copies of the latest NHTSA Standardized Field Sobriety Testing Practitioner Refresher manuals	2,000	2,304	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$511,697.79			$511,625.70	$1,023,323.49
		1	*Actuals:*	$458,354.11			$553,278.35	$1,011,632.46

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

Organization Name — *Division* TRF-TS — *Project Number*

University of Houston/Downtown — **2012-UHD-G-1YG-0092**

Title / Desc. ***Mobile Video Instructor Training Course***

Police officer training course for classroom and FTO instructors consisting of the legal and procedural use of in-car mobile video recording equipment for impaired driving countermeasures.

Strategies Addressed

- Improve and increase training for law enforcement officers

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Train Texas peace officers in 9 classes on Mobile Video Instructor curriculum	225	520	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$167,355.00			$233,248.05	$400,603.05
		1	*Actuals:*	$167,355.00			$242,640.00	$409,995.00

FY 2012 TRAFFIC SAFETY FUNDS

PROGRAM AREA EXPENDITURE SUMMARY

Alcohol and Other Drug Counter Measures — AL - 02

Task		# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
				402	405	406	408	410	2010	STATE	INCOME	LOCAL	
Enforcement	Planned:	49	$6,263,517.38					$3,915,190.33				$2,348,327.05	
	Actual:	46	$4,264,330.35					$2,445,422.82				$1,818,907.53	
Evaluation	Planned:	3	$1,475,254.07					$847,410.96			$3,375.00	$624,468.11	
	Actual:	3	$1,226,527.12					$641,291.97				$585,235.15	
Program Management	Planned:	3	$2,240,523.65					$1,109,353.62				$1,131,170.03	
	Actual:	2	$2,453,005.13					$1,016,091.72				$1,436,913.41	
Public Information Campaigns	Planned:	50	$24,707,139.43	$773,981.00				$9,779,610.36		$200,000.00		$13,953,548.07	
	Actual:	49	$45,783,296.90	$724,925.26				$9,064,563.20		$164,978.70		$35,828,829.74	
Training	Planned:	10	$5,556,144.45	$282,411.80				$2,735,503.41			$6,550.00	$2,531,679.24	
	Actual:	10	$5,954,849.70	$282,411.80				$2,346,177.29				$3,326,260.61	
TOTALS:	Planned:	115	**$40,242,578.98**	**$1,056,392.80**				**$18,387,068.68**		**$200,000.00**	**$9,925.00**	**$20,589,192.50**	
	Actual:	110	**$59,682,009.20**	**$1,007,337.06**				**$15,513,547.00**		**$164,978.70**		**$42,996,146.44**	

Emergency Medical Services EM - 03

Goals

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

Strategies

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

Project Descriptions

Task: ***Public Information Campaigns*** ***Emergency Medical Services EM - 03***

Organization Name *Division* TRF-TS *Project Number*

Texas Engineering Extension Service - ESTI **2012-TEEXESTI-G-1YG-0033**

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

Provide education and training to Rural/Frontier response departments in the TX. To enhance responder training in these areas and reduce EMS response times to MVA trauma victims in Rural/Frontier

Strategies Addressed

- Conduct periodic project monitoring and evaluation of traffic safety activities
- Ensure availability of program and project management training
- Increase EMS involvement in local community safety efforts
- 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
- To increase the availability of EMS training in rural and frontier areas

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Attend Conference/Meetings	2	2	☑
▪ Distribute Training and Recruitment Announcements	12	12	☑
▪ Maintain Student Hours while Attending Course	86,620	83,298	☐
▪ Train Students in Continuing Educational Courses	185	130	☐
▪ Train Students for Initial EMS Certification	525	2,258	☑
▪ Update times on the Rural/Frontier EMS Education Website	36	20	☐

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	EM	1	*Planned:*	$536,224.85			$795,412.80	$1,331,637.65
		1	*Actuals:*	$431,491.83			$2,238,740.54	$2,670,232.37

FY 2012 TRAFFIC SAFETY FUNDS

PROGRAM AREA EXPENDITURE SUMMARY

Emergency Medical Services

EM - 03

Task		# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
				402	405	406	408	410	2010	STATE	INCOME	LOCAL	
Enforcement													
Evaluation													
Program Management													
Public Information Campaigns	*Planned:*	1	$1,331,637.65	$536,224.85								$795,412.80	
	Actual:	1	$2,670,232.37	$431,491.83								$2,238,740.54	
Training													
TOTALS:	*Planned:*	1	$1,331,637.65	$536,224.85								$795,412.80	
	Actual:	1	$2,670,232.37	$431,491.83								$2,238,740.54	

Motorcycle Safety MC - 04

Goals

- To reduce the number of motorcyclist fatalities

Strategies

- *Improve education and awareness of motorcycle safety among law enforcement and EMS personnel, educators and state & local traffic engineers*
- *Improve public information and education on motorcycle safety, including the value of wearing a helmet*
- *Improve public information and education on the value of not operating a motorcycle while under the influence of alcohol and/or other drugs*
- *Improve public information and education on the value of wearing a helmet*
- *Increase enforcement of existing motorcycle helmet law for riders and passengers under 21*
- *Increase public information and education on motorists' responsibility pertaining to motorcycle safety*
- *Increase rider education and training*

Project Descriptions

Task: ***Public Information Campaigns*** ***Motorcycle Safety MC - 04***

Organization Name **Sherry Matthews Advocacy Marketing**

Division TRF-TS

Project Number **2012-SMAM-G-1YG-0127**

Title / Desc. ***Motorcycle Safety Awareness Public Information & Education Campaign***

This public education multi-media campaign urges motorists to take extra precautions to safely share the road with motorcyclists.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct motorcycle awareness earned media effort	1	2	☑
▪ Conduct motorcycle awareness paid media campaign	1	2	☑
▪ Distribute set of materials announcing the motorcycle awareness campaign	1	2	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
2010	K6	1	*Planned:*	$499,948.00			$347,422.00	$847,370.00
		1	*Actuals:*	$499,944.69			$697,201.00	$1,197,145.69

Task: ***Public Information Campaigns*** — ***Motorcycle Safety MC - 04***

Organization Name — *Division* TRF-TS — *Project Number*

Texas A&M Transportation Institute — **2012-TTI-G-1YG-0071**

Title / Desc. ***Statewide Motorist Awareness and Motorcyclist Safety Outreach***

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 public information and education on motorcycle safety, including the value of wearing a helmet
- Improve public information and education on the value of not operating a motorcycle while under the influence of alcohol and/or other drugs

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Coordinate Texas Motorcycle Safety Coalition & Board Activities	16	28	☑
▪ Develop Statewide Motorist Awareness & Motorcyclist Safety Outreach Plan	1	6	☑
▪ Evaluate Statewide motorist & rider awareness outreach activities	1	2	☑
▪ Maintain statewide motorcycle safety website, LookLearnLive.org	20	29	☑
▪ Produce Rider Awareness & Motorist Awareness Outreach Materials	4	25	☑
▪ Provide Public Event Outreach to Raise Motorists Awareness & Rider Safety Awareness	10	26	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	MC	1	*Planned:*	$283,174.97			$42,841.43	$326,016.40
		1	*Actuals:*	$268,907.08			$45,682.56	$314,589.64

Task: ***Training*** — ***Motorcycle Safety MC - 04***

Organization Name — *Division* TRF-TS — *Project Number*

Texas A&M Transportation Institute — **2012-TTI-G-1YG-0070**

Title / Desc. ***Increasing Recruitment/Retention of Motorcyclist Safety Training Instructors***

Increase recruitment/retention of motorcyclist safety training instructors through delivery of statewide regional workshops, on-bike training videos & development of web-based training working demo.

Strategies Addressed

- Increase rider education and training

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Coordinate regional professional development workshops	8	13	☑
▪ Develop user interface design & working demo for web-based training program	1	1	☑
▪ Produce on-bike instructor training scenarios	4	9	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	MC	1	*Planned:*	$155,142.94			$18,011.71	$173,154.65
		1	*Actuals:*	$154,065.36			$18,708.75	$172,774.11

Task: ***Training*** | ***Motorcycle Safety MC - 04***

Organization Name | *Division* TRF-TS | *Project Number*

Texas A&M Transportation Institute | **2012-TTI-G-1YG-0072**

Title / Desc. ***Texas Law Enforcement Motorcycle Safety and Enforcement Training Course: Web-based Conversion***

This project involves the conversion of the classroom-based curriculum for the State of Texas Law Enforcement Motorcycle Safety and Awareness Training course into a web-based training (WBT) program.

Strategies Addressed

- Increase and sustain enforcement of traffic safety-related laws

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct Material Review and Recommendations for Conversion	1	2	☑
▪ Develop Layout & User Interface for web-based training	1	2	☑
▪ Produce law enforcement motorcycle safety and enforcement web training course (2)	1	1	☑
▪ Produce Web-based MC Law Enforcement Course	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	MC	1	*Planned:*	$52,077.35			$5,807.43	$57,884.78
		1	*Actuals:*	$49,537.14			$5,584.60	$55,121.74

FY 2012 TRAFFIC SAFETY FUNDS

PROGRAM AREA EXPENDITURE SUMMARY

Motorcycle Safety

MC - 04

Task		# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
				402	405	406	408	410	2010	STATE	INCOME	LOCAL	
Enforcement													
Evaluation													
Program Management													
Public Information Campaigns	Planned:	2	$1,173,386.40	$283,174.97					$499,948.00			$390,263.43	
	Actual:	2	$1,511,735.33	$268,907.08					$499,944.69			$742,883.56	
Training	Planned:	2	$231,039.43	$207,220.29								$23,819.14	
	Actual:	2	$227,895.85	$203,602.50								$24,293.35	
TOTALS:	Planned:	4	**$1,404,425.83**	**$490,395.26**					**$499,948.00**			**$414,082.57**	
	Actual:	4	**$1,739,631.18**	**$472,509.58**					**$499,944.69**			**$767,176.91**	

Occupant Protection OP - 05

Goals

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

Strategies

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

Project Descriptions

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

Organization Name *Division* TRF-TS *Project Number*

Texas Department of Transportation **2012 - Click It Or Ticket Mobilization - Incentive**

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

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

Participating Organizations	*Project #*
City of Alvin - Police Department	2012-AlvinPD-INC-CIOT-00002
City of Azle - Police Department	2012-AzlePD-INC-CIOT-00003
City of Corinth - Police Department	2012-CorinthPD-INC-CIOT-00004
City of Corsicana - Police Department	2012-CorsicanaPD-INC-CIOT-00005
City of Edinburg - Police Department	2012-EdinbuPD-INC-CIOT-00006
City of Everman - Police Departmernt	2012-EvermanPD-INC-CIOT-00007
City of Houston - ISD Police Department	2012-HoustISDPD-INC-CIOT-00008
City of Kerrville - Police Department	2012-KerrvillePD-INC-CIOT-00009
City of Lamesa - Police Department	2012-LamesaPD-INC-CIOT-00010
Llano County Sheriff's Office	2012-LlanoCoSO-INC-CIOT-00016
City of Mustang Ridge - Police Department	2012-MustangRPD-INC-CIOT-00011
City of Queen City - Police Department	2012-QueenCtyPD-INC-CIOT-00012
City of Sunset Valley - Police Department	2012-SUNSETPD-INC-CIOT-00013
City of Uvalde	2012-UvaldePD-INC-CIOT-00014
City of Vernon - Police Department	2012-VernonPD-INC-CIOT-00015

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
405	K2	15	*Planned:*	$60,000.00				$60,000.00
		15	*Actuals:*	$58,500.60			$754.34	$59,254.94

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

Organization Name *Division* TRF-TS *Project Number*

Texas Department of Transportation **2012 - STEP - Click It Or Ticket Mobilization**

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

Federal funds will be used for increased enforcement of occupant protection laws in May 2012 through Click It or Ticket (CIOT) STEP grants.

Performance Measures

Other arrests	345
CMV Speed citations	20
Community events (e.g., health fairs, booths)	28
DUI Minor arrests/citations	0
DWI arrests	5
HMV citations	61
Child Safety Seat citations	2,853
Media exposures (e.g., news conferences, news releases, and interviews)	104
STEP Enforcement Hours	8,144
Other citations	4,777
Presentations conducted	35
Public information and education materials distributed	19,228
Public information and education materials produced	0
Safety Belt citations	15,792
Speed citations	407
ITC citations	220

Participating Organizations	*Project #*
City of Allen - Police Department	2012-AllenPD-CIOT-00021
City of Amarillo - Police Department	2012-AmarilloPD-CIOT-00003
City of Arlington - Police Department	2012-Arlington-CIOT-00026
City of Austin - Police Department	2012-AustinPD-CIOT-00029
City of Beaumont - Police Department	2012-Beaumont-CIOT-00022
Bexar County Sheriff's Office	2012-BexarCoSO-CIOT-00006
Brazos County Sheriff's Office	2012-BrazosCoSO-CIOT-00011
City of Brownsville - Police Department	2012-BrownsPD-CIOT-00042
City of Bryan - Police Department	2012-BryanPD-CIOT-00007
Cameron County Sheriff's Office	2012-CameronCo-CIOT-00038
City of Corpus Christi - Police Department	2012-CorpusPD-CIOT-00015
City of Dallas - Police Department	2012-Dallas-CIOT-00008
City of Denton - Police Department	2012-DentonPD-CIOT-00024
City of Edinburg - Police Department	2012-EdinbuPD-CIOT-00023
El Paso County Sheriff's Office	2012-ElPasoCO-CIOT-00018
City of Frisco - Police Department	2012-FriscoPD-CIOT-00020
County of Galveston (Sheriff's Office)	2012-GalCOSO-CIOT-00033
City of Garland - Police Department	2012-GarlandPD-CIOT-00030
City of Grand Prairie - Police Department	2012-GrandPra-CIOT-00009
City of Harlingen - Police Department	2012-Harlingen-CIOT-00040
Harris County Sheriff's Office	2012-HarrisCo-CIOT-00002
City of Houston - Police Department	2012-HoustonPD-CIOT-00025
Jefferson County Sherriff's Office	2012-JeffersonCoSO-CIOT-00016
City of Laredo - Police Department	2012-LaredoPD-CIOT-00005
City of Lewisville - Police Department	2012-LewisvPD-CIOT-00034
City of Lubbock - Police Department	2012-Lubbock PD-CIOT-00028

City of McAllen - Police Department	2012-McAllenPD-CIOT-00031
City of McKinney - Police Department	2012-McKinney-CIOT-00019
City of Mesquite - Police Department	2012-Mesquite-CIOT-00035
City of New Braunfels - Police Department	2012-NewBrau-CIOT-00041
City of North Richland Hills - Police Department	2012-NRichland-CIOT-00017
City of Pasadena - Police Department	2012-PasadePD-CIOT-00012
City of San Antonio - Police Department	2012-SanAntPD-CIOT-00037
City of Sugar Land - Police Department	2012-Sugarland-CIOT-00010
City of Tyler - Police Department	2012-Tyler PD-CIOT-00039
Victoria County Sheriff's Office	2012-VictoriaCoSO-CIOT-00013
City of Waco - Police Department	2012-WacoPD-CIOT-00032
City of Wichita Falls - Police Department	2012-WichitaPD-CIOT-00014

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
405	K2	60	Planned:	$487,882.23			$11,480.71	$499,362.94
		38	Actuals:	$420,087.95			$13,252.34	$433,340.29

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

Organization Name — *Division* TRF-TS — *Project Number*

Texas A&M Transportation Institute — **2012-TTI-G-1YG-0081**

Title / Desc. ***Nighttime Occupant Restraint Observation Surveys***

Conduct observational surveys in 18 Texas cities during nighttime hours.

Strategies Addressed

- Concentrate efforts on historically low use populations

Performance Objectives	Target	Actual	Met?
▪ Conduct survey of nighttime safety belt use in 18 cities	1	1	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	OP	1	Planned:	$60,352.60			$6,723.66	$67,076.26
		1	Actuals:	$54,096.90			$6,034.70	$60,131.60

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

Organization Name — *Division* TRF-TS — *Project Number*

Texas A&M Transportation Institute — **2012-TTI-G-1YG-0172**

Title / Desc. ***Observational Surveys to Evaluate Click It Or Ticket 2012***

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

Strategies Addressed

- Concentrate efforts on historically low use populations
- Sustain high visibility enforcement of occupant protection laws

Performance Objectives	Target	Actual	Met?
▪ Conduct survey waves in 10 Click It Or Ticket cities	3	3	☑
▪ Provide memos reporting survey results	4	4	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
405	K2	1	Planned:	$49,998.73			$5,593.43	$55,592.16
		1	Actuals:	$45,075.35			$5,033.69	$50,109.04

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

Organization Name — *Division* TRF-TS — *Project Number*

Texas A&M Transportation Institute — **2012-TTI-G-MYG-Yr3-0049**

Title / Desc. ***OP Observational Surveys***

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

Strategies Addressed

- 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	☑
▪ Conduct survey of child restraint use in 14 Texas cities	1	1	☑
▪ Conduct survey of front seat occupant restraint use in 18 Texas cities	1	1	☑
▪ Conduct survey of occupant restraint use among school age children (5-16 years old) in 18 Texas cities	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	OP	1	*Planned:*	$329,817.27			$37,049.93	$366,867.20
		1	*Actuals:*	$312,192.66			$35,329.98	$347,522.64

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

Organization Name — *Division* TRF-TS — *Project Number*

Guerra Deberry Coody — **2012-GDC-G-1YG-0181**

Title / Desc. ***Child Passenger Safety 2012***

Multi-faceted PR and advertising campaign designed to educate parents, grandparents and caregivers on proper car seat installation and restraint guidelines to protect young Texans.

Strategies Addressed

- Increase public information and education campaigns

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Coordinate Activities with Safe Riders	1	1	☑
▪ Coordinate Press opportunities and news conferences for Child Passenger Safety	4	8	☑
▪ Create Educational Tray Liners for Child Passenger Safety	1	1	☑
▪ Create Mall Kiosk Advertising for Child Passenger Safety	2	2	☑
▪ Create Outdoor (Billboard) for Child Passenger Safety	2	2	☑
▪ Distribute Tray Liners to hospitals, malls and kid-friendly restaurants	10,000	10,000	☑
▪ Produce Educational Car Window Shades for Child Passenger Safety	1	1	☑
▪ Produce TV Spot for Child Passenger Safety	1	1	☑
▪ Produce Radio Spots for Child Passenger Safety	2	2	☑
▪ Produce Online Banners for Child Passenger Safety	3	3	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
2011	K3	1	*Planned:*	$498,725.00			$1,525,000.00	$2,023,725.00
		1	*Actuals:*	$490,952.28			$2,391,313.00	$2,882,265.28

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

Organization Name *Division* TRF-TS *Project Number*

Hillcrest Baptist Medical Center-HHS **2012-HHS-G-1YG-0023**

Title / Desc. ***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	*Target*	*Actual*	*Met?*
▪ Assist events within one or more contiguous counties of the service area	4	9	☑
▪ Conduct Child Passenger Safety Technician Certification courses	2	4	☑
▪ Conduct child passenger safety educational presentations to medical professionals	4	5	☑
▪ Conduct child passenger safety educational presentations to teachers, educators, and child care providers	4	10	☑
▪ Conduct child safety seat/seat belt observational surveys within the service area (one per county)	15	15	☑
▪ Conduct or participate in Child Safety Seat Check-up Events within the service area	19	30	☑
▪ Conduct occupant protection educational presentations to adult/parent/caregivers within the service area	127	309	☑
▪ Conduct child passenger safety educational presentations to youth between the ages of 3-16	133	272	☑
▪ Conduct Fitting Station sessions at approved locations within the service area	225	1,023	☑
▪ Coordinate CEU classes for Certified Child Passenger Safety Technicians within the service area	2	4	☑
▪ Coordinate public events focused on childrens safety in and around vehicles	2	3	☑
▪ Distribute newsletters to the general community related to child passenger safety information	2	2	☑
▪ Distribute newsletters to child passenger safety technicians within the service area	4	4	☑
▪ Distribute child safety seats to families in need within the service area	750	1,410	☑
▪ Distribute child passenger safety educational packets within the local service area	8,000	13,969	☑
▪ Evaluate former KidSafe Program participants to assess misuse and/or increased knowledge	200	242	☑
▪ Maintain database to record data collected on child safety seat inspection checklists and surveys	1	1	☑
▪ Maintain Yahoo Group listserve for local Certified Child Passenger Safety Technicians within the service area	1	1	☑
▪ Maintain Child Passenger Safety Educational Displays within the service area	42	80	☑
▪ Participate in community health and safety fairs within the service area	15	71	☑
▪ Provide educational materials to law enforcement, judicial, fire, and EMS personnel	150	200	☑
▪ Provide educational packets to persons identified by the Please Be Seated Campaign	250	207	☐

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
2011	K3	1	*Planned:*	$192,315.00			$207,949.82	$400,264.82
		1	*Actuals:*	$191,770.93			$273,847.02	$465,617.95

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

Organization Name *District* DAL *Project Number*

Injury Prevention Center of Greater Dallas **2012-IPCOGD-G-1YG-0094**

Title / Desc. ***Give Kids a Boost!***

The aim of the proposed intervention is to increase properly restrained youth ages 4 to 7 in Dallas (area codes 75211) through a culturally competent, community-integrated program.

Strategies Addressed

- Increase intervention efforts by healthcare professionals, teachers, and all safety advocates
- Increase public information and education campaigns

Performance Objectives	Target	Actual	Met?
▪ Conduct Focus groups among parents and stakeholders	4	5	☑
▪ Conduct Pre and Post booster seat restraint observations	2,000	2,321	☑
▪ Develop Final Project Evaluation Report	1	1	☑
▪ Implement Booster Seat Initiative	1	1	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
2011	K3	1	*Planned:*	$91,330.94			$17,778.44	$109,109.38
		1	*Actuals:*	$91,330.94			$20,023.37	$111,354.31

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

Organization Name *District* AUS *Project Number*

Scott and White Memorial Hospital **2011-ScottWhi-G-3YG-0038**

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

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

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Assist times with CPS inspection events (11) in the Austin District and no more than one in a contiguous co	12	3	☐
▪ Attend local, state, natl 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	0	☐
▪ Conduct child passenger restraint use surveys, (1) in each target county	11	13	☑
▪ Conduct child safety inspection events throughout each of the 11 target counties; a minimum of 1 per county	60	78	☑
▪ Develop new public information & educational item to support the grant project activities	1	1	☑
▪ Distribute child passenger safety seats throughout the target counties	700	724	☑
▪ Distribute child passenger safety educational materials throughout each of the 11 target counties	50,000	72,643	☑
▪ Increase community partners (EMS, LE, FDs, judges,prosecutors etc) involvement in CPS in target counties	2	0	☐
▪ Participate in community events resulting in at least (2) in each target county	36	2	☐
▪ Provide NHTSA 4 Steps for Kids education activities with a minimum of (1) in each of the (11) Counties	22	0	☐

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
2011	K3	1	*Planned:*	$227,984.96			$66,286.32	$294,271.28
		1	*Actuals:*	$198,724.28			$64,493.65	$263,217.93

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

Organization Name *Division* TRF-TS *Project Number*

Sherry Matthews Advocacy Marketing **2012-SMAM-G-1YG-0171**

Title / Desc. ***Click It or Ticket Public Information and Education Campaign***

This comprehensive statewide multi-media campaign warns drivers and passengers to buckle up or pay up.

Strategies Addressed

- Increase public information and education campaigns

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct paid media campaign	1	1	☑
▪ Conduct media events in support of Click It or Ticket campaign	18	18	☑
▪ Distribute set of broadcast PSAs in English and Spanish	1	1	☑
▪ Distribute set of materials to announce Click It or Ticket campaign	1	1	☑
▪ Produce interactive campaign	1	1	☑
▪ Produce radio spots	2	2	☑
▪ Produce out-of-home advertising components	4	4	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
405	K2PM	1	*Planned:*	$1,500,000.00			$4,500,000.00	$6,000,000.00
		1	*Actuals:*	$1,499,979.12			$6,596,413.69	$8,096,392.81

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

Organization Name *Division* TRF-TS *Project Number*

Texas AgriLife Extension Service **2012-Texas Ag-G-1YG-0004**

Title / Desc. ***Texas AgriLife Extension Service, Passenger Safety***

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

Strategies Addressed

- Concentrate efforts on historically low use populations
- 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
- Improve education programs on alcohol and driving for youth
- 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 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 training opportunities and retention of child passenger safety (CPS) technicians and instructors
- Maintain CPS seat distribution programs for low income families

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct 8-hour Technician Renewal Training or a 4-Hour Technician Update.	1	1	☑
▪ Conduct Annual 4-H Round-up Safety Contest for teens to promote traffic safety	1	1	☑
▪ Conduct National Child Passenger Safety Technician Trainings	2	2	☑
▪ Conduct Operation Kids classes for law enforcement	6	10	☑
▪ Conduct Safety seat checkup events to increase correct child safety seat and booster seat use	12	33	☑
▪ Conduct Programs to support safe driving including alcohol awareness, seat belt and child restraint use	30	82	☑
▪ Conduct Child safety seat inspections at checkup events, fitting stations and individual inspections	950	1,848	☑
▪ Distribute Child safety seats as replacements as needed at checkups, fitting stations and inspections	950	1,222	☑
▪ Educate Participants on the importance of safety belts/child restraints using project Rollover Convincers	20,000	20,022	☑
▪ Establish New fitting station at EMS/Fire Dept. and maintain existing fitting stations	1	4	☑
▪ Maintain Educational program for certified technicians to educate parents at prenatal classes.	1	1	☑
▪ Maintain Educational program for certified technicians to present to local Head Start families and staff	1	1	☑
▪ Maintain Online Update Course for technicians	1	1	☑
▪ Maintain Website at http://buckleup.tamu.edu where parents can locate a local certified technician in Texas	1	1	☑
▪ Provide Passenger Safety online transportation safety course for childcare providers	1	1	☑
▪ Provide TMCEC trainings with information on increasing enforcement of youth alcohol and child restraint laws	3	3	☑

▪ Provide Agents and/or safety advocates with resources to promote safety belt usage in pickup trucks	70	98	☑
▪ Provide health care providers and/or social service agencies with child safety seat information	100	140	☑
▪ Provide Rural/suburban employers with information on safe driving campaigns to distribute to employees	100	158	☑
▪ Support Mentoring program for Extension trained technicians	1	1	☑
▪ Support Educational programs on occupant protection and dangers of impaired driving	130	143	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	OP	1	Planned:	$260,575.02			$262,180.80	$522,755.82
		1	Actuals:	$250,852.01			$259,024.53	$509,876.54

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

Organization Name *District* HOU *Project Number*

Texas Children's Hospital **2012-TCH-G-1YG-0139**

Title / Desc. ***Increasing Child Restraint Use in Greater Houston***

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

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	Target	Actual	Met?
▪ Conduct CPS technician 1-day renewal course	1	1	☑
▪ Conduct NHTSA Child Passenger Safety Technician training courses	3	3	☑
▪ Conduct Child safety seat inspections at community car seat check up events	1,000	1,036	☑
▪ Conduct Child safety seat inspections at network inspection station sites	3,300	3,874	☑
▪ Coordinate Community car seat check up events	20	28	☑
▪ Coordinate Media exposures about child passenger safety	50	50	☑
▪ Distribute Child restraint systems to low-income and at-risk families at inspection stations and car seat check	1,100	1,789	☑
▪ Distribute Educational materials on child passenger safety to the community	100,000	141,124	☑
▪ Educate Law enforcement personnel and/or judges about current child occupant protection laws	100	80	☐
▪ Teach CEU and specialized training classes for CPS technicians about new products and skills	15	15	☑
▪ Teach Car seat safety classes for parents	40	67	☑
▪ Train new child passenger safety technicians	45	63	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
2011	K3	1	Planned:	$133,934.72		$10,000.00	$206,850.84	$350,785.56
		1	Actuals:	$129,861.43			$315,993.56	$445,854.99

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

Organization Name *Division* TRF-TS *Project Number*

Texas Department of State Health Services **2012-TDSHS-G-MYG-Yr3-0244**

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

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

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 and training for law enforcement and judges
- Increase public information and education campaigns
- Increase retention of child passenger safety (CPS) instructors
- Increase training opportunities for CPS instructors
- Maintain CPS seat distribution programs for low income families

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Assist Community organizations with CPS workshops	1	2	☑
▪ Assist Click It or Ticket Promotion & CPS Week in Texas	2	2	☑
▪ Assist Community organizations with child seat checkups or inspection stations	15	24	☑
▪ Conduct Training sessions for Distribution Program partner agencies	8	7	☐
▪ Conduct Child seat checkup events	12	13	☑
▪ Conduct Child seat inspection stations	12	12	☑
▪ Conduct Educational presentations to 350 children and adults regarding occupant protection	35	46	☑
▪ Coordinate Child seats for subgrantee partners	2,800	3,740	☑
▪ Create New child seat distribution and education programs	20	4	☐
▪ Enroll Texans Saved by the Belt members	20	9	☐
▪ Implement Middle school interventions for pre-teens	5	2	☐
▪ Maintain Ongoing child seat distribution and education programs	60	575	☑
▪ Manage CPS Advisory Committee meetings	4	2	☐
▪ Manage CPS website updates	12	21	☑
▪ Provide Technician recertification incentive program	200	516	☑
▪ Provide Telephone technical assistance and/or referral to distribution programs	4,000	6,923	☑
▪ Provide Educational or promotional pieces	300,000	153,984	☐
▪ Train Technicians with update classes or former technicians with renewal classes	60	31	☐
▪ Train Students to be CPS technicians via conducting CPS technician workshops	80	40	☐

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	OP	1	*Planned:*	$900,000.00			$900,000.00	$1,800,000.00
		1	*Actuals:*	$879,445.55			$882,897.14	$1,762,342.69

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

Organization Name **ThinkStreet**

Division TRF-TS

Project Number **2011-ThinkSt-G-3YG-0031**

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

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

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct study to measure campaign awareness	1	1	☑
▪ Coordinate Months of grassroots outreach efforts	9	10	☑
▪ Develop Creative campaign with multiple elements	1	2	☑
▪ Implement PR and media relations effort	1	1	☑
▪ Manage Landing page updates	1	2	☑
▪ Purchase Paid media flights	2	1	☐

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
405	K2PM	1	*Planned:*	$599,843.70			$1,800,000.00	$2,399,843.70
		1	*Actuals:*	$591,420.72			$2,137,093.39	$2,728,514.11

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

Organization Name | *District* ELP | *Project Number*

University Medical Center of El Paso | **2012-UMCEP-G-1YG-0087**

Title / Desc. ***Preserving Our Future - El Paso District Initiative***

Project focuses on rural residents to increase safety and decrease death/injury risks through occupant protection education. The multi-pronged plan also builds capacity for ongoing local education.

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 training opportunities and retention of child passenger safety (CPS) technicians and instructors
- Maintain CPS seat distribution programs for low income families

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct CPS Training Courses for technicians	2	2	☑
▪ Conduct Madrina-Padrino Traffic Safety Program Classes	12	18	☑
▪ Conduct Child Safety Seat and Seat Belt Offender Program classes	24	24	☑
▪ Conduct CPS Inspection Events in the El Paso District	44	51	☑
▪ Conduct Educational classes to under served parents/caregivers/pregnant mothers/teens	63	40	☐
▪ Educate Health Care Professionals on the proper use and installation of the E-Z On Vest	8	0	☐
▪ Educate Community agencies that transport children	18	33	☑
▪ Establish Partnerships with Pediatric/Family Health Care Clinics	16	16	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
2011	K3	1	*Planned:*	$82,741.12			$71,920.18	$154,661.30
		1	*Actuals:*	$78,862.03			$78,386.72	$157,248.75

FY 2012 TRAFFIC SAFETY FUNDS

PROGRAM AREA EXPENDITURE SUMMARY

Occupant Protection

OP - 05

Task		# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
				402	405	406	408	410	2011	STATE	INCOME	LOCAL	
Enforcement	*Planned:*	53	$559,362.94		$547,882.23							$11,480.71	
	Actual:	53	$492,595.23		$478,588.55							$14,006.68	
Evaluation	*Planned:*	3	$489,535.62	$390,169.87	$49,998.73							$49,367.02	
	Actual:	3	$457,763.28	$366,289.56	$45,075.35							$46,398.37	
Program Management													
Public Information Campaigns	*Planned:*	9	$13,900,755.56	$1,160,575.02	$2,099,843.70				$1,144,290.62		$10,000.00	$9,486,046.22	
	Actual:	9	$17,265,436.61	$1,130,297.56	$2,091,399.84				$1,102,639.86			$12,941,099.35	
Training	*Planned:*	1	$154,661.30						$82,741.12			$71,920.18	
	Actual:	1	$157,248.75						$78,862.03			$78,386.72	
TOTALS:	*Planned:*	66	**$15,104,315.42**	**$1,550,744.89**	**$2,697,724.66**				**$1,227,031.74**		**$10,000.00**	**$9,618,814.13**	
	Actual:	66	**$18,373,043.87**	**$1,496,587.12**	**$2,615,063.74**				**$1,181,501.89**			**$13,079,891.12**	

Pedestrian and Bicyclist Safety PS - 06

Goals

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

Strategies

- *Improve "walkability and "bikeability. of roads and streets.*
- *Improve bicycle crash data*
- *Improve data collection on pedestrian injuries and fatalities*
- *Improve identification of problem areas for pedestrians*
- *Improve pedestrian "walkability" of roads and streets*
- *Improve public education and information on pedestrians and "safe walking"*
- *Increase enforcement of traffic laws about bicycle right of way*
- *Increase motorist awareness for sharing the road with bicyclists*
- *Increase public information and education efforts on pedestrian and bicyclist safety*
- *Increase public information and education efforts on the use of safety equipment*
- *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 - 06***

Organization Name *District* AUS *Project Number*

City of Austin - Public Works **2012-AustinPW-G-1YG-0057**

Title / Desc. ***The Austin Bright Cyclist Campaign***

The Bright Cyclist campaign will distribute bicycle lights to increase public information and education efforts on bicycle safety, and decrease the number of motor vehicle-related bicycle fatalities.

Strategies Addressed

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

Performance Objectives	*Target*		*Actual*	*Met?*
▪ Distribute Sets of front and back bicycle lights with an informational card	2,000		1,428	☐
▪ Educate Cyclists by distributing informational cards with light sets	2,000		1,428	☐
▪ Reduce The percentage of cyclists/motor vehicle collisions at night	10	%	19%	☑
▪ Reduce The number of citations given to cyclists for not using lights	134		66	☐

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	PS	1	*Planned:*	$10,200.00			$3,336.00	$13,536.00
		1	*Actuals:*	$10,200.00			$4,350.75	$14,550.75

Task: ***Public Information Campaigns*** ***Pedestrian and Bicyclist Safety PS - 06***

Organization Name *District* LBB *Project Number*

City of Lubbock - Parks & Recreation **2012-LubbockP-G-1YG-0013**

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

Safety City is dedicated to teaching local area children traffic safety. We educate over 5,000 children a year on how to effectively manage traffic as a pedestrian, bicyclist, and motorist.

Strategies Addressed

- Develop and implement public information and education efforts on traffic safety issues
- Increase public education and information on railroad/highway crossing safety
- Increase public education and information on roadway safety
- Increase public information and education campaigns
- Increase public information and education efforts on pedestrian and bicyclist safety
- Provide public information and education campaigns to promote safe motor vehicle operations around school buses
- 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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Educate Elementary students in pedestrian, bicycle, motor, bus, and railroad safety	7,500	2,678	☐

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	PS	1	*Planned:*	$32,041.00			$25,246.00	$57,287.00
		1	*Actuals:*	$28,061.68			$22,637.95	$50,699.63

Task: ***Public Information Campaigns*** ***Pedestrian and Bicyclist Safety PS - 06***

Organization Name *District* ABL *Project Number*

Safety City Abilene **2012-SafetyCi-G-1YG-0010**

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	*Target*	*Actual*	*Met?*
▪ Educate School age children in pedestrian, bicycle, railroad, seat belt and traffic safety	3,600	5,100	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	PS	1	*Planned:*	$15,174.00			$1,714.00	$16,888.00
		1	*Actuals:*	$14,871.46			$1,679.97	$16,551.43

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

Organization Name — *Division* TRF-TS — *Project Number*

Texas Bicycle Coalition Education Fund — **2012-TBC-G-1YG-0132**

Title / Desc. ***College Freshman Active Transportation Safety Course***

Texas Bicycle Coalition Education Fund (EF) dba BikeTexas EF will develop/implement a 2-3 hour course on safe bicycling, walking and mass transit use for college freshmen including a PI&E component.

Strategies Addressed

- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns
- Improve DWI processing procedures
- Increase intervention efforts
- Increase public information and education efforts on pedestrian and bicyclist safety

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct active transportation courses minimum with 20-200 attendees each	7	45	☑
▪ Create "Next Steps" report for program continuation	1	1	☑
▪ Develop communication/scheduling plan for active transportation course	1	21	☑
▪ Develop curriculum for bicycling/walking/using transit safety course for college freshmen	1	3	☑
▪ Distribute monthly BikeTexas e-newsletters or website posts on active transport safety issues	10	21	☑
▪ Distribute mini-light packs (red & white) mounted on safety-tips card as supplementatl PI&E	7,200	7,200	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	PS	1	*Planned:*	$85,134.60			$16,055.20	$101,189.80
		1	*Actuals:*	$72,903.75			$18,738.96	$91,642.71

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

Organization Name — *Division* TRF-TS — *Project Number*

The University of Texas at Arlington — **2012-UTatArli-G-1YG-0113**

Title / Desc. ***Texas Pedestrian & Bicyclist Online Safety Training. Motorists Awareness — Supporting Share The Road***

Develop, host and promote a comprehensive bicycle and pedestrian safety and motorists awareness online training program. Each module will include professional subject appropriate audio/visual aids.

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Establish bike/walk coalition members that will support and promote usage of training	8	39	☑
▪ Train individuals through delivery of Texas Safe Online Bike/Walk Training	15,000	0	☐

Project Notes

Grant was terminated during the year.

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	PS	1	*Planned:*	$246,612.04			$79,427.17	$326,039.21
		1	*Actuals:*	$76,420.20			$6,203.07	$82,623.27

FY 2012 TRAFFIC SAFETY FUNDS

PROGRAM AREA EXPENDITURE SUMMARY

Pedestrian and Bicyclist Safety — PS - 06

Task		# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
				402	405	406	408	410	2010	STATE	INCOME	LOCAL	
Enforcement													
Evaluation													
Program Management													
Public Information Campaigns	*Planned:*	3	$87,711.00	$57,415.00								$30,296.00	$57,415.00
	Actual:	3	$81,801.81	$53,133.14								$28,668.67	**$53,133.14**
Training	*Planned:*	2	$427,229.01	$331,746.64								$95,482.37	
	Actual:	2	$174,265.98	$149,323.95								$24,942.03	
TOTALS:	*Planned:*	5	**$514,940.01**	**$389,161.64**								**$125,778.37**	$57,415.00
	Actual:	5	**$256,067.79**	**$202,457.09**								**$53,610.70**	**$53,133.14**

Police Traffic Services PT - 07

Goals

- To increase effective enforcement and adjudication of traffic safety-related laws to reduce fatal and serious injury crashes

Strategies

- *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*

Project Descriptions

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

Organization Name *Division* TRF-TS *Project Number*

Texas Department of Transportation **2012 - STEP CMV**

Title / Desc. ***STEP CMV***

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

Performance Measures

Media exposures (e.g., news conferences, news releases, and interviews)	25
CMV HMV Citations	10,084
CMV Saftey Belt Citations	9,318
CMV Speed citations	13,352
Community events	22
Community events (e.g., health fairs, booths)	22
DUI Minor arrests/citations	0
DWI arrests	2
Child Safety Seat citations	0
Media exposures	25
STEP Enforcement Hours	15,420
Other arrests	1,156
Other citations	6,580
Presentations conducted	84
Public information and education materials distributed	28,702
Public information and education materials produced	4,200
Safety Belt citations	134
Speed citations	776
Speed related crashes	7,890
ITC citations	598

Participating Organizations	*Project #*
City of Fort Worth - Police Department	2012-Fortwort-S-1YG-0106
City of Houston - Police Department	2012-HoustonP-S-1YG-0040
City of Laredo - Police Department	2012-LaredoPD-S-1YG-0110

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	PT	3	*Planned:*	$374,061.56			$518,199.12	$892,260.68
		3	*Actuals:*	$363,385.41			$649,299.43	$1,012,684.84

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

Organization Name | *Division* TRF-TS | *Project Number*

Texas Department of Transportation | **2012 - STEP WAVE Comprehensive**

Title / Desc. ***STEP WAVE Comprehensive***

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

Performance Measures

Media exposures (e.g., news conferences, news releases, and interviews)	12
CMV Speed citations	0
Community events	3
Community events (e.g., health fairs, booths)	3
DUI Minor arrests/citations	0
DWI arrests	6
HMV citations	156
Child Safety Seat citations	60
Media exposures	12
STEP Enforcement Hours	1,192
Other arrests	10
Other citations	1,088
Presentations conducted	18
Public information and education materials distributed	5,804
Public information and education materials produced	0
Safety Belt citations	484
Speed citations	3,232
ITC citations	254

Participating Organizations	*Project #*
City of Beaumont - Police Department	2012-Beaumont-S-1YG-0035
City of Benbrook - Police Department	2012-Benbrook-S-1YG-0095

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	PT	3	*Planned:*	$24,107.12			$25,381.30	$49,488.42
		2	*Actuals:*	$20,883.57			$24,400.76	$45,284.33

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

Organization Name | *Division* TRF-TS | *Project Number*

Texas Municipal Police Association | **2011-TMPA-G-3YG-0003**

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

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

Strategies Addressed

- Concentrate efforts on historically low use populations
- Conduct and assist local, state and national traffic safety campaigns
- Develop and implement public information and education efforts on traffic safety issues
- Increase and sustain high visibility enforcement of Intersection Traffic Control (ITC) laws
- Increase and sustain high visibility enforcement of occupant protection laws
- Increase and sustain high visibility enforcement of traffic safety-related laws
- Increase occupant protection education, training, and awareness of safety belt issues for law enforcement, judges, and prosecutors
- Increase public education and information campaigns regarding enforcement activities
- Increase public information and education campaigns
- Increase public information and education on intersection-related traffic issues

Performance Objectives	*Target*		*Actual*	*Met?*
▪ Acquire Child Passenger Safety (CPS) technician certifications for all LELs	100	%	100%	☑
▪ Collect news and information articles and publish them on the Buckle Up Texas website	36		55	☑
▪ Conduct evaluation of the adult distracted driving course	1		1	☑
▪ Conduct evaluation of the child safety seat course/training	1		1	☑
▪ Conduct evaluation of the emergency vehicle operator distracted driving course	1		1	☑
▪ Conduct satisfaction evaluation of all funded agencies to measure effectiveness of program	1		1	☑
▪ Conduct Meetings with TxDOT Program Manager(s), LELs, and stakeholders	4		15	☑
▪ Create course curriculum on adult distracted driving	1		1	☑
▪ Create course curriculum on child safety seat laws and recognition to law enforcement	1		1	☑
▪ Create course curriculum on emergency vehicle operator distracted driving	1		1	☑
▪ Create course curriculum on teen distracted driving	1		1	☑
▪ Distribute Public information and education (PI&E) program materials	25,000		79,529	☑
▪ Educate law enforcement officers on child safety seat laws and recognition	200		219	☑
▪ Educate emergency vehicle operators on the dangers of distracted driving	500		1,328	☑
▪ Educate adult drivers on the dangers of distracted driving	2,000		4,962	☑
▪ Educate teen drivers on the dangers of distracted driving	2,000		6,021	☑
▪ Enroll Non-Funded law enforcement agencies eligible for IDM incentive award program	100	%	100%	☑
▪ Enroll Non-Funded law enforcement agencies eligible to participate in the CIOT incentive	100	%	100%	☑
▪ Provide Agencies with technical assistance regarding STEP grant administration	200		326	☑
▪ Support child passenger safety seat inspection events	20		34	☑
▪ Support Non law enforcement Highway Safety Plan partner events	20		50	☑
▪ Support Blood Alcohol Concentration (BAC) reporting by law enforcement agencies	100	%	100%	☑
▪ Support Non-funded law enforcement agencies in STEP projects	300		2,764	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PT	1	*Planned:*	$826,661.36			$100,330.00	$926,991.36
		1	*Actuals:*	$733,737.99			$228,090.03	$961,828.02

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

Organization Name *Division* TRF-TS *Project Number*

Texas A&M Transportation Institute **2011-TTI-G-3YG-0010**

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

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

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Develop final enhanced NHTSA DDACTS pilot training program curriculum	1	1	☑
▪ Evaluate NHTSA DDACTS pilot training program curriculum and make enhancement revisions as necessary	1	1	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PT	1	*Planned:*	$85,893.71			$9,612.97	$95,506.68
		1	*Actuals:*	$66,012.59			$8,038.74	$74,051.33

FY 2012 TRAFFIC SAFETY FUNDS

PROGRAM AREA EXPENDITURE SUMMARY

Police Traffic Services

PT - 07

Task		# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
				402	405	406	408	410	2010	STATE	INCOME	LOCAL	
Enforcement	*Planned:*	49	$17,088,254.05	$8,366,664.46								$8,721,589.59	$8,117,304.46
	Actual:	47	$12,942,193.65	$6,021,742.97								$6,920,450.68	**$5,772,382.97**
Evaluation													
Program Management													
Public Information Campaigns	*Planned:*	1	$926,991.36	$826,661.36								$100,330.00	
	Actual:	1	$961,828.02	$733,737.99								$228,090.03	
Training	*Planned:*	1	$95,506.68	$85,893.71								$9,612.97	
	Actual:	1	$74,051.33	$66,012.59								$8,038.74	
TOTALS:	*Planned:*	51	**$18,110,752.09**	**$9,279,219.53**								**$8,831,532.56**	$8,117,304.46
	Actual:	49	**$13,978,073.00**	**$6,821,493.55**								**$7,156,579.45**	**$5,772,382.97**

Speed Control SC - 08

Goals

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

Strategies

- *Identify best practices for speed deterrence when law enforcement is not present*
- *Increase and sustain high visibility enforcement of speed-related laws*
- *Increase public information and education concerning speed-related issues*
- *Provide community training on speed-related issues*

Project Descriptions

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

Organization Name | *Division* TRF-TS | *Project Number*

Texas Department of Transportation | **2012 -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 arrests	430
CMV Speed citations	0
Community events	55
Community events (e.g., health fairs, booths)	55
DUI Minor arrests/citations	0
DWI arrests	20
HMV citations	138
ITC citations	148
Child Safety Seat citations	140
Media exposures (e.g., news conferences, news releases, and interviews)	88
STEP Enforcement Hours	21,512
Other citations	14,552
Presentations conducted	154
Public information and education materials distributed	64,618
Public information and education materials produced	11,852
Safety Belt citations	174
Speed citations	68,432
Speed related crashes	7,070
Media exposures	88

Participating Organizations	*Project #*
City of Sugar Land - Police Department	2011-Sugarlan-S-3YG-0009
City of Deer Park - Police Department	2012-DeerPark-S-1YG-0051
County of Denton	2012-DentonCo-S-1YG-0098
City of Farmers Branch - Police Department	2012-Farmers -S-1YG-0076
Harrison County	2012-Harrison-S-1YG-0043
City of Lewisville - Police Department	2012-LewisvPD-S-1YG-0109
City of Mesquite - Police Department	2012-Mesquite-S-1YG-0015
City of Texas City - Police Department	2012-TexasCit-S-1YG-0096
City of Waskom	2012-Waskom-S-1YG-0079

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	SC	9	*Planned:*	$313,035.74			$349,730.69	$662,766.43
		9	*Actuals:*	$280,285.13			$316,389.63	$596,674.76

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

Organization Name *Division* TRF-TS *Project Number*

Texas Department of Transportation **STEP WAVE SPEED**

Title / Desc. ***STEP WAVE SPEED***

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

Project Notes

No projects executed during FY 2012

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	SC	1	Planned:	$45,863.32			$25,575.42	$71,438.74
			Actuals:					

FY 2012 TRAFFIC SAFETY FUNDS

PROGRAM AREA EXPENDITURE SUMMARY

Speed Control

SC - 08

Task		# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
				402	405	406	408	410	2010	STATE	INCOME	LOCAL	
Enforcement	*Planned:*	10	$734,205.17	$358,899.06								$375,306.11	$267,172.42
	Actual:	9	$596,674.76	$280,285.13								$316,389.63	**$236,767.02**
Evaluation													
Program Management													
Public Information Campaigns													
Training													
TOTALS:	*Planned:*	10	**$734,205.17**	**$358,899.06**								**$375,306.11**	$267,172.42
	Actual:	9	**$596,674.76**	**$280,285.13**								**$316,389.63**	**$236,767.02**

Traffic Records TR - 09

Strategies

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

Project Descriptions

Task: ***Program Management*** ***Traffic Records TR - 09***

Organization Name *Division* TRF-TS *Project Number*

Texas Department of State Health Services - ISG **2012-TDSHS-IS-G-MYG-Yr3-0082**

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

This project year will conclude replacement of the Texas EMS/Trauma Registry. Final implementation, trouble shooting, wrap-up, sign offs, and final close-out will be conducted.

Strategies Addressed

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

- Link Texas Department of State Health Services, Transportation, and Public Safety databases

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct Project Management	1	3	☑
▪ Conduct Quality Assurance Management	1	2	☑
▪ Coordinate EMS/Trauma Registry data analysis and dissemination	1	2	☑
▪ Create Test Management	1	3	☑
▪ Implement Change Management	1	1	☑
▪ Manage Budget	1	1	☑
▪ Manage Defect Management	1	0	☐
▪ Manage Injury Surveillance Program- the EMS/Trauma Registry	1	3	☑
▪ Manage Training	1	3	☑
▪ Manage Monthly and yearly data moves	12	5	☐
▪ Participate in Executive Steering Committee (ESC)	1	4	☑
▪ Participate in Traffic Records Coordinating Committee	4	5	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
408	K9	1	*Planned:*	$1,284,309.74			$1,224,645.11	$2,508,954.85
		1	*Actuals:*	$987,558.90			$1,201,586.91	$2,189,145.81

Task: ***Program Management*** — ***Traffic Records TR - 09***

Organization Name — *Division* TRF-TS — *Project Number*

Texas Department of Transportation — **Crash Records/Data Analysis Operations and CRIS**

Title / Desc. ***Crash Records/Data Analysis Operations and CRIS***

Support and enhance the statewide data system CRIS (Crash Records Information System) which provides timely and effective data analysis to support allocation of highway safety resources.

Participating Organizations	*Project #*
TxDOT-TRFTS	2012-TxDOT-TR-G-1YG-0151
TxDOT-TRFTS	2012-TxDOT-TR-G-1YG-0153
TxDOT-TRFTS	2012-TxDOT-TR-G-1YG-0158

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	TR	3	Planned:	$7,370.00	$3,224,564.00			$3,231,934.00
		3	Actuals:	$7,370.00	$4,028,724.12			$4,036,094.12

Task: ***Program Management*** — ***Traffic Records TR - 09***

Organization Name — *Division* TRF-TS — *Project Number*

TxDOT-TRFTS — **2012-TxDOT-TR-G-1YG-0159**

Title / Desc. ***TRF-TS CRASH Agency Support***

CRASH Agency Support

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	TR	1	Planned:	$287,700.00				$287,700.00
		1	Actuals:	$65,317.51				$65,317.51

Task: ***Program Management*** — ***Traffic Records TR - 09***

Organization Name — *Division* TRF-TS — *Project Number*

TxDOT-TRFTS — **2012-TxDOT-TR-G-1YG-0162**

Title / Desc. ***Crash Reporting and Analysis for Safer Highways Training***

Crash Reporting and Analysis for Safer Highways Training

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:	$161,708.60				$161,708.60

Task: ***Program Management*** — ***Traffic Records TR - 09***

Organization Name — *Division* TRF-TS — *Project Number*

TxDOT-TRFTS — **2012-TxDOT-TR-G-1YG-0163**

Title / Desc. ***CRIS CRASH Help Desk***

Provide 24 hours/7 days a week help desk support to individual law enforcement officers using the online CRASH reporting software. Vendor TBD.

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	TR	1	Planned:	$686,571.00				$686,571.00
		1	Actuals:	$686,571.00				$686,571.00

FY 2012 TRAFFIC SAFETY FUNDS

PROGRAM AREA EXPENDITURE SUMMARY

Traffic Records

TR - 09

Task		# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
				402	405	406	408	410	2010	STATE	INCOME	LOCAL	
Enforcement													
Evaluation													
Program Management	*Planned:*	7	$7,017,159.85	$981,641.00			$1,586,309.74			$3,224,564.00		$1,224,645.11	
	Actual:	7	$7,131,467.04	$751,888.51			$1,149,267.50			$4,028,724.12		$1,201,586.91	
Public Information Campaigns													
Training													
TOTALS:	*Planned:*	7	**$7,017,159.85**	**$981,641.00**			**$1,586,309.74**			**$3,224,564.00**		**$1,224,645.11**	
	Actual:	7	**$7,131,467.04**	**$751,888.51**			**$1,149,267.50**			**$4,028,724.12**		**$1,201,586.91**	

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*
- *Provide assistance to update the drivers' education curriculum and administrative standards*

Project Descriptions

Task: ***Program Management*** ***Driver Education and Behavior DE - 10***

Organization Name *Division* TRF-TS *Project Number*

TxDOT-TRFTS **2012-TxDOT-TR-G-1YG-0161**

Title / Desc. ***2012-Fortworth-IDM-00011 STEP - Impaired Driving Mobilization***

Carry Over Charge Number for K4DE

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
406	K4DE	1	*Planned:*	$11,313.76				$11,313.76
		1	*Actuals:*	$5,656.88				$5,656.88

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

Organization Name *District* WAC *Project Number*

Hillcrest Baptist Medical Center-Hillcrest **2012-Hillcres-G-1YG-0111**

Title / Desc. ***Texans In Motion: Mature Driver Project (TIM:MDP)***

The TIM:MDP is a prevention program focused on lowering crashes involving persons over the age of 55.

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	*Target*	*Actual*	*Met?*
▪ Attend CarFit technician training course	1	1	☑
▪ Attend health fairs in grant service area	10	56	☑
▪ Conduct CarFit check events in the grant service area	3	4	☑
▪ Conduct traffic safety programs for family/caregivers of 55 + throughout service area	15	16	☑
▪ Conduct traffic safety programs for physicians/service providers of 55+ seniors	20	24	☑
▪ Conduct traffic safety programs for drivers age 55 + throughout service area	30	34	☑
▪ Conduct Driver assessment programs for drivers over age 55 thorughout the service area	150	153	☑
▪ Distribute traffic safety educational packets to physicians/service providers of 55+ throughout service area	200	200	☑
▪ Distribute older adult driving history safety awareness surveys throughout the grant service area	250	568	☑
▪ Distribute public information & education traffic safety concerns for 55+ packets to DPS employees	300	300	☑
▪ Distribute traffic safety educational packets to families/caregivers of +55 throughout service area	1,500	1,541	☑
▪ Distribute public information & education brochures promoting Natl Older American Traffic Safety Month	2,000	2,000	☑
▪ Distribute traffic safety educational packets to drivers +55 throughout service area	2,500	3,203	☑
▪ Establish relationships within the contiguous counties	10	13	☑
▪ Establish traffic Safety displays for 55+ throughout grant service area	52	106	☑
▪ Maintain relationships with community resource agencies or groups throughout service area.	60	88	☑
▪ Participate in events in counties contiguous to the grant service area	3	13	☑
▪ Produce SeniorSafe newsletters for 16 service providers throughout service area	4	4	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	DE	1	*Planned:*	$91,605.00			$46,249.32	$137,854.32
		1	*Actuals:*	$87,687.41			$81,936.44	$169,623.85

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

Organization Name *Division* TRF-TS *Project Number*

National Safety Council **2012-NSC-G-1YG-0130**

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

Outreach to employers and development of toolkit training program to implement best practice program and promote safe driving practices among employees and their families on-and-off the job.

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct Advisory Group Meetings	4	2	☐
▪ Conduct Professional Development Webcasts for Employers, Managers, Supervisors, and other safety personnel	4	4	☑
▪ Create Employer Toolkit - Traffic Safety Presentation	1	6	☑
▪ Create Train-the-Trainer class for Employer Toolkit	1	6	☑
▪ Distribute Deliver Our Driving Concern Monthly E-Newsletter to educate Texas Employers about traffic safety	7,500	48,114	☑
▪ Educate Employer Attendees at Texas Safety Conference & Expo	400	525	☑
▪ Implement Pilot Toolkit training classes	2	1	☐
▪ Implement Pilot Trainer-the-Trainer classes	2	2	☑
▪ Manage Employer Network Members and links between TxDOT Resources and Employers	6,500	39,821	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	DE	1	*Planned:*	$192,753.78			$192,748.91	$385,502.69
		1	*Actuals:*	$169,647.53			$166,218.00	$335,865.53

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

Organization Name *Division* TRF-TS *Project Number*

Sherry Matthews Advocacy Marketing **2012-SMAM-G-1YG-0174**

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

To support statewide traffic safety public information and education efforts.

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct paid media campaigns	2	2	☑
▪ Coordinate administration of traffic safety campaigns	1	1	☑
▪ Support statewide public education and information efforts	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	DE	1	*Planned:*		$1,713,570.00		$571,191.00	$2,284,761.00
		1	*Actuals:*		$1,713,300.51		$887,686.00	$2,600,986.51

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

Organization Name — *Division* TRF-TS — *Project Number*

Texas A&M Transportation Institute — **2012-TTI-G-1YG-0079**

Title / Desc. ***Texas Driver Attitudes & Awareness of Traffic Safety Programs***

The purpose of this project is to survey Texas drivers throughout the State to measure awareness of and attitudes toward traffic safety programs in Texas.

Strategies Addressed

- Conduct and assist local, state and national traffic safety campaigns

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct survey of Texas drivers in DL offices throughout Texas	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	DE	1	*Planned:*	$48,665.20			$5,446.60	$54,111.80
		1	*Actuals:*	$44,440.68			$5,014.02	$49,454.70

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

Organization Name — *Division* TRF-TS — *Project Number*

Texas A&M Transportation Institute — **2012-TTI-G-1YG-0099**

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

This project will maintain this teen peer-to-peer safety program in Texas at the high school and junior high levels, expand partnerships, and continue toward making TDS a self-sustaining program.

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	*Target*	*Actual*	*Met?*
▪ Acquire additional junior high schools participating in TDS programs	30	33	☑
▪ Acquire more high schools to implement TDS programs	100	158	☑
▪ Conduct focus groups with high school and junior high school students	2	2	☑
▪ Increase seat belt use by students at TDS schools	5 %	0%	☐
▪ Increase awareness of the top 5 driving risk factors at schools participating in TDS programs	30 %	6%	☐
▪ Increase additional students reached by TDS messages and activities in Junior/High schools	80,000	192,793	☑
▪ Produce media placements related to teen driving safety	250	169	☐

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	DE	1	*Planned:*	$408,754.76			$342,013.85	$750,768.61
		1	*Actuals:*	$396,467.49			$948,185.26	$1,344,652.75

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

Organization Name *Division* TRF-TS *Project Number*

Texas Department of Transportation **Driver Education and Behavior - Local Events**

Title / Desc. ***Driver Education and Behavior - Local Events***

Provide funding to support 3 local traffic safety events with TxDOT Districts.

Participating Organizations	*Project #*
TxDOT-TRFTS	2012-TxDOT-TR-G-1YG-0164
TxDOT-TRFTS	2012-TxDOT-TR-G-1YG-0165
TxDOT-TRFTS	2012-TxDOT-TR-G-1YG-0166

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	DE	3	*Planned:*		$45,000.00			$45,000.00
		3	*Actuals:*		$14,704.01			$14,704.01

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

Organization Name *Division* TRF-TS *Project Number*

Texas Municipal Courts Education Center **2012-TMCEC-G-1YG-0090**

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

- 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
- 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 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 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 concerning speed-related issues
- Increase public information and education efforts on pedestrian and bicyclist safety
- Provide assistance to update the drivers' education curriculum and administrative standards
- Support the establishment and growth Safe Communities Coalitions

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct U-Tube PSA contest for school youth that focuses on alcohol-related & safety belt ts issues	1	1	☑
▪ Develop a Lending Library of Traffic Safety Dvds	1	1	☑
▪ Develop Story-books in English & Spanish on not getting in a car with impaired drivers & ts issues	2	6	☑
▪ Identify Civic groups such as Boy & Girl Scouts, 4-H, & others that can utilize DRSR materials.	5	17	☑
▪ Produce Graphic novel in Eng & Span. for youth focusing on not getting into a car with an impaired driver	1	1	☑
▪ Produce Newsletter pages for municipal judges & court support personnel on the DRSR program	8	10	☑
▪ Provide DRSR Workshop For Teachers at the LRE Annual Conference in 2012	1	1	☑
▪ Provide DRSR exhibits & distribute PI&E materials on the DRSR project to municipal courts & teachers	24	38	☑
▪ Revise Levels of DRSR teaching materials that encompass K-12 & the other DRSR resources	4	8	☑
▪ Train Teachers/educators on the DRSR materials at ISDs and regional ESCs programs & webinars	250	636	☑
▪ Train Municipal clerks @ TMCEC conf., other confs., & webinars on serving as classroom resource persons	600	700	☑
▪ Train Municipal judges @ TMCEC confs., local confs., & webinars on serving as classroom resource persons	600	677	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	*Planned:*	$184,870.80			$185,840.52	$370,711.32
		1	*Actuals:*	$157,784.04			$174,189.92	$331,973.96

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

Organization Name *Division* TRF-TS *Project Number*

ThinkStreet **2012-ThinkSt-G-1YG-0032**

Title / Desc. ***Text. Talk. Crash.***

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

Strategies Addressed

- Conduct public information and education campaigns related to distracted driving

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct awareness surveys to establish a baseline and measure campaign awareness	2	2	☑
▪ Conduct press events, associated with first-ever Texas Distracted Driving Summit, within campaign markets	4	4	☑
▪ Develop informational landing page for distracted driving.	1	2	☑
▪ Distribute sets of PI&E materials to Texas military bases	16	16	☑
▪ Distribute sets of PI&E materials colleges and universities	85	85	☑
▪ Distribute sets of PI&E materials to Texas employers	150	150	☑
▪ Distribute added value placement newspaper ads to statewide and Spanish-language newspapers.	300	802	☑
▪ Distribute sets of PI&E materials to high school partners	500	500	☑
▪ Produce paid media impressions	74,000,000	224,106,764	☑
▪ Provide comprehensive report documenting earned media results and campaign match	1	1	☑

Project Notes

Total match for the project is $12,209,435.00. Due to limitations within TxDOT FIMS, match in the amounts of $2,209,436.00 was reported with project 2012-ThinkSt-G-1YG-0042 "DRIVE FRIENDLY. DRIVE SAFE."

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	*Planned:*	$449,948.95			$1,083,125.00	$1,533,073.95
		1	*Actuals:*	$445,821.18			$9,999,999.00	$10,445,820.18

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

Organization Name **ThinkStreet**

Division TRF-TS

Project Number **2012-ThinkSt-G-1YG-0042**

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

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

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct awareness surveys to establish a baseline and measure campaign awareness	2	2	☑
▪ Develop sets of weekly safety tips for radio partner distribution	4	4	☑
▪ Distribute statewide press release	1	1	☑
▪ Distribute sets of PI&E materials to relevant advocacy groups and drivers education programs	100	100	☑
▪ Distribute sets of PI&E materials to Texas employers	150	150	☑
▪ Distribute sets of PI&E materials to Texas libraries	200	200	☑
▪ Distribute added value placement newspaper ads to statewide and Spanish-language newspapers	300	325	☑
▪ Produce paid media impressions	132,000,000	326,965,957	☑
▪ Provide comprehensive report documenting earned media results and campaign match	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	DE	1	*Planned:*	$599,988.35			$1,233,750.00	$1,833,738.35
		1	*Actuals:*	$592,572.10			$2,209,436.00	$2,802,008.10

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

Organization Name *Division* TRF-TS *Project Number*

ThinkStreet **2012-ThinkSt-G-1YG-0175**

Title / Desc. ***FY 2012 Operating Funds***

Traffic Safety planning operational budget

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct Survey behavior studies	1	1	☑
▪ Coordinate grassroots outreach campaign for Summer PASS	1	1	☑
▪ Coordinate grassroots outreach campaign for Teen Click It or Ticket	1	2	☑
▪ Coordinate grassroots outreach campaign for Weekend PASS	1	1	☑
▪ Develop Creative Summer P.A.S.S campaign with multiple elements	1	1	☑
▪ Develop Creative Weekend P.A.S.S. campaign with multiple elements	1	3	☑
▪ Expand paid media campaign for Hispanic Impaired Driving	1	2	☑
▪ Implement public relations and media relations effort for Summer PASS	1	1	☑
▪ Implement public relations and media relations effort for Teen CIOT	1	1	☑
▪ Implement public relations and media relations efforts for Weekend PASS	1	1	☑
▪ Manage Web/Interactive element for Summer PASS campaign	1	1	☑
▪ Manage Web/Interactive element for Weekend PASS campaign	1	3	☑
▪ Support Texas Traffic Safety Program in accordance with blanket purchase order #B442009020122000	1	1	☑

Project Notes

Match in the amounts of $278,152.19 is not reported in GTS as it came in late

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	DE	1	*Planned:*		$424,959.03		$275,000.00	$699,959.03
		1	*Actuals:*		$422,627.25			$422,627.25

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

Organization Name | *District* AUS | *Project Number*

City of Austin - ISD | **2012-AISD-G-1YG-0091**

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

Driver's Education classes will serve 400 students as a part of AISD outside-of-school programs at Lanier, Akins, Travis, Reagan, LBJ and Eastside Memorial High Schools.

Strategies Addressed

- Concentrate efforts on historically low use populations
- Conduct and assist local, state and national traffic safety campaigns
- Develop and implement public information and education efforts on traffic safety issues
- Improve education programs on alcohol and driving for youth
- Increase public education and information on railroad/highway crossing safety
- Increase public education and information on roadway safety
- 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
- Provide public information and education campaigns to promote safe motor vehicle operations around school buses
- Provide training and assistance for local and statewide traffic safety problem identification
- Support the establishment and growth Safe Communities Coalitions

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Certify students in Drivers Education and provide certificates of completion to each	300	315	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	DE	1	*Planned:*	$23,826.73			$25,455.38	$49,282.11
		1	*Actuals:*	$19,073.89			$31,844.97	$50,918.86

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

Organization Name | *Division* TRF-TS | *Project Number*

Education Service Center, Region VI | **2012-ESCVI-G-MYG-Yr3-0080**

Title / Desc. ***Texas Traffic SAFETY Education Staff Improvement Program. Safety Alliance For Educating Texas***

This program is designed to provide 8 Teen Driver Education staff development workshops to 300 teachers. These trainings will be presented by consultants using a skid monster and marketed state wide.

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Analyze Instructor evaluations to determine the overall effectiveness of the staff improvement Program	300	654	☑
▪ Complete Plan of Administrative and General Grant Requirements	1	1	☑
▪ Conduct Teen Driver Education workshops for teachers	8	21	☑
▪ Develop Set of content materials to use as training aids for classroom and skid monster activities	1	2	☑
▪ Train Driver Education Instructors	300	505	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	DE	1	*Planned:*	$75,951.24			$52,557.26	$128,508.50
		1	*Actuals:*	$73,287.20			$74,723.27	$148,010.47

FY 2012 TRAFFIC SAFETY FUNDS

PROGRAM AREA EXPENDITURE SUMMARY

Driver Education and Behavior

DE - 10

Task		# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
				402	405	406	408	410	2010	STATE	INCOME	LOCAL	
Enforcement													
Evaluation													
Program Management	Planned:	1	$11,313.76			$11,313.76							
	Actual:	1	$5,656.88			$5,656.88							
Public Information Campaigns	Planned:	12	$8,095,481.07	$1,976,586.84						$2,183,529.03		$3,935,365.20	
	Actual:	12	$18,517,716.84	$1,894,420.43						$2,150,631.77		$14,472,664.64	
Training	Planned:	2	$177,790.61	$99,777.97								$78,012.64	$23,826.73
	Actual:	2	$198,929.33	$92,361.09								$106,568.24	**$19,073.89**
TOTALS:	Planned:	15	**$8,284,585.44**	**$2,076,364.81**		**$11,313.76**				**$2,183,529.03**		**$4,013,377.84**	$23,826.73
	Actual:	15	**$18,722,303.05**	**$1,986,781.52**		**$5,656.88**				**$2,150,631.77**		**$14,579,232.88**	**$19,073.89**

Railroad / Highway Crossing RH - 11

Goals

- To reduce KAB crashes at railroad/highway crossings

Strategies

- *Educate law enforcement on laws governing railroad/highway crossings*
- *Increase education of law enforcement concerning laws governing railroad/highway crossings*
- *Increase public education and Information campaigns*
- *Increase public education and information on railroad/highway crossing safety*

Project Descriptions

Task: ***Public Information Campaigns*** ***Railroad / Highway Crossing RH - 11***

Organization Name *Division* TRF-TS *Project Number*

Texas A&M Transportation Institute **2012-TTI-G-1YG-0067**

Title / Desc. ***Update of Public Highway Rail Grade Crossing Safety Information***

This project proposes to update the "Public Awareness Handbook for Highway-Rail Crossing Safety,. which was developed in 2001. It will update many new grade crossing laws, regulations, and standards.

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Produce completed handbook	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	RH	1	*Planned:*	$58,872.38			$6,578.80	$65,451.18
		1	*Actuals:*	$56,158.03			$6,297.84	$62,455.87

Task: ***Training*** ***Railroad / Highway Crossing RH - 11***

Organization Name *Division* TRF-TS *Project Number*

Texas Operation Lifesaver **2012-TxOpLife-G-1YG-0105**

Title / Desc. ***Highway-Railroad Safety Awareness***

Provide highway-railroad crossing safety training to Law Enforcement personnel and public rail safety educaton.

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct GCCI Rail Safety Training Classes for Law Enforcement	4 %	5%	☑
▪ Conduct Rail Safety Presentations to the Public	200	854	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	RH	1	*Planned:*	$29,948.00			$35,702.00	$65,650.00
		1	*Actuals:*	$22,304.59			$44,568.57	$66,873.16

FY 2012 TRAFFIC SAFETY FUNDS

PROGRAM AREA EXPENDITURE SUMMARY

Railroad / Highway Crossing

RH - 11

Task		# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
				402	405	406	408	410	2010	STATE	INCOME	LOCAL	
Enforcement													
Evaluation													
Program Management													
Public Information Campaigns	Planned:	1	$65,451.18	$58,872.38								$6,578.80	
	Actual:	1	$62,455.87	$56,158.03								$6,297.84	
Training	Planned:	1	$65,650.00	$29,948.00								$35,702.00	
	Actual:	1	$66,873.16	$22,304.59								$44,568.57	
TOTALS:	Planned:	2	**$131,101.18**	**$88,820.38**								**$42,280.80**	
	Actual:	2	**$129,329.03**	**$78,462.62**								**$50,866.41**	

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

- *Evaluate best practices for reducing work zone crashes, injuries, and fatalities, including training*
- *Improve highway design and engineering through training*
- *Increase enforcement of traffic safety-related laws in work zones*
- *Increase public education and information on roadway safety*
- *Increase public education and information on traffic safety in work zones*
- *Provide traffic safety problem identification to local jurisdictions*
- *Provide training on roadway safety issues*

Project Descriptions

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

Organization Name *Division* TRF-TS *Project Number*

Texas Engineering Extension Service - ITSI **2012-TEEXITSI-G-1YG-0110**

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

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

Strategies Addressed

- Provide training on roadway safety issues

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct Installation & Maintenance of Pavement Markings courses	3	3	☑
▪ Conduct Installation & Maintenance of Signs courses	3	3	☑
▪ Conduct Flaggers in Work Zones courses	6	10	☑
▪ Conduct Work Zone Traffic Control courses	7	12	☑
▪ Train participants in Installation & Maintenance of Pavement Markings courses	48	53	☑
▪ Train participants in Installation & Maintenance of Signs	48	55	☑
▪ Train participants in Flaggers in Work Zones courses	160	207	☑
▪ Train participants in Work Zone Traffic Control courses	175	344	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	RS	1	*Planned:*	$78,571.04			$93,912.00	$172,483.04
		1	*Actuals:*	$70,900.85			$149,415.56	$220,316.41

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

Organization Name | *Division* TRF-TS | *Project Number*

The University of Texas at Arlington | **2011-UTatArli-G-3YG-0032**

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

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

Strategies Addressed

- Improve public education and information on pedestrian safety
- Increase awareness for sharing the road between bicyclists and motorists
- Increase public information and education efforts on bicycle safety
- Provide traffic safety problem identification to local jurisdictions
- Provide training and assistance for local and statewide traffic safety problem identification, planning and project development
- Provide training on roadway safety issues

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct CCT333 Classes in Night Road Work Planning & Implementation	6	6	☑
▪ Conduct CCT210 Classes in Planning Work Zone Traffic Control	8	6	☐
▪ Conduct CCT515 Classes in Installation and Maintenance of Signs & Pavement Markings	8	6	☐
▪ Conduct CCT512R Classes in TMUTCD Update and Work Zone Refresher	12	12	☑
▪ Conduct CCT401 Classes in Work Zone Construction Site Safety	40	23	☐
▪ Conduct CCT520 Classes in Work Zone Traffic Control/Qualified Flagger	45	61	☑
▪ Train CCT333 Students trained in Night Road Work Planning & Implementation	120	68	☐
▪ Train CCT515 Students in Installation & Maintenance of Signs and Pavement Markings	160	85	☐
▪ Train CCT210 Students in Planning Work Zone Traffic Control	180	70	☐
▪ Train CCT512R Students in TMTCD Update and Work Zone Refresher	240	224	☐
▪ Train CCT401 Students in Work Zone Construction Site Safety	720	345	☐
▪ Train CCT520 Students in Work Zone Traffic Control & Qualified Flagger	810	1,022	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	RS	1	*Planned:*	$481,352.17			$638,256.79	$1,119,608.96
		1	*Actuals:*	$481,343.17			$711,209.11	$1,192,552.28

FY 2012 TRAFFIC SAFETY FUNDS

PROGRAM AREA EXPENDITURE SUMMARY

Roadway Safety

RS - 12

Task		# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
				402	405	406	408	410	2010	STATE	INCOME	LOCAL	
Enforcement													
Evaluation													
Program Management													
Public Information Campaigns													
Training	*Planned:*	2	$1,292,092.00	$559,923.21								$732,168.79	
	Actual:	2	$1,412,868.69	$552,244.02								$860,624.67	
TOTALS:	*Planned:*	2	**$1,292,092.00**	**$559,923.21**								**$732,168.79**	
	Actual:	2	**$1,412,868.69**	**$552,244.02**								**$860,624.67**	

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

Organization Name *District* ELP *Project Number*

City of El Paso Police Department (Safe Communities) **2012-ElPasSC-G-1YG-0012**

Title / Desc. ***Safe Communities***

Multifaceted traffic safety program addressing 5 major traffic safety concerns.The 5 major concerns are underage drinking, DWI, CPS, pedestrian and motorcycle safety

Project Notes

Project cancelled in FY 2012

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	SA	1	Planned:	$84,835.00			$133,268.14	$218,103.14
			Actuals:					

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

Organization Name *District* CRP *Project Number*

Texas A&M University-Corpus Christi **2012-TAMUCC-G-1YG-0095**

Title / Desc. ***Safe Communities Safe Driving Public Education Campaign***

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

Strategies Addressed

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct meetings of the Nueces County Safe Communities Coalition	10	11	☑
▪ Create driver/motorcycle/bicycle/pedestrian safety presentations or revise current ones	4	4	☑
▪ Create new public education items and/or revise and update current ones including translation to Spanish	4	4	☑
▪ Distribute news releases about meetings, driving safety issues, campaigns, events, and presentations	16	16	☑
▪ Distribute pieces of PI&E materials related to Nueces County safe driving priorities	100,000	117,537	☑
▪ Educate Nueces County drivers, pedestrians, or cyclists through presentations provided in the community	200	400	☑
▪ Educate younger or future drivers (college and high school students) through presentations	200	580	☑
▪ Educate persons through the distribution of PI&E materials at community health/safety fairs and events	4,000	5,908	☑
▪ Participate in in community health/safety fairs or other events to distribute PI&E materials	20	27	☑
▪ Provide presentations on safe driving priority issues to college or high school students	20	28	☑
▪ Provide presentations on safe driving to Nueces County Organizations or groups	20	20	☑
▪ Purchase promotional item restock of current TxDOT approved items for use at events and presentations	3	3	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	SA	1	*Planned:*	$50,795.91			$55,535.52	$106,331.43
		1	*Actuals:*	$49,278.54			$54,843.35	$104,121.89

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

Organization Name *District* BRY *Project Number*

Texas AgriLife Extension Service **2012-Texas Ag-G-1YG-0097**

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

- Concentrate efforts on historically low use populations
- 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 anti-DWI public information and education campaigns including appropriate bilingual campaigns
- Improve education programs on alcohol and driving for youth
- 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 enforcement of driving under the influence by minors laws
- Increase intervention efforts by healthcare professionals, teachers, and all safety advocates
- 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 rider education and training
- Maintain CPS seat distribution programs for low income families

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct awareness campaign to educate parents and teens on the Texas Graduated License Law	1	1	☑
▪ Conduct educational campaign to raise the awareness of the dangers of impaired driving	1	5	☑
▪ Conduct bimonthly meetings of the Brazos Valley Injury Prevention Coalition with community partners	6	6	☑
▪ Conduct programs for teens, pickup drivers and other occupants to stress the importance of seat belt use	10	16	☑
▪ Coordinate Committee to continue to identify and collect community resources needed for a Safety City	1	2	☑
▪ Distribute child safety seats at coalition supported inspections or events to historically low-use populations	40	46	☑
▪ Distribute Public information and education (PI&E) to support grant objectives	12,000	35,717	☑
▪ Identify employers and provide informationabout alcohol awareness campaigns to distribute to their employees	10	17	☑
▪ Provide daycare centers, schools or groups with education materials on best practice for child safety seats	10	23	☑
▪ Support Please Be Seated campaign	1	1	☑
▪ Support events to help make drivers aware of motorcycles and promote motorcycle	4	4	☑
▪ Support programs at high schools, college campuses or community events on dangers of distractive driving	10	11	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	SA	1	*Planned:*	$40,469.91			$33,875.10	$74,345.01
		1	*Actuals:*	$37,085.12			$47,778.61	$84,863.73

FY 2012 TRAFFIC SAFETY FUNDS

PROGRAM AREA EXPENDITURE SUMMARY

Safe Communities

SA - 13

Task		# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
				402	405	406	408	410	2010	STATE	INCOME	LOCAL	
Enforcement													
Evaluation													
Program Management													
Public Information Campaigns	Planned:	3	$398,779.58	$176,100.82								$222,678.76	$176,100.82
	Actual:	2	$188,985.62	$86,363.66								$102,621.96	**$86,363.66**
Training													
TOTALS:	Planned:	3	**$398,779.58**	**$176,100.82**								**$222,678.76**	$176,100.82
	Actual:	2	**$188,985.62**	**$86,363.66**								**$102,621.96**	**$86,363.66**

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 **Education Service Center, Region VI** — *Division* TRF-TS — *Project Number* **2012-ESCVI-G-1YG-0036**

Title / Desc. ***School Bus Safety Training 101***

This program will identify and implement several safety units that will be utilized in training workshops for school bus

Strategies Addressed

- Provide safe school bus operation training for school bus drivers

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Analyze Participant evaluations to determine the overall effectiveness of the Bus Safety 101 workshops	400	543	☑
▪ Identify Set of content materials to be utilized in the various Bus Safety 101 workshops	1	11	☑
▪ Teach School Bus Drivers in Bus Safety Training 101	500	769	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	SB	1	*Planned:*	$91,999.55			$57,713.00	$149,712.55
		1	*Actuals:*	$89,418.10			$73,897.62	$163,315.72

Task: ***Training*** — ***School Bus SB - 14***

Organization Name **Texas Engineering Extension Service - ITSI** — *Division* TRF-TS — *Project Number* **2012-TEEXITSI-G-1YG-0128**

Title / Desc. ***School Bus Training***

Reduce the number of school bus related crashes, injuries and fatalities by conducting standardized training to school district bus trainers in Texas to improve training and safety.

Strategies Addressed

- 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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct Conduct School Bus Accident Avoidance Online Course	1	1	☑
▪ Develop Develop School Bus Accident Avoidance Online Course	1	2	☑
▪ Train participants in School Bus Accident Avoidance Online Course	90	342	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	SB	1	*Planned:*	$48,265.66			$5,467.50	$53,733.16
		1	*Actuals:*	$35,356.02			$7,580.12	$42,936.14

FY 2012 TRAFFIC SAFETY FUNDS

PROGRAM AREA EXPENDITURE SUMMARY

School Bus

SB - 14

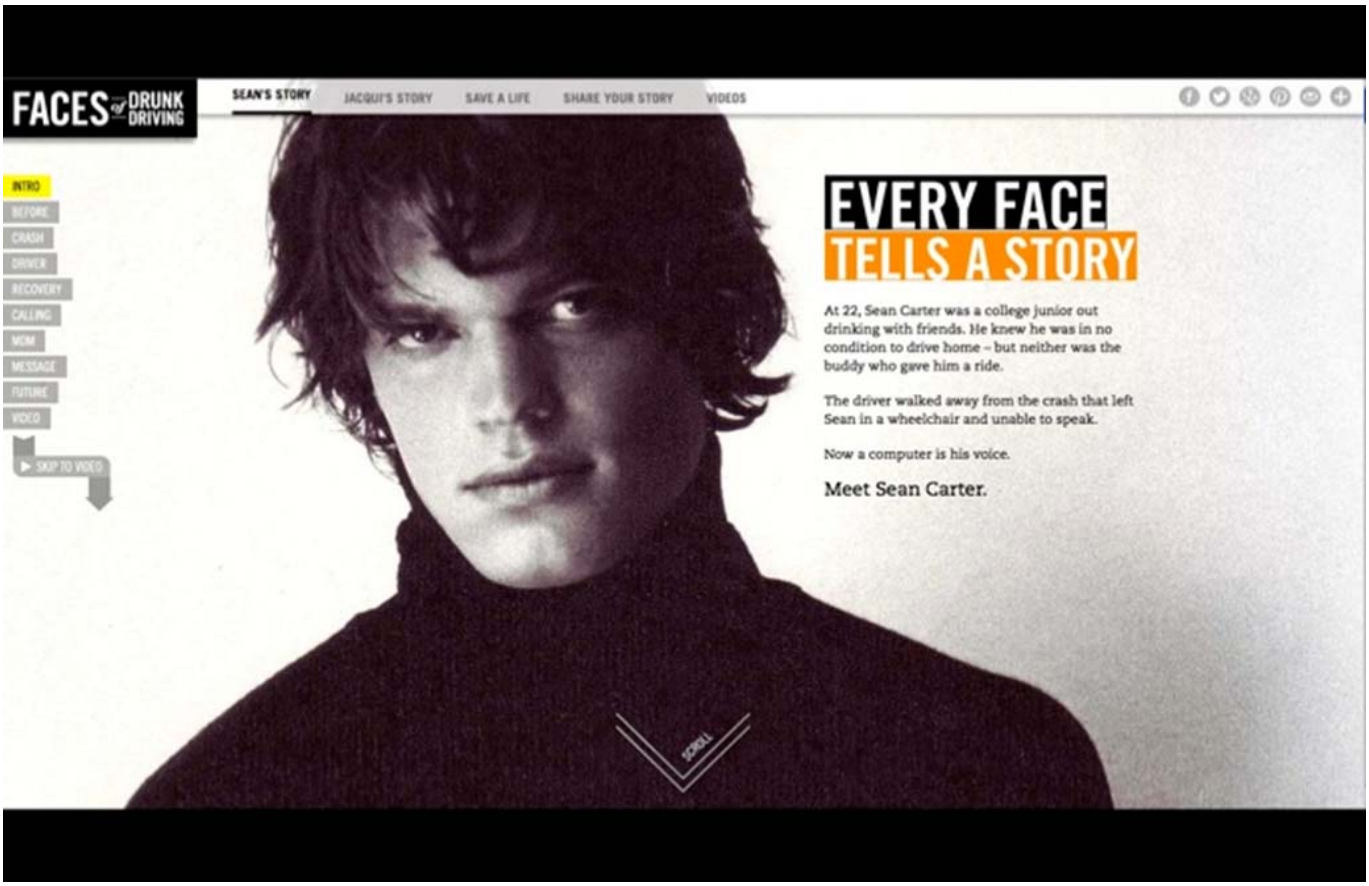
Task		# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
				402	405	406	408	410	2010	STATE	INCOME	LOCAL	
Enforcement													
Evaluation													
Program Management													
Public Information Campaigns													
Training	*Planned:*	2	$203,445.71	$140,265.21								$63,180.50	
	Actual:	2	$206,251.86	$124,774.12								$81,477.74	
TOTALS:	*Planned:*	2	**$203,445.71**	**$140,265.21**								**$63,180.50**	
	Actual:	2	**$206,251.86**	**$124,774.12**								**$81,477.74**	

Section Four

PAID MEDIA REPORT

FY 2012 IMPAIRED DRIVING PREVENTION CAMPAIGN

Faces of Drunk Driving Impaired Driving Prevention Campaign



June-July 2012

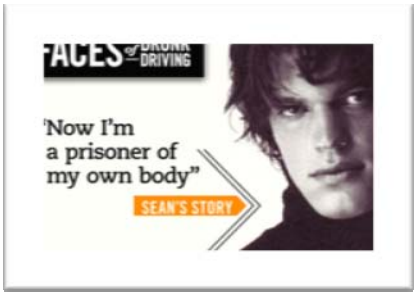
Drunk driving claims thousands of victims every year in Texas and throughout the nation. Not everyone dies. Many people are severely injured, left disabled, and their lives and those of their loved ones are permanently changed. Jacqui Saburido and Sean Carter are two such individuals. Their compelling stories form the foundation of this emotionally charged campaign designed to touch those who say the fear of hurting someone else is what will keep them from drinking and driving. The new *Faces of Drunk Driving* campaign targets young adults through television, theater, and online advertising. Its anchor component is an award-winning website that allows visitors to see up close and personal the impact of an alcohol-related crash on an aspiring model and a once-beautiful woman nearly burned alive.

Paid Media

The centerpiece of TxDOT's multimedia, victim-centric campaign is the robust *Faces of Drunk Driving* website (facesofdrunkdriving.com), which is optimized for mobile and tablet devices, uses parallax scrolling to engage visitors and bring them deeper into the site, and illustrates the devastation wrought by drunk driving. Users can watch 10 documentary-style videos and interviews, hear audio from the 911 call reporting the crash that maimed Jacqui Saburido, and explore and experience the victims' recovery process. Social sharing is built into the site to extend the reach of the campaign even further. Since its re-launch in June 2012, more than 75,000 have visited the site resulting in 90,000 video views; 4,000 also have shared the site on Facebook and Twitter.

The campaign's target audience was directed to this compelling website through a new TV spot featuring Sean Carter and a series of online ads. Visitors to the site could also view the story of Jacqui Saburido, who was profiled on The Oprah Winfrey Show for her courage in dealing with the aftermath of a drunk driving crash.

Online ads drove more than 75,000 visitors to the Faces of Drunk Driving website to watch a six-minute video detailing the experience of Sean Carter, who suffered a traumatic brain injury in a drunk driving crash that left him unable to talk or walk.



Paid Media Overview

Primary Target: Adults 18-34
Secondary Target: Adults 35-55
Media Markets: Statewide
Media: Spot TV
Online ads
Theater trailer
Media Flight Dates: June 18—July 19, 2012

Paid Media, *Faces of Drunk Driving*, June—July 2012

Media	Budget	Description	Impressions
Spot TV	$213,532	8,490; 92 stations; 17 markets (statewide)	32,894,000
Interactive	$97,000	132,862 click-throughs from ads on *Facebook, YouTube, MediaMind, Videology, other networks*	79,976,983
Theater	$42,243	30-second PSA; 569 screens; 41 theaters; 6 markets	1,968,908
TOTAL	**$352,775**		**114,839,891**

Earned Media

TxDOT launched the new *Faces* campaign with an aggressive media relations initiative timed to correspond with the statewide Fourth of July no-refusal crackdown on drunk drivers. Public relations activities included a Houston press event, press materials, and concentrated media tours in Houston, Dallas, and Austin, which resulted in $1,137,673 in earned media coverage from 78 TV news stories, 18 newspaper articles, and 122 online stories.

Sean Carter, 29, takes every opportunity to speak out against the dangers of drunk driving using a computer that serves as the voice he lost as a result of a drunk driving crash when he was 22 years old.

Overall Campaign Value

Combining $479,864 in added value from media vendors and $1,137,673 in earned media value from public relations activities produced a summer *Faces of Drunk Driving* DWI prevention effort enhanced by $1.6 million in extended coverage, more than tripling the campaign's original budget.

Donated media and earned media coverage for both the December holiday and June/July Independence Day campaigns exceeded $3.1 million.

FY 2012 WEEKEND P.A.S.S. CAMPAIGN

Studies show that most alcohol-related crashes and fatalities occur on weekends. In Texas, 64% of alcohol-related crashes and 65% of fatal alcohol-related crashes occurred on the weekend, Friday through Sunday (TxDOT 2010). In a TxDOT benchmark study performed in 2011, 49 percent of interviewees ages 18 to 34 said that, after drinking, they would turn to the "least drunk person" to drive and nearly 20 percent said they either hardly ever or never have a "designated driver." In Texas over half (54.89%) of all impaired drivers involved in a fatal crash were between the ages of 21-35 (TxDOT, 2010)

In 2011, TxDOT launched an initiative to encourage young Texans to plan ahead and lineup a "Weekend P.A.S.S." "P.A.S.S." is an acronym for **P**erson **A**ppointed to **S**tay **S**ober. Since studies show that the "designated driver" is often the person who has had the least amount to drink, the campaign encouraged individuals to pre-plan weekend outings by making sure they always had a sober ride home, meaning that the driver has had nothing to drink. The ultimate goal of the Weekend P.A.S.S. initiative was to change behavior, and decrease DWI-related fatalities.

The Weekend P.A.S.S. program used targeted radio to reach drivers Thursdays through Sunday (times most likely to impact the audience as they plan weekend activities) along with online media placements and social media efforts to urge young Texans to include a sober ride home when making their weekend plans. Radio reminders were purchased in the top six markets on stations that appealed to young adults, ages 18 to 34, to urge people to plan ahead for a sober driver, as well as some of the devastating consequences of not having a P.A.S.S including: expensive fines, possible injury, and even jail time. In addition to radio, social media and online web banners were employed, as well as an interactive online application that enabled individuals to upload their photograph into a P.A.S.S. graphic and post it on Facebook as a way of saying they would be the evening's sober driver.

Photo Booths

In March of 2012, a tour of college campuses and military bases engaged both the target market and the media with 3-D photo booths depicting a night out on the town—complete with a jail cell for those who drive after drinking. Like the football impaired driving campaign, we were able to integrate a robust social media component to this effort: photos were posted on Facebook where people were able to tag and share their photo.

By providing constant weekend "reminders" to include a sober ride home through radio, online, social media, events and grassroots efforts, the campaign worked to decrease the number of weekend DWI crashes among the target population.

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

Business Cards handed out during truck tour

Bi-lingual Brochures

Posters

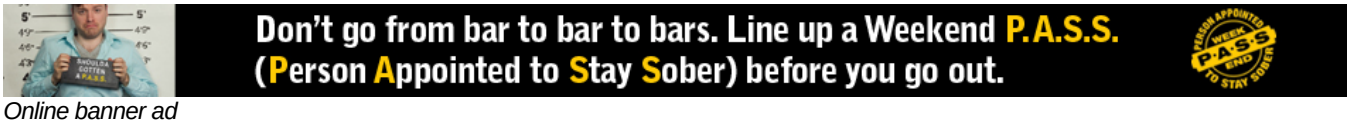
Weekend P.A.S.S. Truck

Paid Media

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

Paid radio spots were concentrated to air Wednesday through Sunday on both English- and Spanish-language radio stations in the top 6 Texas markets. In addition, traffic sponsorships were purchased to provide quick reminders throughout the week.

The internet advertising was geo-targeted to the top 6 markets in Texas. Advertising units that were utilized included banner ads and video, incorporating websites that reach internet-users in a party planning/going-out mood such as evite.com, opentable.com, citysearch.com and austin360.com.



Online banner ad

Primary Targets: Adults 21-34
Secondary Targets: Influencing Adults 18-54
Media and Markets: Radio and Internet: Austin, Dallas-Fort Worth, El Paso, Houston, Rio Grande Valley, San Antonio

Media Flight Dates: Nov 2011 - April 2012
Paid weeks: 11/14, 12/19, 1/16, 2/6, 3/5, 4/2
Unpaid PSAs ran the remaining weeks of each month.

Media	Total Budget	Description	Impressions
Spot Radio	$407,093	Targeted radio schedule in top 6 markets: $741,836 in match achieved	124,701,000
Traffic Sponsorships	$135,000	Traffic sponsorship reminders in top 6 markets: $150,000 in match achieved	13,231,643
Internet	$105,907	Geo-targeted internet buy that achieved $78,554 in match	15,368,201
TOTALS	**$648,000**	**$970,390 in match**	**148,277,371**

Added Value Media

The added value elements negotiated as part of the Weekend P.A.S.S. FY 2012 media buy included: matching PSAs for spot radio and traffic sponsorships, Web banners on station sites, inclusions in station email programs, social media updates, on-air sponsorships, material distribution, on-air mentions, on-air interviews, DJ endorsements, streaming radio ads, bonus radio spots, truck display impressions, bonus impressions with internet placement, and the production of the P.A.S.S. application that was used in Web banners. Paid media achieved a total of $970,390 in added value placements. The truck garnered 2,630,080 impressions at a value of $3,945.12.

Earned Media

Press releases were distributed to broadcast and print outlets throughout the state in an effort to reduce incidences of drunk driving and encourage young adults to plan ahead for the weekend by getting a Weekend P.A.S.S.

The media outreach centered around the Weekend P.A.S.S. interactive truck tour that went to college campuses and military bases throughout the 6 target markets. The photo booth “sets” proved irresistible to media, and earned media coverage exceeded expectations. In all, the earned media efforts resulted in a value of $5,124,974.93.

Overall Campaign Value

Ultimately, the FY 2012 Weekend P.A.S.S. campaign yielded more than $6,185,802.05 in value: $974,335.12 in added value media, $5,124,974.93 in earned media, and an additional $86,492.00 worth of unbilled agency time.

As always, it is difficult to put a dollar value to the important contributions of the many strategic partners who participate in campaign efforts—libraries, public and private business and other organizations that display posters, run banner ads on websites and publish articles in newsletters. Their assistance is invaluable in helping important traffic safety messages. Considering that the total investment equaled just $908,937.35, the return on investment reached an impressive 6.8 to 1.

FY 2012 ADULT DRINKER CAMPAIGNS

Alcohol-related traffic crashes annually claim the lives of more than 1,000 people in Texas and cause more than 16,000 injuries. In FY 2012, The Texas Department of Transportation conducted two paid media campaigns during holidays that are consistently marred with spikes in deadly and dangerous drunk driving crashes: Christmas, New Year's Day, and Independence Day.

Holiday DWI Prevention Public Education Campaign

December 2011
Since 1999, TxDOT has mounted an annual public education campaign leading up to Christmas and New Year's Day to encourage those whose holiday celebrations involve alcohol to designate a sober driver in advance, call a cab, or find a sober ride home. Santa Claus has long served as the holiday campaign's spokesman, urging drivers to stay off his naughty list by avoiding drinking and driving. Campaign components in 2011—in English and Spanish—included paid media, earned media, interactive marketing, point of sale ads, and outreach efforts.

Besides using TV and radio to deliver targeted messages to adults to drive sober, TxDOT's FY2012 holiday campaign also displayed responsible driving reminders in English and Spanish where DWI prevention messages are most appropriate and most relevant: 1) online on websites where people are making entertainment plans, and 2) locations where alcohol is consumed and/or sold.

Billboards are a cost-effective medium for reaching millions of motorists in their vehicles with reminders to drive sober

Paid Media

TxDOT's comprehensive statewide holiday-themed campaign used broadcast, out of home, and online media to deliver sober driving messages. In addition to traditional paid media, TxDOT developed an innovative interactive strategy to engage Texans online. Interactive media included social media, online video, web banners, and digital out of home. Digital efforts alone garnered 123 million impressions.

Social Media

The innovative social media strategy extended the equity of TxDOT's long-standing holiday campaign. It engaged online users with seasonal, entertaining content focusing on DWI prevention messages and enticed online visitors to share these messages with their friends.

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

Holiday Countdown Calendar

Santa's FY2012 campaign profile featured the "Holiday Countdown Calendar," which revealed a new seasonal tip or treat every day during the month of December and up through New Year's Eve. Topics included party planning tips, seasonal non-alcoholic drink recipes, and other festive advice to keep the holidays happy, safe, and fun. Users shared daily holiday tips and other elements on their own profile walls, virally spreading drunk-driving prevention messages in a fun, friendly way.

Santa leveraged the power of social media to achieve unprecedented success:

- More than 17,000 Facebook "likes."
- 500,000-plus interactions, including post likes, poll responses, newsfeed views, shares, and comments.
- Nearly 200,000 campaign video views.
- 210,000 impressions from "word-of-mouse" efforts in which visitors passed the message on to their friends.

Web Banners

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

Ads on Facebook reminded visitors that friends don't let friends drive drunk and provide a quick way to jump to Santa's profile.

Digital Jukeboxes. TxDOT placed holiday-themed ads on the Ecast network of touch-screen digital jukeboxes, reaching Texans when they were out drinking alcohol at bars and clubs. Bar goers were

able to click through to a localized cab finder application that could send taxi numbers directly to their cell phones.

Bar Media. Where better to reach drinkers with campaign messages than where alcohol is being served? In FY2012, marketing additions included sober driving ads on the bottoms of beer glasses, as well as in ads placed in bar restrooms.

Campaign messages were placed in bar restrooms to reach patrons in places where alcohol is sold and consumed when a reminder to drive sober is especially relevant.

Paid Media Overview

Primary Target: Adults 21-55

Secondary Target: Spanish-speaking adults 21-55

Media Markets: Statewide (out of home and online)
Austin, Dallas/Fort Worth, Houston, San Antonio, El Paso, and Rio Grande Valley (TV, radio, theater)

Media: Spot TV
Spot Spanish radio
Billboards, pumptoppers, and fillboards
Online ads
Bar media
Theater trailer

Media Flight Dates: December 5, 2011—January 1, 2012

Paid Media Summary, *Holiday Designate a Driver*, December 2011

Media	Budget	Description	Impressions
Spot TV	$199,240	6,409 spots; 94 stations; 17 markets (statewide)	55,982,000
Spanish Spot Radio	$52,775	1,431 spots; 20 Spanish-language stations; 6 markets	5,330,000
Outdoor	$132,165	49 billboards in 24 markets; 1,000 fillboards at 125 gas stations in 6 markets	101,955,476
Alternative	$43,302	Static and digital indoor posters in 151 venues; 4,800 campaign-branded beverage glasses in 100 venues; 6 markets	10,013,000
Interactive	$195,843	93,936 click-throughs from ads on *Facebook.com, Evite.com*, *Hulu.com, Yelp.com* and other local entertainment guides	123,306,82

Theater	$48,223	30-second PSA; 582 screens; 40 theaters; 6 markets	2,207,685
TOTAL	**$671,548**		**175,611,549**

Added Value

Paid media value-add services in the form of bonus spot rotations, on-air interviews featuring TxDOT spokespeople, live liners, posters and decals for alternative media, bonus billboards, plus added-value clicks and impressions online contributed $828,608 in free media to the campaign.

Earned Media

News media were valuable partners to extend the reach of the holiday campaign with print and broadcast news stories. TxDOT conducted a media tour for TxDOT spokespeople in Austin, Dallas/Fort Worth, El Paso, Houston, the Rio Grande Valley, and San Antonio. Media materials including a news release, talking points, and holiday-specific video B-roll were created in English and Spanish for news media and traffic safety specialists in key target markets, and also distributed to statewide and local media. Earned media efforts valued at $682,751 generated 73 broadcast news segments and 293 print stories, reaching an estimated audience of more than two million Texans across the state.

Employer-Based Outreach

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

- Decals for mirrors, windows, and doors.
- Break room posters.
- Animated and static web banners for the employer's website or intranet site.
- Digital ePosters employers could email to staff.
- Fact sheets about drinking and driving, laws and consequences.

Overall, TxDOT distributed holiday campaign materials to 4,606 Texas employers.

Point-of-Sale Messaging

For the fourteenth consecutive year, TxDOT collaborated with retailers to display campaign materials where alcohol is sold. Valero Energy Corporation and members of the Texas Package Store Association, the Texas Petroleum Marketers and Convenience Store Association, and the Texas Restaurant Association donated retail space for in-store messaging during the winter holidays. TABC and TMPA distributed materials, as did TxDOT Traffic Safety Specialists (TSSs). Materials for reaching millions of Texans included 163,500 bar napkins, 35,000 static cling decals, 574,000 coasters, 5,700 posters, and 2,900 trash can ads. The estimated value of this retail effort totaled $437,285.

Overall Campaign Value

Combining $828,608 in added value from media vendors, $682,751 earned media value from public relations activities, and $437,285 in in-kind contributions from retail partnerships resulted in a month-long DWI prevention effort worth an additional $1,948,644, more than doubling the campaign's original budget.

FY 2012 HISPANIC IMPAIRED DRIVING PREVENTION CAMPAIGN

Campaign Overview

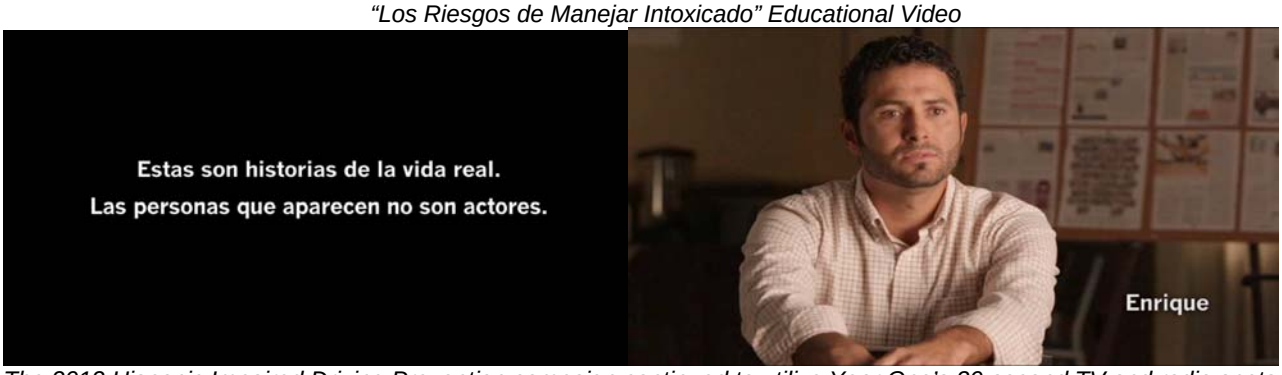
The Hispanic population in Texas is growing exponentially and currently comprises more than a third (38%) of the state's population. Research suggests that many recently immigrated and first-generation Hispanics in particular are unfamiliar with the laws regarding impaired driving.

Studies show that in Texas 37 percent of all DUI fatalities occurred where a Hispanic driver was under the influence of alcohol (TxDOT, 2011). In a TxDOT benchmark study performed in 2010, 72 percent of the Spanish-speakers interviewed didn't believe there is a specific law governing drinking and driving, and 63 percent of those interviewed were not familiar with the blood alcohol concentration (BAC) concept. In Texas, 13,478 Hispanic drivers were involved in alcohol related crashes, of those 71 percent were under the influence of alcohol (TxDOT, 2011).

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

Materials were produced that could be distributed through grassroots partners who are trusted in Hispanic communities in our state: Avancé, Mexican/Latin American consulates, churches, community newspapers, radio stations, as well as the Texas Municipal Court system and Spanish-language DWI educational programs. Materials included a Spanish-language poster and newspaper insert (which could also doubled as a brochure) that provided a full range of drinking and driving facts and information to avoid DWI-related fatalities; radio targeted directly to immigrated, younger males (21-29), and; another first, a Spanish-language ten-minute educational video entitled "Los Riesgos de Manejar Intoxicado" (The Risks of Drunk Driving) that featured DWI testimonials from Hispanic drivers convicted of driving under the influence of alcohol.

"Los Riesgos de Manejar Intoxicado" Educational Video



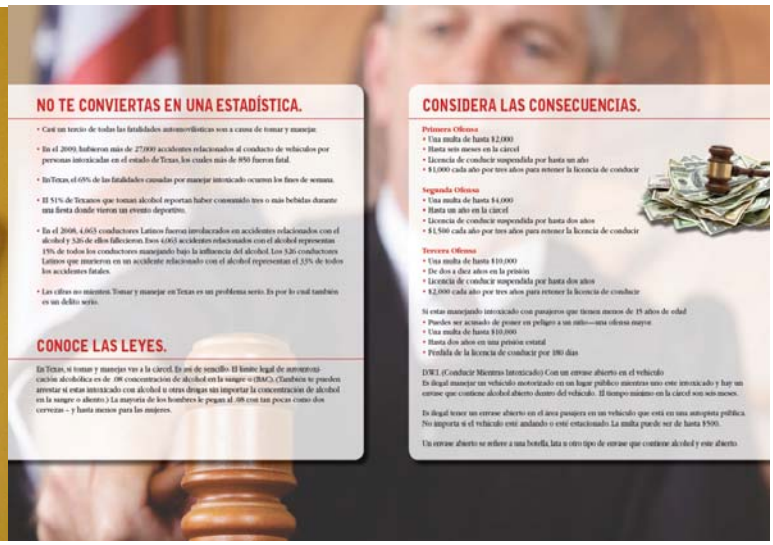
The 2012 Hispanic Impaired Driving Prevention campaign continued to utilize Year One's 30-second TV and radio spots – as well as the 2-minute mini-telenovela series.

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

"Our clientele kept requesting the Spanish materials you provided. They really enjoyed the education video because they saw real people sharing their stories. We've received nothing but great feedback." Amigos & Associates Education & Counseling, Dallas, TX

"We use the materials in all of our five offices across the state. The video is used for our victim-impact panels where DWI defendants confront victims. Overall, it's been a positive experience. Thanks for doing this." Gregory's DWI Education, Laredo, TX

Part of the kit of materials provided to strategic partners



Inside spread of newspaper insert

"Parents gratefully accept the handouts, and families enjoy the workshops we facilitate about the handouts on drunk driving. Please accept my heartfelt appreciation for your unwavering support to our program and our parents." Avancé, Houston, TX

Poster

Most important, follow-up survey indicated that exposure to the telenovelas drinking and driving commercials increased awareness among both men and women on several key issues, in particular the one important consequence that drunk driving leads to jail. Awareness of the telenovela and campaign slogan "Toma. Maneja. Cárcel" increased from 74 percent to 82 percent among our primary target, males 18-49.

Paid Media

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

Primary Targets: Hispanic Males 18-49

Secondary Targets: Hispanic Adults and Influencers18-49

Media and Markets: TV, Radio and Newspaper: Austin, Dallas, El Paso, Houston, Rio Grande Valley, San Antonio

Radio and Newspaper: Corpus Christi, Laredo, Lubbock, Midland-Odessa

Media Flight Dates: November 14 – 27, 2011 (Thanksgiving)
March 26 – April 8, 2012 (Easter)
June 25 – July 8, 2012 (July 4th)
September 4 – 16, 2012 (Diez y Seis)

Media	Total Budget	Description	Impressions
TV	$298,017	Targeted TV schedule in top 6 markets: $656,961 in match achieved	32,175,000
Radio	$72,006	Targeted radio schedule: $115,131 in match achieved	13,497,000
Newspaper	$81,227	Targeted newspaper schedule: $101,534 in match achieved	1,806,400
TOTALS	**$451,250**	**$873,626 in match**	**47,478,400**

Added Value Media

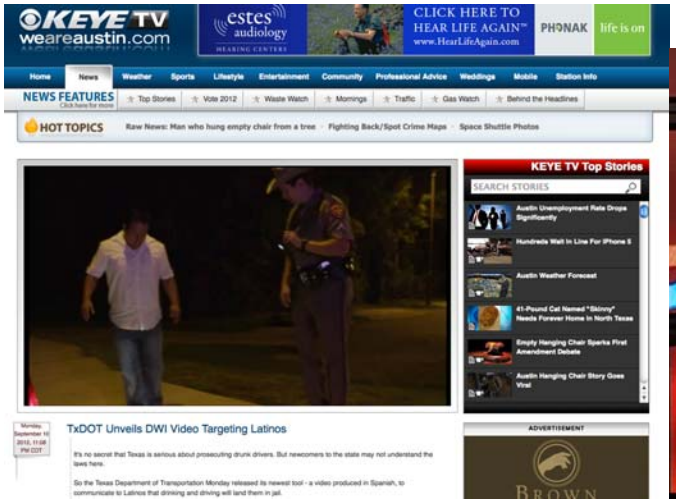
The added value elements negotiated as part of the Hispanic Impaired Driving Prevention 2012 media buy included: web banners on station sites, inclusions in station email programs, social media updates, on-air sponsorships, material distribution, on-air mentions, on-air interviews, DJ endorsements, streaming radio ads, bonus radio spots, and bonus impression with Internet placement.

It also included the production of high-profile TV PSAs featuring the winner of Univision's Nuestra Belleza Latina, Vanessa de Roide; Estrella TV's award winning journalist, Enrique Gratas; and Telemundo's most popular local news personalities. The customized spots aired in Austin, Dallas, Houston, San Antonio, El Paso, and the Rio Grande Valley.

Univision Television PSA starring winner of "Nuestra Belleza Latina"

Earned Media

The statewide bilingual press release, announcing the groundbreaking educational video together with all earned media efforts, resulted in more than $3,215,796.96 of coverage. Earned media resulted in an additional 88,640,871 impressions.



Overall Campaign Value

Efforts for the Hispanic Impaired Driving campaign yielded $4,161,563.46 in match value and generated a total of 136,119,271 impressions for fiscal year 2012.

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

The match equaled to $873,626 in added value media, $3,215,796.96 in earned media, and an additional $72,140.50 worth of unbilled agency time. Considering the campaign investment equaled just $671,088.37, the return on investment (ROI) reached an impressive 6.2 to 1.

FY 2012 FOOTBALL GAME DAY IMPAIRED DRIVING PREVENTION

Campaign Overview

Watching football is a national pastime, especially in Texas, where two professional teams, 33 college teams and countless high school teams drive Texans "football crazy" every autumn. The numbers show a strong connection to alcohol: research conducted for this initiative in November and December of 2009 confirmed that watching the sport is often accompanied by excessive alcohol consumption. TxDOT statistics also confirmed an increase in DUI-related crashes on days when a Texas team played (both home and away).

TxDOT's 2009 594-person telephone survey revealed that most people watch football at home or at a friend's house, and 51 percent of those watching at a friend's house have three or more drinks (14% have six drinks or more), and 45 percent report driving home. When attending a game, 42 percent of those interviewed reported having three or more drinks (12 percent have six drinks or more), and 73 percent report driving home.

Follow-up research was conducted in January/February of 2012 via a 594-person in February of 2012. A few key highlights:

- Awareness of the relationship between professional and college football games and intoxicated driving has increased following the campaign (6 percent increase)

- The percentage of those that reported they drive themselves after watching football and drinking in sports bars or at a friend's home has decreased substantially since the campaign began (11% and 17% decrease respectively)

- Forty percent of those interviewed recall the advertising message

According to the TxDOT, 1512 DUI-related crashes occurred on game days in Texas in 2008; dropping to 1421 DUI-related game day crashes in 2009 and 1392 DUI-related game day crashes in 2010.

Year Three (FY 2012) of the *Know When To Pass* campaign was launched during the October 2011 football season (August and September efforts were considered part of the Year Two budget cycle) with paid media to target football fans while they were watching the game at a friend's house or in the stadium. The message remained constant: If they were drinking, they should pass their keys to a "designated receiver" – a sober driver.

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

The campaign is highly integrated; the characters from the television spots are used in PR and social media efforts. The campaign radio spots have become favorites with sports-talk hosts and are referenced during on-air segments while the popular Know When To Pass poster and fold-out schedules (which feature game Texas pro and college schedules) continue to be distributed via strategic partners throughout the state.

TV Spots

Pre-game / Post-game

Football Players TV

Coach / Russell TV

Newspaper Ad

Poster with schedule of major Texas college and pro teams

Fold out Schedule

Paid Media

Media schedules covered college and professional football games throughout the season. Three 30-second television spots and two :60 and :30 radio spots in English and Spanish specifically targeted football fans while they participated in football-watching parties. Radio buys were targeted to sports/talk stations and programming oriented to the male 21 to 54 year-old demographic.

Primary Targets: Adult Males 21-54

Secondary Targets: Influencing Adults 18-49

Media and Markets: TV, Radio and Internet: Austin, Dallas-Fort Worth, El Paso, Houston, Lubbock, Rio Grande Valley, San Antonio, Waco-Temple-Bryan

Football Team Sponsorships: Austin/Texas Longhorns, Houston/Houston Texans, Lubbock/Texas Tech Red Raiders, Bryan-College Station/Texas A&M Aggies

Media Flight Dates: October 1, 2011 – February 5, 2012 (Super Bowl Sunday)

Media	Net Budget	Description	Impressions
TV	$590,020	Targeted TV schedule in 8 markets: $473,430 in match achieved	35,833,000
Radio	$100,769	Targeted radio schedule in 8 markets: $207,324 in match achieved	18,218,000
Internet	$105,446	Targeted online buy: $65,938 in match achieved	15,368,201
Sports Sponsorships	$136,765	Sport sponsorship package: $153,800 in match achieved	11,755,208
TOTALS	**$933,000**	**$900,492 in match**	**81,174,409**

Added Value Media

Added value elements negotiated as part of the media buy included matching PSAs for radio and TV, ads on station websites in the form of Web banners and homepage takeovers, on-air sponsorships,

social media updates, signage at football pre-game events, DJ endorsements, streaming radio ads, bonus spots, material distribution, ads in station email blasts and football magazines, and bonus impressions with internet placement. These added value items achieved a total of $859,059 in match through the paid media schedules for the campaign and resulted in an additional 10,820,000 impressions.

Earned Media

In November of 2011, the popular 3-D interactive truck toured college football games, college campuses and other high-profile locations around the state. This truck featured a 3-D representation of a home game-watching party—complete with 2-D football fans. At event stops and football games, fans had their photos taken passing off their keys to two “larger than life” football players. Fans were then directed to Facebook to see and share their posted photos for almost 90,000 additional impressions.

The interactive truck also served as a mobile billboard, attracting attention and reinforcing campaign messaging as it traveled around the state, where its value as an earned media and coverage tool continued its unparalleled success. Stopping at television and radio stations, reporters and on-air sportscasters used the truck in their broadcast segments.

A statewide bilingual press release, together with all earned media efforts, resulted in over $2,302,018 of coverage, and an additional 64,816,056 impressions.

Overall Campaign Value

Earned media resulted in $2,302,018.91 and 64,816,056 impressions. Paid media added value resulted in $900,492 in match with a total of 81,174,409 impressions achieved. The advertising agency contributed $55,315 of unbilled work to the campaign.

Total match for this campaign was $3,257,825.91 in value for an investment of $1,130,000 for the 2012 Know When To Pass initiative – an ROI of almost 3:1.

FY 2012 College Who's Driving Tonight? Campaign

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

Alcohol and asphalt are a deadly combination, and college-age adults are among the worst offenders when it comes to drunk driving crashes. Raising awareness about the problem requires communicating with college students on their terms through their preferred channels. This public education campaign uses paid media, outreach, and online tactics to target young adults and college students and promote the importance of finding a sober ride if they've been drinking.

Paid Media

The paid media strategy in college markets focused on the two periods when alcohol consumption is especially heavy among college-age students: 1) the fall start of the semester through Halloween, and 2) Spring Break. For the spring phase, TxDOT placed outdoor media in college markets and key spring break destinations such as Austin (SXSW) and South Padre Island. For the fall campaign, alternative media (AdBikes) on and around college campuses plus online and mobile "app-vertising" (banner ads on smart-phone applications) were used.

Primary Target:	Young adults 18–24
Markets:	South Padre/Rio Grande Valley, Arlington, Austin, College Station, Corpus Christi, Dallas, Denton, El Paso, Fort Worth, Houston, Lubbock, Nacogdoches, San Antonio, San Marcos, Waco
Media Flight Dates:	Spring Campaign: 3/1/12 - 4/1/12 Fall Campaign: 9/1/12 - 9/30/12

Paid Media Summary, *Who's Driving Tonight?*, March-September 2012

Media	Budget	Description	Impressions
SPRING CAMPAIGN			
Billboards	$91,634	38 boards in 15 markets, placed en route to popular spring break destinations	80,817,744
Pumptoppers and Fillboards	$2,915	44 pumptopper placards, 44 fillboards, and added value window clings; 11 stations en route to South Padre Island	5,167,800
Wall Wrap	$3,400	One wall wrap at Valley International Airport in Harlingen, gateway to Spring Break festivities on South Padre Island	59,333
Alternative Marketing (Venuetainment)	$2,295	Digital video ads (Happy Hour FAIL) in 23 venues in Austin during SXSW; 2 weeks in March 2012	831,744
FALL CAMPAIGN			
Alternative Marketing (AllOver Media)	$15,950	Indoor posters in bars near university campuses; 110 venues in 6 college markets in September	13,860,000
Mobile Billboards and AdBikes	$30,000	1 mobile billboard and 3 AdBikes; 11 college/university cities in September	400,000
Interactive	$135,000	Video ads and web banners placed through BroadStreet (Entertainment Guides), Facebook Marketplace, MediaMind, Yelp, YouTube; Mobile banners and video ads placed on Millennial Mobile Ad Network in September	198,858,511 (228,259 Clicks)
Haunted House Sponsorship	$50,000	Haunted houses in 4 markets (message placement on websites, Facebook pages, email blasts, discount coupons, and entry tickets; on-site vinyl banners and video ads; sponsorship tag on 1,295 radio spots–not included in total impressions) in September	3,539,760
TOTAL PAID MEDIA	**$331,194.00**		**303,534,892**

Online ads drove visitors to SoberRides.org to find options to driving if they've been drinking.

Decals were placed in bars near college campuses.

This social media banner was distributed through Facebook pages of popular haunted houses, reaching more than 200,000 fans.

Interactive Marketing

Texans currently in college were "born digital," meaning they've grown up experiencing digital technology every day. They go online to communicate with their friends, research, watch TV, shop, attend online classes, and find all forms of entertainment. Mobile web adoption has been increasing exponentially. In FY 2012, TxDOT refreshed WhosDrivingTonight.com and integrated RideFinder, a mobile tool that suggests transportation options based on the user's location, including cab numbers, bus routes, limos, and even pedicabs. SoberRides.org was secured as a shortened URL to make it even easier to find a sober ride. More than 55,000 visitors came to the RideFinder to find a safe and sober ride to their destinations.

The *Who's Driving Tonight?* YouTube channel now boasts 428 videos, all highlighting the importance of sober driving. The channel has garnered 789,611 video views, including nearly 400,000 views of "Happy Hour FAIL," TxDOT's popular viral video produced two years ago.

Online ads drove visitors to SoberRides.org, including a mobile site, to find options to driving if they've been drinking.

Mobile billboards promoting SoberRides.org toured university campuses during high-traffic times.

University Outreach

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

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

Overall Campaign Value

A total of $545,695 in added value from media vendors and earned media value brought the overall value of this five-year-old campaign to $1.1 million.

FY 2012 CLICK IT OR TICKET CAMPAIGN

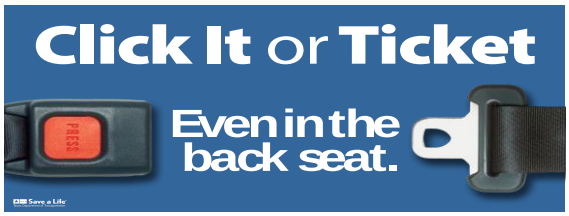
CLICK IT OR TICKET OCCUPANT PROTECTION PUBLIC EDUCATION CAMPAIGN

The Texas Department of Transportation's annual *Click It or Ticket* campaign, continues to successfully motivate Texans to use their seat belts for every trip. In fact, since the campaign first began 11 years ago, the state's seat belt use rate has steadily climbed from 76 percent to 94 percent today. The National Highway Traffic Safety Administration (NHTSA) estimates the increase in seat belt use in Texas during the past 11 years has resulted in more than 3,663 fewer traffic fatalities, 50,000 fewer serious injuries, and savings to the state of well over $10 billion.

Billboards on Interstate highways and other high traffic roadways reached millions of motorists in May 2012 with a reminder that seat belts are now required for everyone in a vehicle.

Crash data points at young drivers—those between the ages of 18 and 34—as the most likely to be involved in vehicle crashes, the most likely to be killed or injured, and the least likely to be buckle up. Federal guidelines dictate that this high-risk group of young adults, especially men, is the primary target audience for *Click It or Ticket* messages. In addition, research conducted by the Texas Transportation Institute shows that pickup drivers and passengers also buckle up less than their counterparts in passenger vehicles, making pickup occupants, especially those in rural areas, an additional group to reach with reminders to always use their seat belts.

Reducing traffic fatalities and injuries is the guiding motivation behind NHTSA's policy dictating that messages delivered during the May *Click It or Ticket* seat belt enforcement/public education initiative primarily must be enforcement-related. Building on the success of the past ten *Click It or Ticket* campaigns, the 2012 campaign responded to this directive by 1) geo-targeting communities with low seat belt use, and 2) delivering a single message to both drivers and passengers: buckle up or pay up.



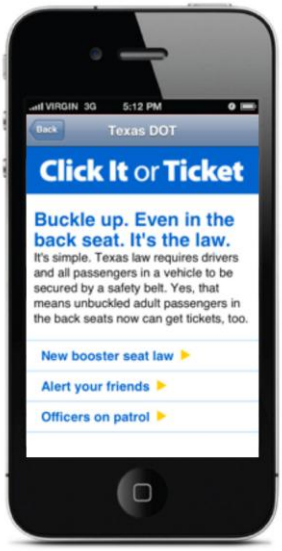
Stadium signage reached sports fans of minor league baseball in Round Rock, Midland, Corpus Christi, El Paso, San Antonio, Edinburgh, and San Angelo.

The 2012 *Click It or Ticket* campaign included messages aimed at metropolitan and rural target audiences through TV, radio, outdoor and online advertising; theater advertising and sports marketing in select communities; social media; memorable creative; aggressive public relations activities; and grassroots outreach through corporate partners, statewide organizations, and traffic safety specialists.

Paid Media

The campaign's paid media strategy was designed to generate high awareness that Texas law enforcement would be out in force between May 14 and June 3, 2012 to ticket all drivers and passengers who were not buckled up. It included:

- English and Spanish messages.
- Targeted statewide cable and network television and statewide spot radio traffic sponsorships.
- Outdoor advertising on high traffic corridors and at strategically located gas stations.
- Interactive, mobile, and social media placement to generate awareness and conversion among high-priority audiences.
- Negotiated low rates and promotional opportunities.
- Extensive added-value programs from our media partners.



Digital paid media further extended the reach of the traditional paid media buy through online channels popular with high-priority audiences and social media platforms that engage "influencers" to pass on buckle-up reminders to their friends and family. Ads appeared on Facebook, YouTube, Yelp, Mapquest, and other high traffic sites. Ads also were used on mobile sites to reach the target audience accessing the internet from their cell phones and tablets.

Ads in both English and Spanish on social media and mobile websites drove thousands of visitors to the campaign web page for safety facts and information about the state's seat belt laws.

Paid Media Overview

Primary Target: Male drivers and passengers, ages 18-34

Secondary Targets: Pickup drivers and passengers; motorists in rural areas

Media Markets: Statewide

Media:
Spot 30-second and 10-second TV
Spot 30-second and 60-second radio
Radio traffic sponsorships
Billboards, pumptoppers, and fillboards
Online ad
Sports marketing
Theater trailer

Media Flight Dates: May 14—June 3, 2012

Paid Media Summary, *Click It or Ticket Campaign*, May 2012

Media	Budget	Description	Impressions
Spot TV and Fox Sports	$491,149	14,451 spots; 111 stations, 17 markets (statewide)	53,200,000
Spot Radio and Traffic Sponsorships	$370,255	14,136 spots; 110 stations; 19 markets (statewide)	45,940,000
Outdoor	$132,804	49 billboards in 24 markets; 396 pumptopper placards and 792 fillboard units; 99 gas stations in 18 markets (statewide)	108,163,402
Theater	$29,370	30-second PSA; 494 screens, 26 theaters; 6 markets (major cities and Rio Grande Valley)	3,610,371
Interactive	$113,985	201,125 click-throughs from ads on *Facebook, Yelp, YouTube, Mapquest, MediaMind,* and other sites	400,996,467
Sports Marketing	$145,475	Promotional opportunities with 7 baseball franchises, including stadium signage and ballpark announcements	37,844,004
TOTAL	**$1,283,038**		**649,754,244**

Earned Media

Media relations activities for the 2012 *Click It or Ticket* campaign called attention to the fact that many pickup drivers and passengers don't buckle up as they should. Broadcast and print media tours reached news directors and reporters in six metropolitan media markets and 12 secondary markets. A full complement of media materials, including localized media advisories and news releases, fact sheets, an opinion editorial, and video B-roll, was developed to provide specific information about the campaign, the importance of buckling up, and the cost of fines for those violating state seat belt laws.

The campaign kicked off with a statewide media event on the shores of Lady Bird Lake in Austin on May 1, 2012 with seat belt advocates, law enforcement, and traffic safety officials on hand to announce the annual stepped-up enforcement period. A high-impact prop—a 2-ton pickup dangling from a crane by seat belt material—served as the backdrop to alert motorists that buckling up not only can protect them in a crash, but it can also save them from an expensive citation.

TxDOT conducted a total of 18 additional press events as a part of its statewide media tour to raise awareness about the campaign and increase seat belt use among all motorists.

Law enforcement officials and crash survivors were among speakers at media events held across Texas to remind motorists to buckle up or pay up, like this one in Palo Duro Canyon near Amarillo.

Events were held in the following locations:

- Austin–Lady Bird Lake shore
- Houston–Sabine Street, at Buffalo Bayou
- Dallas–Reunion Tower
- Harlingen–TxDOT Travel Information Center
- San Antonio–Institute of Texan Cultures
- El Paso–Upper Tom Lea Park
- Amarillo–Palo Duro Canyon upper parking lot
- Lubbock–Buddy Holly Center
- Abilene–Abilene Zoo
- Waskom–Travel Information Center
- Corpus Christi–Whattaburger Field
- Laredo–Laredo Energy Arena

Abilene Press Event

Austin Press Event

Dallas Press Event

A mangled truck from a single vehicle rollover crash was displayed at press conferences in Beaumont, New Waverly, Tyler, Victoria, Waco, and Wichita Falls. Two teens who were buckled up walked away from the crash with only minor injuries, proof of the life-saving benefit of seat belts.

Earned Media Results

The state's efforts to remind motorists to always buckle up generated significant news media coverage in 2012. Public relations activities conducted by Sherry Matthews Advocacy Marketing resulted in 1,244 news stories valued at $4.7 million and reached an estimated audience of 24 million viewers and readers.

Earned Media Summary, *Click It or Ticket* Campaign, May and June 2012

Media	Estimated Audience	Number of Stories	Earned Media Value
Broadcast	13,182,270	603 (TV and radio)	$1,543,504
Print	11,241,856	480 (newspaper)	$392,694
Online	Undetermined	161 (internet)	$2,834,778
Social Media	Undetermined	131 mentions	Undetermined
TOTAL	**24,424,126**		**$4,770,976**

Added Value

Added value stretches TxDOT's media dollars and helps meet federally mandated match fund requirements. For *Click It or Ticket*, the added value opportunities in 2012 included bonus spots, links and ads on vendor websites, TV news "billboards," traffic sponsorships, community affairs program interviews and community calendar inclusion, reduced pricing, material distribution at station remotes, banner placement at station events, live reads, free billboards and additional time on purchased boards, inclusion in theater lobby entertainment networks, spot placement during baseball games, and arena signage plus first-pitch and giveaway opportunities.

In all, added value opportunities resulted in $1,966,904 in free media for the campaign.

Overall Campaign Value

Thanks to a highly successful earned media campaign and a generous amount of in-kind donations from paid media vendors, TxDOT was able to effectively triple its 2012 campaign budget. Combining $1.96 million in added value with earned media value of $4.7 million, the 2012 *Click It or Ticket* campaign garnered $6,741,252 in value for this successful TxDOT legacy campaign

FY 2012 TEEN CLICK IT OR TICKET

Campaign Overview

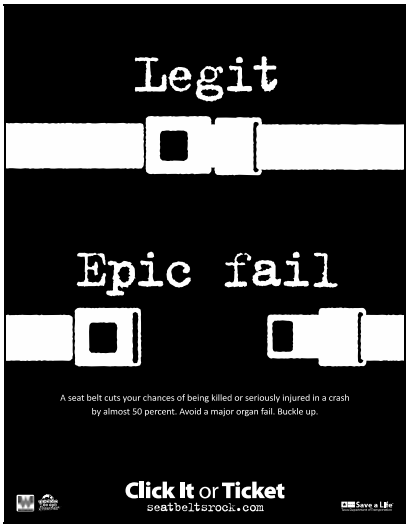
NHTSA and TxDOT have identified that teens, ages 15-20, are less likely to wear seat belts and have a higher incidence of un-belted injuries and fatalities. Historically, this demographic is one of the hardest to reach through public education programs: they question authority and information that comes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

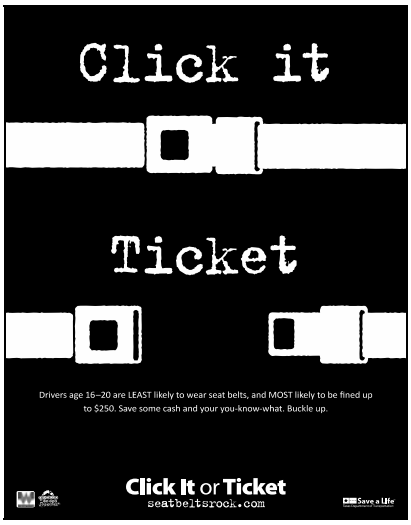
- Nationally, teenagers are involved in three times as many fatal crashes as other drivers (NHTSA).
- Nationally, in 2009, 3,349 teens, ages 16-20, were killed in motor vehicle crashes and 56% of them were unrestrained at the time of the crash (NHTSA).
- In Texas in 2010, nearly half (48%) of the 291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

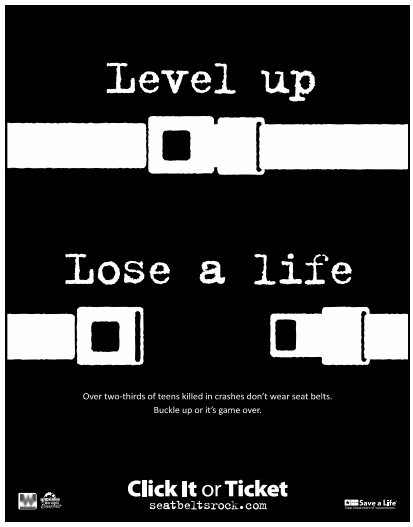
This year, the program added new car window static clings to the kits.

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

In the second year of this statewide effort (FY 2012), 712 schools, representing over 750,000 students, participated in the February program. Schools were provided with comprehensive implementation kits that included large parking lot banners, lawn signs, posters, static clings, PA announcements, computer screen-savers, suggested activities and even “rewards” for those who were seen wearing seatbelts. These rewards were coupons for free food supplied by Whataburger. This was the third year of this successful partnership with Whataburger (including the NHTSA demonstration project which launched this effort). For the FY 2012 Teen effort Whataburger supplied $492,000 worth of free food coupons; bringing their total participation over three years to over $1,000,000.

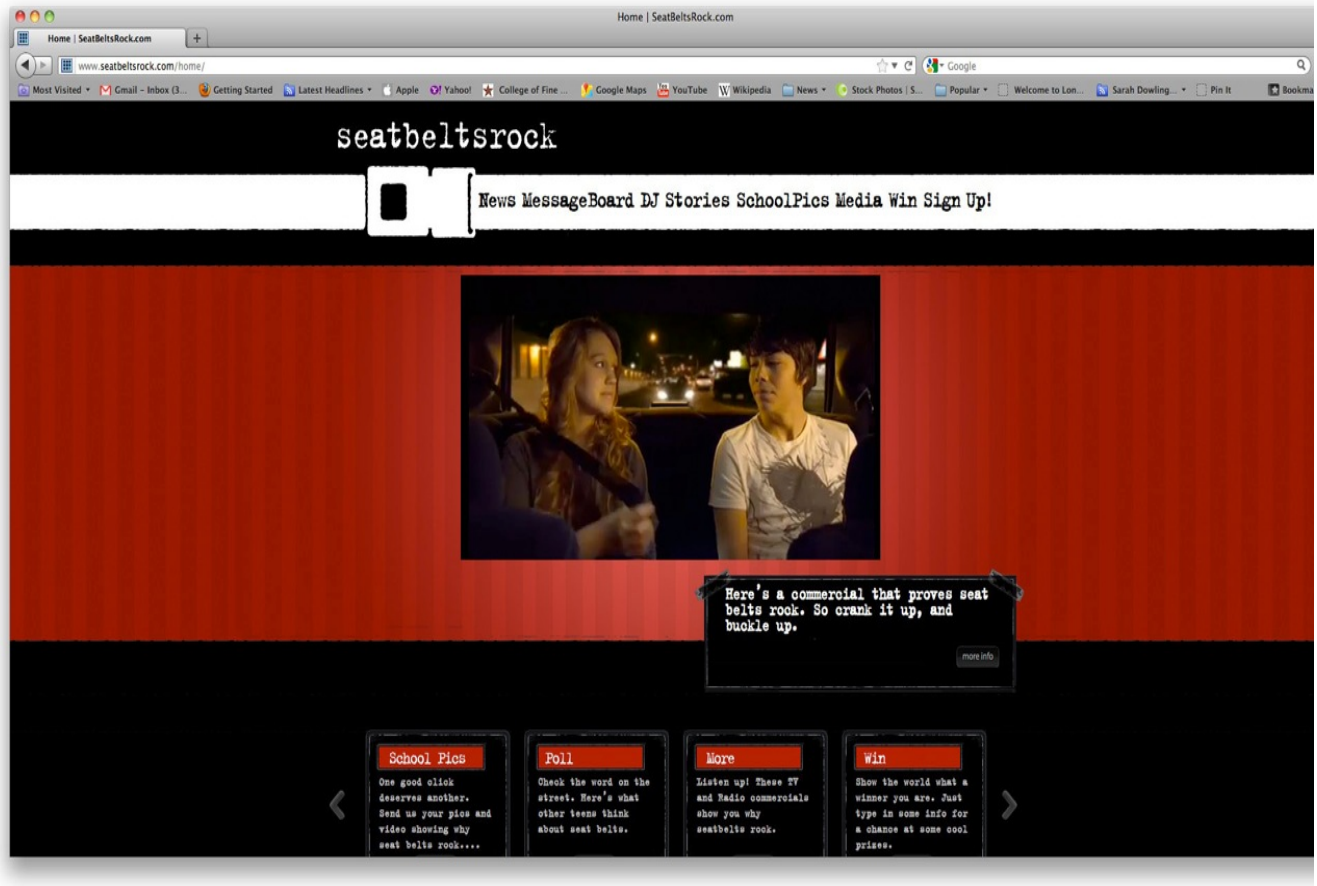






Posters

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



Home page of the Seat Belts Rock website

On-line banner ad

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

Paid Media

In addition to in-school activities, statewide paid media was placed in February 2012. Broadcast and cable television, the in-school Channel One network (seen in 325 high schools and reaching 25% of high school students) and online advertising targeted to the teen audience were purchased.

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

Media and Markets: Spot Television, Spot Radio, Internet, and Channel One

Statewide; 19 TV Markets and 21 Radio Markets

Media Flight Dates: February 6-19th, 2012

Media	Net Budget Placed	Description	Impressions
Spot Television	$149,776	Television run in 19 markets garnered $396,810 in match.	2,617,000
Spot Radio	$84,927	Radio in 21 markets produced $297,422 in match.	19,854,000
Internet	$60,000	Geo-targeted internet buy, leading users to Teen website, yielded $47,600 in match.	8,703,832
Channel One	$34,000	Placement in a news program, broadcast into classrooms daily receiving $34,000 in match.	771,400
TOTALS	**$328,703**	**$775,832 in paid media match**	**31,946,232**

Added Value Media

Added value media was negotiated and included PSA television spots, bonus internet clicks, station website ads and video, additional Channel One bonus spots and material distribution. These added value elements resulted in an additional 31,946,232 impressions with a value of $775,832.

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

Earned Media

Earned Media, Public Relations and Partnerships

The Teen seatbelt effort continued to employ the graphic "wrecked truck" tour; with stops at schools and events in College Station, San Antonio, the Rio Grande Valley, Houston, Huntsville, Austin, San Marcos, El Paso and Arlington. In Austin, the truck was displayed outside of the Erwin Center during the High School UIL basketball championship series, reaching thousands of high school parents and fans from across the state. A statewide news release was distributed, and media interviews arranged. Coverage resulted in an additional 22,910,371 impressions for an earned media value of $841,822.64. The truck, with its graphic signage, also generated valuable awareness as it was being hauled throughout the state. Based upon its route and compared to estimated impressions provided by mobile billboard companies, the truck generated an additional 315,000 impressions as it was being taken to events.

The Whataburger partnership supplied 120,000 free food coupons valued at $492,000. State Farm Insurance provided 6 iPod Touches for prize giveaways to students who participated in games and quizzes for a value of $1,194.00.

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

Overall Campaign Value

The campaign achieved $775,832 in added value media and an additional $841,822.64 in earned media. The Whataburger partnership, valued at $492,000 and the State Farm prize of $1,194.00 resulted in an additional $493,194 of value.

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

Total match (added value media, earned media and partnership value) for the program was $2,141,499.50. Total campaign investment was $599,843.70; resulting in a 3.57% return on investment.

FY 2012 CHILD PASSENGER SAFETY CAMPAIGN

Campaign Overview

Keeping young Texans safe on our roads is a top priority, particularly since motor vehicle crashes are the leading cause of death for children 3 to 14 years old. Given this grim statistic, the "Save Me With A Seat" campaign employed an emotional appeal with children delivering this important safety message.

With laws changing in recent years on age and weight guidelines, many well-intentioned parents are unsure or uninformed about the correct restraints for their children. The goal of the "Save Me With A Seat" campaign is to educate parents, grandparents and caregivers on proper safety seat installation and restraint guidelines, provide hands-on opportunities for correct seat installation and increase awareness of the need for proper restraint.

The "Save Me With A Seat" campaign was an integrated statewide multi-media initiative consisting of bilingual paid media, earned media, grassroots and media outreach, and collateral materials to educate Texans and drive them to www.bucklethemright.org, where they could find safety seat check-up events and learn more about child restraint guidelines. Utilizing data from the 2011 TTI Child Restraint Use Survey, we created a tiering model to prioritize markets and maximize budget, reach and coverage.

Target audiences included parents, grandparents and caregivers of children eight years and younger, with particular focus on Brownsville as this market has the lowest compliance rate. Other markets comprising our Tier 1 (high priority) were McAllen, Lubbock and Waco. Tier 2 markets included Houston, El Paso and Beaumont.

The emotional appeal and impactful messaging of "Save Me With A Seat" was carried across all mediums, as told by our children spokespeople. Television and radio spots tugged at the heartstrings with young girls and boys promising to save their parents a seat at their sporting events, in their first car, at graduation and wedding…*as long as you promise to save me with a seat right now.*

By taking the common phrase, "Save me a seat" and having the children spokespeople intervene to change the phrase to "Save me with a seat," the campaign is relevant, straightforward and to the point. Additionally, we incorporated simple solutions to overcome the installation mistakes: Install them right. Size them in the right direction.

Children personally delivered the safety message in the TV spot, referencing key milestones in their lives.

Paid Media

TxDOT placed $290,352 in paid media for "Save Me With A" Seat during September 2012, with heavy emphasis on National Child Passenger Safety Week: September 16-22.

Paid Media Overview

Primary Targets: Adults 18-49 (Parents, Caregivers)
General and minority audiences

Secondary Targets: Adults 55+ (Grandparents)

Media and Markets: Outdoor, Online – Statewide
TV, Radio – Tier 1 and 2 Markets
Mall Kiosks – Tier 1 and 2 Markets

Media Flight Dates: September 3 – 30, 2012

English and Spanish outdoor boards featured our young spokespeople and directed drivers online.

Media	Budget	Description	Impressions
Outdoor	$129,240	236 English and Spanish bulletins and 30-sheets statewide	150,111,092
Television	$34,408	1,147 :30 spots purchased in 6 markets	2,343,498
Radio	$81,209	1,952 English and Spanish :30 spots purchased in 6 markets	19,223,917
Mall Kiosks	$30,495	28 English and Spanish mall kiosks and 15 table tops in 10 malls across 6 markets	11,593,676
Online	$15,000	Expandable banner rotations among 189 target networks of interest and lifestyle sites	2,874,224
TOTAL	**$290,352**		**186,146,407**

Added Value

Added value elements negotiated as part of the media buy included unpaid PSAs on TV and radio, on-air mentions, bonus space and overrides on outdoor billboards/mall kiosks, and bonus online banner ads. Paid media generated 186,146,407 impressions and achieved $240,307.51 in added value placements.

Mall kiosks provided additional space for safety tips and key messaging.

Earned Media

Leveraging other "Save Me With A Seat" campaign elements, we developed a multi-faceted public relations effort culminating in two news conferences, six media interviews and over 100 print, broadcast and online mentions throughout the state during and immediately following National Child Passenger Safety Week, September 16-22, 2012. To kick-off the efforts, a statewide press release was issued to media outlets along with event media alerts, follow-up communications and aggressive story pitching. Key messaging, FAQs, media talking points (English and Spanish) and interview support was provided to TxDOT Traffic Safety Specialists and other partners in preparation for media and community events. In all, earned media generated 435,304,744 impressions valued at $2,143,404.

The Brownsville Police Chief addresses media at the TxDOT news conference held at the Brownsville Children's Museum.

Partnerships

To enhance paid and earned media efforts, we continued to establish and grow partnerships with organizations at the local, regional and national levels. Working with SafeRiders, hospital systems, schools, churches and retailers, TxDOT increased awareness of child passenger safety needs through the distribution of bilingual tray liners with restraint guidelines and automobile window shades. Over 10,000 tray liners were distributed through partners across the state. Additionally, TxDOT Traffic Safety Specialists handed out 6,000 window shades at safety seat checkups and other events.

Left: The "Save Me With A Seat" window shades provide sustained awareness on Texas roads.

Right: The two-sided trayliners offered handy English and Spanish guidelines.

Overall Campaign Value

With $240,307.51 in added value and $2,143,404 in earned media, the "Save Me With A Seat" campaign returned $2,383,711.51 in value for the $490,952.27 invested – a 4.9 to 1 ROI.

Efforts and events with strategic partners yielded further exposure of this important safety message.

FY 2012 LABOR DAY CAMPAIGN

DRINK. DRIVE. GO TO JAIL

Labor Day is the traditional celebration of summer's end, but there has been little to celebrate in the number of Texans killed each year by drunk drivers. Despite annual stepped-up law enforcement efforts, seven people died in alcohol-related crashes in 2011, and the fatality numbers for the previous seven Labor Day holiday periods were all in double digits. For years, the "Drink. Drive. Go to Jail." campaign has worked to educate Texans about the severe consequences of drunk driving in an effort to curb the trend of DWIs and fatal crashes. Many Texans are not aware that a first-time DWI conviction could mean up to six months behind bars, a suspended driver's license for a year and up to $17,000 in court costs and legal fees.

In 2012, TxDOT set out to let Texans know that a DWI means more than a ride in a cop car. A comprehensive campaign was supported with paid media, a statewide press release and press conference tour, an updated website tool and an 11-stop community events tour that brought the "Go to Jail" aspect of the campaign to life.

PAID MEDIA

In order to capture the attention of the target audience, TxDOT placed a comprehensive campaign totaling $1,485,064.10 across the state, in major metropolitan areas as well as smaller communities and rural areas. TxDOT used existing TV advertisements and expanded the campaign through the development of new radio, online, mobile and strategic out-of-home media placements. A text campaign allowed TxDOT to send more than 5,885 push alerts throughout the Labor Day weekend to remind Texans to find a safe ride home. The comprehensive approach for the 2012 campaign delivered exceptional results. Additionally, media-buy negotiations and partnerships delivered $5,351,874 in added value.

PAID MEDIA, FALL IMPAIRED DRIVING MOBILIZATION, BEGINNING SEPTEMBER 2012

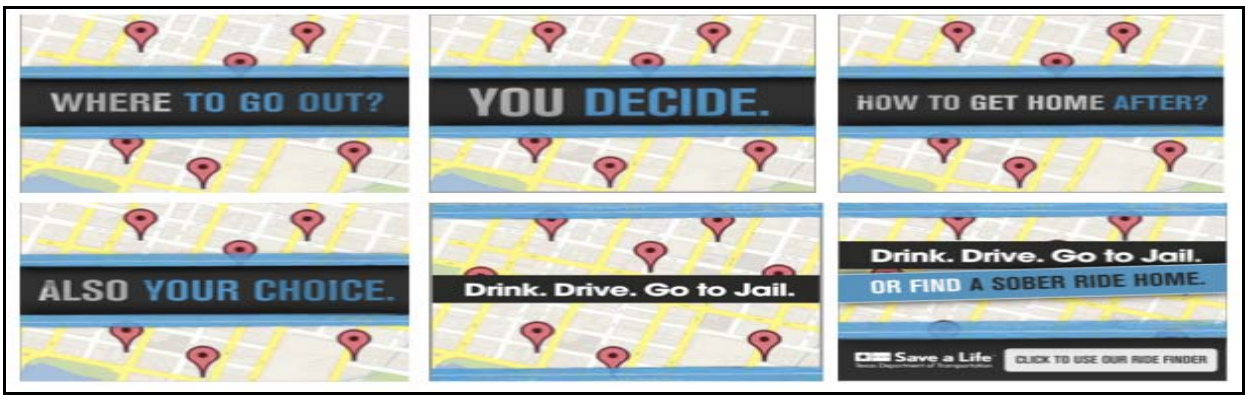
Campaign/Markets	Medium	Final Budget*	Description
Statewide			
	Fox Sports Southwest Package	$189,643.50	
	Cable/Broadcast	$715,009.42	Four weeks in 23 markets
	Radio (:60) and Reads (:15s) and DJ Endorsements	$213,033.38	
	Online	$134,463.20	Online banner ads targeted across Texas
	Mobile and Text	$47,100.00	Mobile banners and an interactive text campaign
	Bars/C-Stores/Digital Bar Screens	$98,405.00	C-Store clings, bar bathroom posters, bill inserts with AllOver Media in bars and restaurants
	Outdoor	$81,409.60	23 markets
	Statewide PSA Distribution and Dubs	$6,000	
Subtotal		**$1,485,064.10**	
	Added Value	$5,351,874	
Grand Total		**$1,485,064.10**	

**As reconciled on Dec. 12, 2012.*

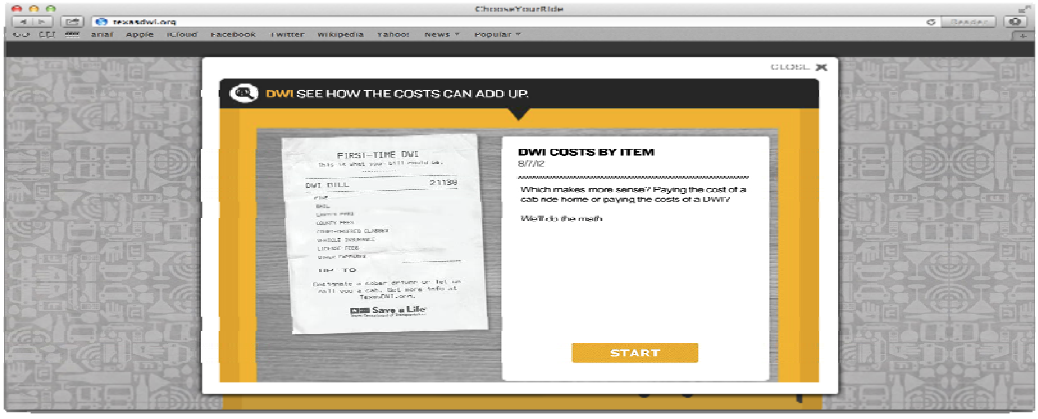
ONLINE BANNERS, MOBILE BANNER AND WEBSITE

TxDOT used animated and static banners across a network of online and mobile sites. The online media buy reached more than 19,729,020 impressions and gathered more than 11,619 clicks. Targeted mobile ads totaled 6,138,888 impressions and 63,136 clicks. All banner traffic drove users to TexasDWI.org where they could interact with a cost-calculator tool to learn about the financial consequences of a DWI. The new calculator tool launched with the campaign at the start of September. This coincided with a jump in traffic resulting in 11,078 total visits during the less-than-one-month flight period.

Online Banner



DWI Cost-Calculator Tool



RESTAURANT, BAR AND CONVENIENCE STORE

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

Convenience store freezer clings were hung across the state so anyone purchasing alcohol could be reminded that it's their decision: a safe ride home or a trip to jail. These clings generated 22,806,000 impressions statewide.

The Ride-finder tool on digital bar screens helped 880 Texans get a cab ride home.

OUTDOOR

Outdoor boards were placed at strategic locations in six major media markets. Those boards, put mainly in entertainment districts, featured customized market-specific maps. The outdoor buy totaled 48,401,808 impressions.

OUTREACH

A team of trained outreach staffers traveled to 11 cities across the state in a mobile jail cell to remind people that drunk driving can lead to jail time. Staffers invited event-goers to come inside the mock jail and experience a fake incarceration to avoid real jail time in the future. Participants were encouraged to put on an orange jumpsuit, step behind bars and have a "mug shot" taken. They were also invited to complete an interactive challenge that focused on the financial costs of DWI. While inside the jail, staffers also spoke with participants about the social consequences of a DWI arrest, like hours of alcohol-education classes and community service obligations. They also discussed the potential difficulty being approved for an apartment or job. Most events were set up on or near college campuses to reach a high concentration of the target audience. Event-goers enjoyed receiving printouts of their mug shots on site. They also enjoyed being able to access their photos on Instagram and sharing them via social media. The staff team members posted 785 photos to Instagram. They also received 367 "likes" and 58 comments from followers gained throughout the tour. By the last stop, 956 visitors had entered the mobile jail cell, and the team had spoken with more than 1,200 people about the message.

TOUR SCHEDULE

1. *Texas Department of Transportation Riverside Campus (Press Conference, Tour Kickoff)*
   Austin - August 20
2. *St. Mary's University*
   San Antonio - August 20
3. *Baylor University — Pizza Hut parking lot*
   Waco - August 21
4. *The University of Texas at Tyler*
   Tyler - August 22
5. *The University of Texas at Arlington*
   Arlington - August 23
6. *Texas Tech University*
   Lubbock - August 24
7. *Midland RockHounds' Citibank Ballpark*
   Midland - August 25
8. *The University of Texas at El Paso*
   El Paso - August 27
9. *The University of Texas — Pan American*
   Edinburg - August 29
10. *Texas A&M University — Corpus Christi*
    Corpus Christi - August 30
11. *Texas Southern University*
    Houston - August 31

EARNED MEDIA

TxDOT distributed English and Spanish news releases — along with an op-ed, audio news release and PSA — to hundreds of news outlets statewide for targeted distribution. City-specific media alerts announced eight press conferences statewide and three other media events. Representatives from TxDOT, the Department of Public Safety, local law enforcement, Mothers Against Drunk Driving, drunk driving victims and other partners spoke about the DWI crackdown. They urged Texans to choose a sober ride home on Labor Day weekend. TxDOT also developed an online newsroom that included campaign creative materials, b-roll of Labor Day activities and dashboard footage of a drunk driving traffic stop. Likewise, the materials included interviews with Sam Aguirre, San Antonio Traffic Safety Specialist, and Mark Cross, TxDOT Public Information Officer. TxDOT invited media statewide to use this footage to tell the story of stepped-up law enforcement surrounding Labor Day weekend, and to encourage residents to find a safe ride home. Media relations efforts resulted in more than 500 stories and $2,210,926.13 in earned media added value.

ADDED VALUE

Through media negotiations, partnerships and media relations efforts, $7,598,391.79 was delivered in added value.

FY 2012 DISTRACTED DRIVING. CAMPAIGN

Campaign Overview

"**Talk. Text. Crash."** – three simple words that convey a life-saving message. Studies have shown that cell phone use by the driver of a vehicle, whether talking or texting, dramatically increases the motorist's odds of being involved in a crash—by as much as 23x. During National Distracted Driving Awareness Month in April 2012, TxDOT again mounted a statewide campaign to raise awareness of this growing problem.

Federal statistics suggest that distracted driving accounts for as much as 20 percent of all fatal crashes and that cell phones constitute the primary source of driver distraction. Researchers point to two numbers to illustrate the magnitude of the texting while driving problem: An estimated five billion text messages are sent each day in the United States, and at least 20 percent of all drivers have admitted to texting while driving. In Texas in 2011, 81,103 crashes involved distraction in a vehicle, driver inattention, or cell-phone use; 361 of these crashes were fatal. Also in 2011 in Texas, cell phone use was the contributing factor in 3,147 crashes of which 40 were fatal.

The Talk.Text.Crash. campaign was launched in April of 2011 on the steps of the state capitol and featured family members of distracted driving victims holding photos of their loved one. In 2012, the campaign continued to raise awareness of this terrible problem; involving family members, lawmakers, business owners and strategic partnerships.

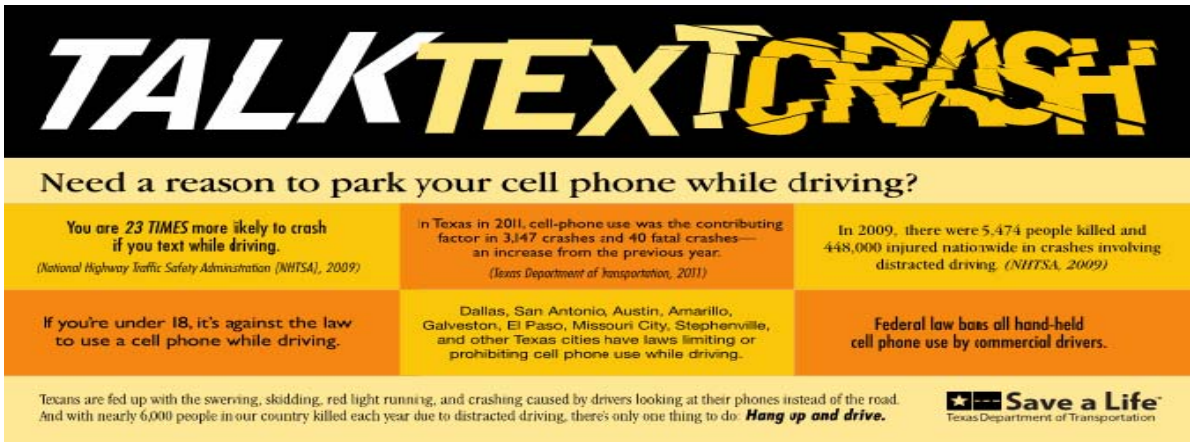
In April of 2012, TxDOT undertook a statewide radio campaign using the successful :15 radio "interrupts" produced for the 2011 program. These innovative, attention-getting spots addressed drivers directly who might be engaged in, or certainly familiar with, distracted driving behavior. A variety of spots, in both English and Spanish, were produced. Following are several radio script examples:

> *Announcer:*
> *Hey you! See those stripe-y things? They're called "lanes". You nearly knocked the dude on the motorcycle across two of 'em cuz you were texting! Hang up and drive! This message from all the bikers we're sending your picture to... and your Texas Department of Transportation. You Talk, You Text, You Crash.*
>
> *Announcer:*
> *Hey you! Yeah you, on the cell phone. Your steering wheel called. It says it misses your hands. Hang up and drive! This message from all the motorists around you you're aggravating and endangering… and your Texas Department of Transportation.*
>
> *Announcer:*
> *Hey you! — Miss Texting While Driving. You really think the color of your toe-nail polish is worth smashing into my car? Wow, self-centered much? Hang up and drive! This message from all the drivers around you you're really infuriating… and your Texas Department of Transportation.*

Graphic, highly-visible outdoor boards were placed in the top six markets in the state: El Paso, Austin, San Antonio, Dallas-Ft. Worth, Houston and the Rio Grande Valley. These boards were placed in high-traffic areas. Because of the importance of the message, many of the boards remain up to this day.

Outdoor Boards

Bilingual collateral materials, including posters, bumper stickers and push cards, were distributed to grassroots and strategic partners throughout the state. Almost 200,000 pieces of collateral were distributed this year.



Pushcard

Poster

Paid Media

The paid media placement corresponded with National Distracted Driving Awareness Month in April to leverage the heightened attention to the topic. Both English- and Spanish-language creative was utilized for radio and outdoor.

Primary Target:	Adults 18-34
Secondary Targets:	Influencing Adults 18-54
Media and Markets:	Radio: Abilene, Amarillo, Austin, Beaumont, Bryan-College Station, Corpus Christi, Dallas-Fort Worth, El Paso, Houston, Killeen-Temple, Laredo, Lubbock, Lufkin, Rio Grande Valley, Odessa-Midland, San Angelo, San Antonio, Texarkana, Tyler, Victoria, Waco, Wichita Falls Outdoor: Austin, Dallas, El Paso, Houston, Rio Grande Valley, San Antonio
Media Flight Dates:	April 2-29, 2012 (2 weeks paid, 2 weeks PSA)

Media	Net Budget	Description	Impressions
Spot Radio	$82,037	Targeted radio schedule which achieved $294,231 in match	33,994,000
Outdoor	$152,019	Targeted outdoor buy which achieved $566,586 in match	190,112,764
TOTALS	**$234,056**	**$860,817 in match**	**224,106,764**

Added Value Media

Added value elements negotiated as part of the media buy included matching PSAs for radio, material distribution, on-air sponsorships, bonus spots, streaming radio spots, social media updates, on-air interviews, inclusion in and station e-blasts. Additional bulletins and postings as well as over-rides (many boards are still displayed) added valuable additional coverage for the campaign. Paid and earned media generated 224,106,764 impressions and achieved $860,817 in added value placements.

Earned Media

Through a partnership with USAA and with Shriners Hospitals for Children, TxDOT helped host the state's first-ever Distracted Driving Summit. Held in San Antonio, this daylong event featured a victim impact panel and informative presentations from the country's leading research scientists, technology developers, attorneys, businesses, health care professionals and law enforcement. U.S. Secretary of Transportation Ray LaHood delivered the keynote address with TxDOT's, Carol T. Rawson and NHTSA's Georgia Chakiris. The audience of over 250 business leaders, legislators, advocates and law enforcement came away with renewed commitments to curb this growing problem. Highlighting the day was the first appearance by two brave young boys, Peter and Aaron Berry, who spoke about the distracted driving crash that took the lives of their parents and left them both with spinal cord injuries.

This event garnered national media coverage; to date over $11.2 million worth of earned media has been generated from the Texas Distracted Driving Summit. Here's a link to all the videos from the Summit: http://www.youtube.com/user/distractionadvocates?feature=results_main

Over 250 thought leaders attended the daylong summit

Secretary LaHood greets the Berry boys

Secretary LaHood delivers keynote address

Carol Rawson Speaking at the summit

Overall Campaign Value

As always, it is difficult to put a dollar value to the important contributions of the many strategic partners who participate in campaign efforts: libraries, schools, public and private businesses and other civic organizations that display posters, public articles in newsletters and distribute information. Their assistance is invaluable in helping important traffic safety messages. Of particular note to this campaign was the valuable underwriting provided by USAA which provided the funding necessary for the facility, for speaker travel, for all food and beverages and numerous other out of pocket expenses associated with the event. As well, important in-kind contributions from Shriners Hospitals for Children were received in conjunction with the Texas Distracted Driving Summit. Additionally, ThinkStreet provided $71,909.75 worth of unbilled hours to this effort.

The FY 2012 Talk. Text. Crash. Distracted Driving campaign yielded an incredible $12,209,102.78 in value: $860,817 in added value placements, $11,276,376.03 in earned media and $71,909.75 in agency time. Considering the total investment was $450,000, the return on that investment was an unbelievable 27.13 to 1.

FY 2012 MOTORCYCLE AWARENESS CAMPAIGN

Look Twice for Motorcycles Campaign

Motorcycle deaths are continuing to rise at a time when other motor vehicle fatalities are decreasing. Safety experts believe it is because of the increasing number of motorcycles on Texas streets and highways and the fact that drivers simply do not see motorcyclists. When motorcycle crashes occur, motorcyclists are five times more likely to be injured and 25 times more likely to die than the motorist. The Texas Transportation Institute Center for Transportation Safety forecasts that by 2015 the number of motorcycles registered in Texas will almost double to 800,000 and without aggressive steps to increase motorcycle safety, the state's motorcycle deaths will also continue to increase. TxDOT has made motorcycle safety a top priority by continuing its public education campaign aimed at motorists, first launched in 2010. Campaign components include TV, radio, outdoor, online advertising, and earned media activities.

Paid Media

TxDOT's paid media campaign targeted adult drivers from 18 to 44 years old. It featured safety reminders in English and Spanish delivered through TV PSAs, radio traffic sponsorships, billboards, and interactive ads. Radio listeners were reminded that most collisions with motorcyclists are the auto driver's fault, and that the best course of action is to look twice for motorcyclists. Corresponding messages were also delivered through TV ads in the state's metropolitan areas, online video, and banner ads.

Primary Target: Young adults 18–44

Markets: Austin, Dallas/Fort Worth, El Paso, Houston, Rio Grande Valley, and San Antonio
Statewide

Media Flight Dates: Spot TV and Traffic Sponsorship: 4/16/12—4/29/12
Billboards and Interactive: 4/16/12—5/13/12

Paid Media Summary, *Look Twice for Motorcycles*, April and May, 2012

Media	Budget	Description	Impressions
Spot TV	$212,090	4,399 spots; 50 stations; 6 markets	53,088,000
Traffic Sponsorship	$65,445	2,176 spots; 6 markets	12,670,000
Billboard	$59,450	22 boards; 6 markets	69,059,676
Interactive	$21,250	Pre-roll video, companion banner and standard banner	3,664,344
TOTAL	**$358,235**		**138,482,020**

"Invisible" :30 and :15 TV PSA

To extend the reach of the "Invisible" television PSA, interactive media included pre-roll and in-banner online video with companion banners totaling more than 3.66 million impressions. Digital ads clicked through to www.LookLearnLive.org.

Added Value

Paid media value-add services in the form of bonus spot rotations, bonus traffic sponsorships, bonus billboards plus added-value clicks and impressions online totaled $321,831.

Earned Media

TxDOT distributed English and Spanish news releases to news outlets throughout Texas and conducted broadcast and print media tours in six media markets, including Austin, Dallas/Fort Worth, El Paso, Houston, the Rio Grande Valley, and San Antonio. Talking points and facts sheets in English and Spanish were provided to local contacts along with enhanced B-roll containing sound bites from TxDOT, motorcycle safety advocates, a seriously injured rider, and law enforcement in each market. Earned media efforts generated $332,805 in public relations value for the "Look Twice" message through combined broadcast, print, and online coverage.

Overall Campaign Value

Combining the $321,831 in added value from media partners with $332,805 of earned media value, the *Look Twice for Motorcycles* public education campaign garnered $654,636 in total added value during the 2012 campaign period.

FY 2012 SUMMER P.A.S.S. CAMPAIGN

Campaign Overview

Historically, the summer months see an increase in traffic on our Texas roads and highways. Unfortunately, the months of May through August also see an increase in DWI alcohol-related crashes and fatalities. In Texas, 38 percent of all alcohol-related fatal crashes occur in the summer months between May and August. In 2010, there were more than 360 alcohol-related fatal crashes, resulting in more than 400 fatalities in that same time period.

As a result, TxDOT launched a new public awareness and prevention campaign to decrease the incidence of summer impaired driving, called Summer P.A.S.S. (Person Appointed to Stay Sober). This program builds on the success of the Weekend P.A.S.S. campaign, while focusing on the issue of drinking and driving during the summer months. Studies have shown that the "designated driver" is often the person who has had the least amount to drink, so the campaign encouraged individuals to pre-plan summer outings by making sure they always had a sober ride home, always stressing that a sober driver means one who has consumed no alcohol.

Posters

Paid Media

Paid media was placed statewide and ran the two weeks before Memorial Day. Radio PSAs were placed on English stations in all markets and on Spanish stations in markets with a high percentage of Hispanics. Internet media was geo-targeted to the state of Texas and included both English and Spanish creative. Ads ran on Facebook, in addition to banner and video ads that were placed on a variety of sports and entertainment websites and mobile apps that ranked well among the target.

Web Banners

Primary Target: Adults 18-49

Secondary Target: Influencing Adults 18-54

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

Internet: Statewide

Media Flight Dates: May 14-27, 2012

Media	Net Budget	Description	Impressions
Spot Radio	$100,580	Radio scheduled in 22 markets: $442,944 in match achieved	49,031,000
Internet	$65,170	Geo-targeted internet buy: $56,500 in match achieved	47,814,929
TOTALS	**$165,750**	**$499,444 in match**	**96,845,929**

Added Value Media

Added media value was achieved through aggressive negotiation and included: PSAs for radio, material distribution, on-air sponsorships, bonus spots, streaming radio spots, social media updates, on-air interviews, inclusion in station e-blasts and bonus on-line ad impressions. The campaign achieved $499,444 in added value placements.

Earned Media

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

The campaign kicked-off with the issuance of a statewide press release, and in order to create media buzz around this issue, TxDOT Traffic Safety Specialists appeared on TV and radio stations, allowing reporters to test goggles that simulate the effects of alcohol, while they discussed the importance of lining up a P.A.S.S. In addition, strategic partners and popular summer hot spots—lakes, river tubing and city parks displayed the Summer P.A.S.S. banners reminding people about the consequences of drunk driving. The P.A.S.S. Facebook page continued to be utilized to urge young Texans to include a sober ride home when making their weekend plans.

Also integral to the campaign were partnerships with the Texas Alcoholic Beverage Commission (TABC), Texas military bases, local law enforcement and the National Safety Council. These partners spread the word by distributing materials to their constituencies. TABC distributed coasters featuring the P.A.S.S. reminder to area bars and restaurants. All materials reinforced the concept of planning ahead and securing a sober ride home before going out. And they always underscored the penalties of drinking and driving.

Overall Campaign Value

The FY 2012 Summer P.A.S.S. campaign yielded more than $6,600,868.94 in value: $499,444.00 in added value media, $6,067,443.00 in earned media, and an additional $33,981.94 of pro bono agency time.

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

The total investment campaign budget equaled $299,838.35; the return on investment was an impressive 22 to 1.

FY 2012 DRIVER EDUCATION AND BEHAVIOR CAMPAIGN

Drive Friendly.Drive Safe

Rising fuel costs and an increase in road maintenance mean that Texas drivers are now sharing the road with even more pedestrians, bicyclists and construction equipment and personnel. But many drivers remain unaware of or choose to ignore traffic laws and the resulting safety issues. These factors, when combined with drivers who exceed the speed limit or don't pay attention to road conditions, lead to increased vehicle crashes, injuries and fatalities that can have devastating consequences for all involved:

- In 2010, 4,280 pedestrians were killed and an estimated 70,000 were injured in traffic crashes in the United States. On average, a pedestrian was killed every 123 minutes and injured every eight minutes in traffic crashes. (NHTSA, 2010)
- Pedestrian fatalities totaled 418 in Texas for 2011. (TxDOT, 2011)
- Each year in Texas, there are approximately 14,000 crashes and more than 100 people killed in highway construction and maintenance zones. (TxDOT, 2011)
- On average 2,100 cyclists a year are hit by vehicles in Texas, and 45 of them die. (TxDOT, 2011)
- On average, 2 people are killed in Texas every day from speed-related crashes. (TxDOT 2011)

Drive FRIENDLY. Drive SAFE.

These tragic statistics are why in August, directly prior to the Back-to-School timeframe, TxDOT launched a public awareness campaign for this initiative. The campaign consisted of outdoor and radio ads, newspaper PSAs, information cards, bumper stickers and bag stuffers (distributed at all Texas Taco Cabana locations) to urge drivers to be aware of their surroundings and to remind everyone that when you drive friendly and drive safe, you save lives. TxDOT asked all motorists to remember these four important rules of the road:

- Watch for pedestrians and don't block crosswalks with your vehicle
- Slow down in work zones and watch for construction detours
- Keep an eye out for cyclists and never drive in a bike lane
- Adjust your speed to road conditions.

"Work Zone" outdoor bulletins were posted on busy Highways throughout Texas.

Back-to-school means back-to-traffic, which provided an ideal opportunity to remind drivers to "Drive Friendly. Drive Safe." With students going back to school, drivers of all ages needed to be aware of how this impacted traffic patterns as more drivers rushed to get to school either to drop off their children or to get to class on time; as more people walked or biked to school; and as road construction and repairs continued in work zones. "Back-to-school" extends beyond K-12 and included the impact that returning college students have on traffic.

In addition to media buys in key markets—the public relations team developed a media outreach strategy that combined all elements of the campaign and built on the success of the "Drive Friendly" concept while layering the need to also *drive safely.*

Spanish and English language posters were distributed to key partners and DPS Drivers License facilities across the state.

Paid Media

The paid media schedules targeted Texans across the state in a variety of ads focusing on safety for pedestrians, bicyclists, in work zones and urging people to adjust their driving to road conditions.

Radio spots addressed each of the four safe driving messages – for pedestrians, bicyclists, work zones and driving to road conditions. Spots were strategically placed on English and Spanish-language radio stations in the top 6 Texas markets and rotated the four messages throughout the month. Safety tips were featured on-air by local DJs, with one message emphasized each week to correspond with PR efforts.

In addition to the radio schedules, outdoor boards were placed statewide. The outdoor creative featured one of the four safety messages – pedestrian, bicyclists, work zone and driving to road conditions – and were placed in high traffic locations or in areas with higher pedestrian and bicycle usage, such as schools.

Primary Targets: Adults 18+

Media and Markets: Radio (6 markets): Austin, Dallas, El Paso, Houston, Rio Grande Valley, San Antonio

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

Media Flight Dates: August 6 – September 2, 2012

Media	Net Budget	Description	Impressions
Spot Radio	$79,422	Targeted radio schedule in top 6 markets with $341,872 in match	27,221,000
Outdoor	$264,815	Statewide outdoor bulletins and posters with $502,644 in match	299,585,957
TOTALS	**$344,237**	**$844,516 in match**	**326,806,957**

Added Value Media

Added value media was negotiated and included station website ads, bonus spots, outdoor advertising overrides (boards are up additional time after paid schedule), material distribution and PSA newspaper ads. These paid media and added value elements resulted in a total of 326,806,957 impressions with a match dollar value of $844,516.

Web Banners

An important component of this campaign was the distribution of 785,000 of the Drive Friendly. Drive Safe. Information cards to all 157 Taco Cabana locations in the state of Texas. Because the TxDOT safety message was on one side and a coupon on the other, this ensured our message was kept by the customer for a longer period of time.

These 2-sided info cards/coupons were distributed to 785,000 drivers in the state through Taco Cabana.

Earned Media

The campaign kicked off with the issuance of a statewide press release and targeted media outreach in six markets: Austin, Dallas/Fort Worth, El Paso, Houston, the Rio Grande Valley, and San Antonio. The releases were distributed to broadcast and print outlets throughout the state in an effort to urge drivers to be aware of their surroundings and to remind everyone that when you drive friendly and drive safe, you save lives.

This back-to-school earned media push provided news outlets with a new way to look at all four of these driving behaviors as they pertained to problems on our roadways as students return to school.

Drive Friendly. Drive Safe. Bumper Stickers were given to partners and handed out at Travel Information Centers across Texas.

By providing constant "Drive Friendly. Drive Safe." reminders through radio, online, social media, events and grassroots efforts, the campaign worked to decrease the number of crashes and fatalities among the four focus areas.

Earned media for "Drive Friendly. Drive Safe." generated 93,803,418 impressions in FY2012.

Overall Campaign Value

The FY 2012 Drive Friendly. Drive Safe. campaign yielded more than $4,260,667.00 in value: $844,516.00 in added value media, $3,377,462.00 in earned media, and an additional $38,689.00 of pro bono agency time.

It's always difficult to put a dollar value to the important contributions of the many strategic partners who participate in campaign efforts – libraries, public and private business and other organizations that display posters and run banner ads on websites. They provide invaluable assistance in spreading these important traffic safety messages.

Considering that the total investment equaled just $599,988.35, the return on investment reached an impressive 7.1 to 1.

FY 2012 TRAFFIC SAFETY PUBLIC AWARENESS CAMPAIGNS

Television and Radio Earned Media

For more than a decade, the Texas Department of Transportation has produced dozens of news segments to deliver driving tips, reminders, and information about dozens of traffic safety issues to motorists throughout Texas, many of whom are located in rural areas. These unique television and radio news features in both English and Spanish are broadcast free on the Lone Star News Network, a proprietary service of Sherry Matthews Advocacy Marketing, and reach an annual audience of 3.5 million listeners and viewers.

On The Road In Texas (Los Caminos De Texas) Radio News Features

Since 1999 TxDOT's *On the Road in Texas* radio features and its Spanish equivalent, *Los Caminos de Texas,* have been educating Texans across the state about how to drive friendly and safely. In FY 2012, news features about school bus safety, child passenger safety, underage drinking, pedestrian and bicycle safety, sharing the road with trucks, driver distractions, aggressive driving, motorcycle safety, and other traffic issues aired on 221 radio stations throughout the state. In each spot, Texas Department of Public Safety troopers served as the voice of authority, informing listeners about everything from distracted driving to dangerous road conditions.

Street Smarts (Listos Para Manejar) TV News Features

In FY 2012, TxDOT researched, developed, and produced 28 new 60-second *Street Smarts* TV features and 26 60-second Spanish-language *Listos Para Manejar* TV news features on topics that included texting and driving, the new 75 miles-per-hour speed limit, pedestrian dangers, first responders, school bus belts, car maintenance, and more. To maintain high awareness about the extent of drunk driving in Texas and how to combat it, half of all features covered alcohol-related topics. Top-rated English-language TV stations in Eddy, Tyler, Amarillo, Odessa, Bryan, Wichita Falls, Kingsville, Lubbock, San Angelo, Beaumont, Weslaco, Sherman, and Corpus Christi along with Spanish-language TV stations in El Paso, San Antonio, Austin, Corpus Christi, Midland, Laredo, Amarillo, and Dallas air these timely safety news clips during morning, evening, and weekend newscasts.

No-Cost Billboards

TxDOT was able to secure a one-time donation of 13 free billboards during FY 20FY 201212, specifically to promote motorcycle safety. Billboards in Austin, Dallas/Fort Worth, San Antonio, and El Paso reached motorists during summer months with a high-priority message to safely share the road with motorcyclists.

Bonus billboard provided by media company free of charge.

Earned Media Summary, *Street Smarts and On the Road in Texas,* 10/01/2011—09/30/2012

Media	Estimated Monthly Audience	Description	Earned Media Value
TV	3,492,000	Distribution of 7 sets of "Street Smarts" and "Listos para Manejar" traffic safety television news features to 13 English- and 9 Spanish-language TV stations.	$1,377,750
Radio	3,500,000	Monthly distribution of weekly "On the Road in Texas" and "Los Caminos de Tejas" radio spots to approximately 130 English- and 30 Spanish-language radio stations.	$2,064,250
Outdoor	28,881,412	Billboard vinyls in Austin, Dallas/Ft. Worth, Houston, San Antonio, and El Paso	$ 152,875

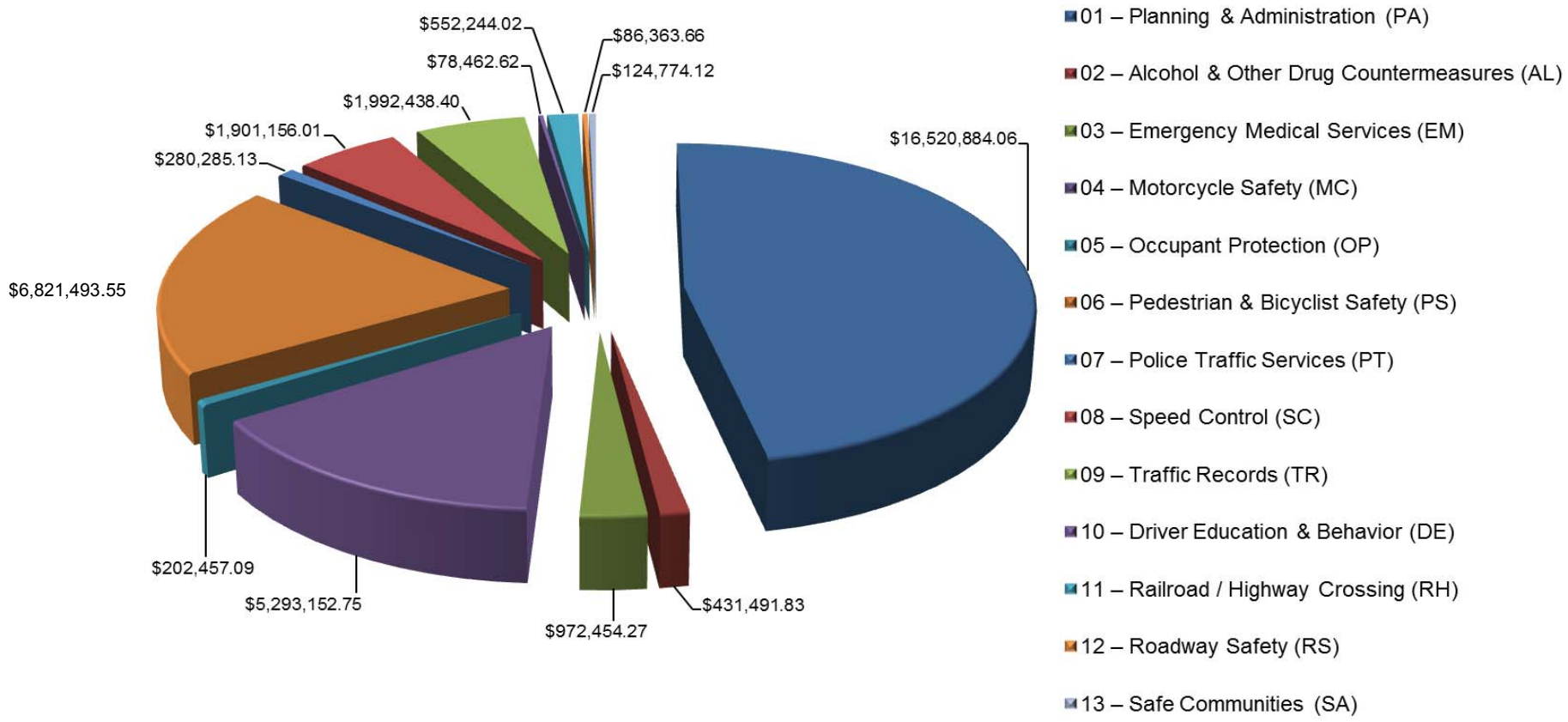
Overall Value

This long-standing bilingual earned media program continues to deliver important road safety information to motorists statewide. In FY 2012, TxDOT secured airplay—at no cost to TxDOT—on a total of 182 radio and TV stations and placement on 13 billboards. The *On the Road in Texas* and *Street Smarts* series generated a combined value of $3,594,875 in free coverage for traffic safety messages.

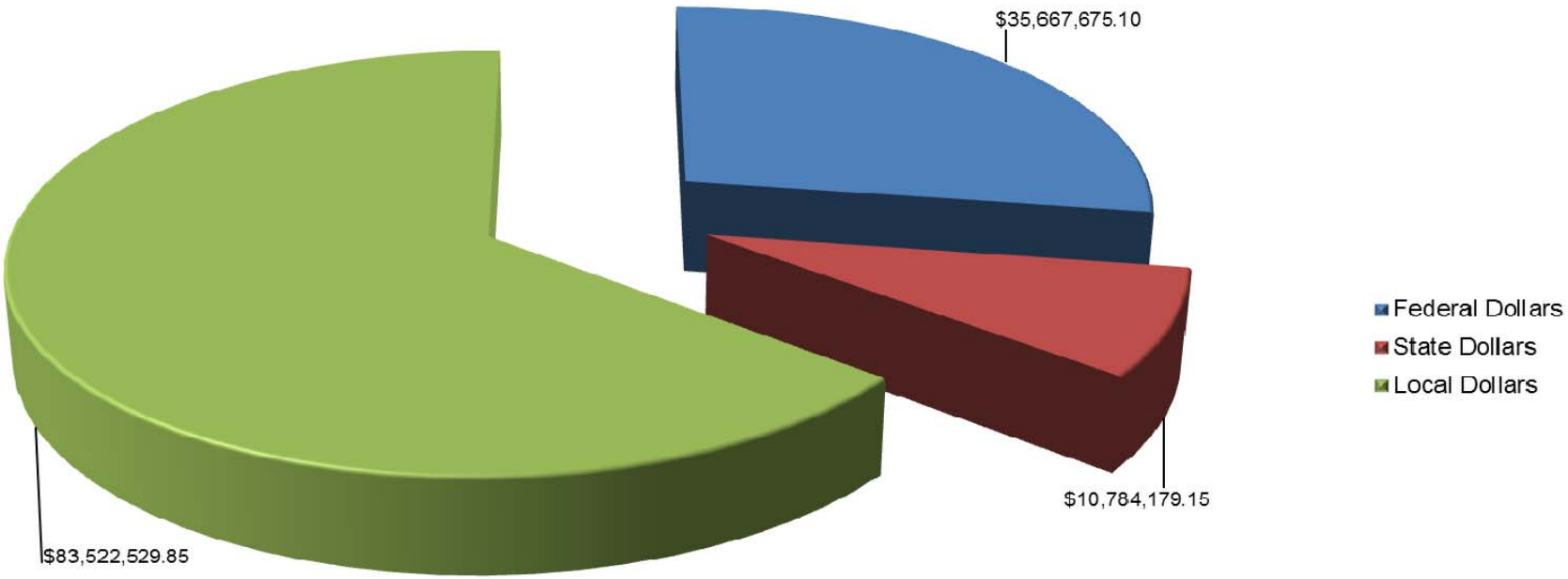
Section Five

FINANCIAL SUMMARY

FY 2012 FEDERAL EXPENDITURES BY PROGRAM AREA



FY 2012 TRAFFIC SAFETY EXPENDITURES



FY 2012 TRAFFIC SAFETY EXPENDITURE DETAILS

Program Area		# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
				402	405	406	408	410	2010** / 2011	STATE	INCOME	LOCAL	
Planning and Administration	Planned:	8	$2,425,557.56	$418,106.38						$1,969,154.00		$38,297.18	
	Actual:	8	$4,887,446.64	$410,017.59						$4,439,844.56		$37,584.49	
Alcohol and Other Drug Counter Measures	Planned:	115	$40,242,578.98	$1,056,392.80				$18,387,068.68		$200,000.00	$9,925.00	$20,589,192.50	
	Actual:	110	$59,682,009.20	$1,007,337.06				$15,513,547.00		$164,978.70		$42,996,146.44	
Emergency Medical Services	Planned:	1	$1,331,637.65	$536,224.85								$795,412.80	
	Actual:	1	$2,670,232.37	$431,491.83								$2,238,740.54	
Motorcycle Safety	Planned:	4	$1,404,425.83	$490,395.26					$499,948.00			$414,082.57	
	Actual:	4	$1,739,631.18	$472,509.58					$499,944.69			$767,176.91	
Occupant Protection	Planned:	66	$15,104,315.42	$1,550,744.89	$2,697,724.66				$1,227,031.74		$10,000.00	$9,618,814.13	
	Actual:	66	$18,373,043.87	$1,496,587.12	$2,615,063.74				$1,181,501.89			$13,079,891.12	
Pedestrian and Bicyclist Safety	Planned:	5	$514,940.01	$389,161.64								$125,778.37	$57,415.00
	Actual:	5	$256,067.79	$202,457.09								$53,610.70	$53,133.14
Police Traffic Services	Planned:	51	$18,110,752.09	$9,279,219.53								$8,831,532.56	$8,117,304.46
	Actual:	49	$13,978,073.00	$6,821,493.55								$7,156,579.45	$5,772,382.97
Speed Control	Planned:	10	$734,205.17	$358,899.06								$375,306.11	$267,172.42
	Actual:	9	$596,674.76	$280,285.13								$316,389.63	$236,767.02
Traffic Records	Planned:	7	$7,017,159.85	$981,641.00			$1,586,309.74			$3,224,564.00		$1,224,645.11	
	Actual:	7	$7,131,467.04	$751,888.51			$1,149,267.50			$4,028,724.12		$1,201,586.91	
Driver Education and Behavior	Planned:	15	$8,284,585.44	$2,076,364.81		$11,313.76				$2,183,529.03		$4,013,377.84	$23,826.73
	Actual:	15	$18,722,303.05	$1,986,781.52		$5,656.88				$2,150,631.77		$14,579,232.88	$19,073.89
Railroad / Highway Crossing	Planned:	2	$131,101.18	$88,820.38								$42,280.80	
	Actual:	2	$129,329.03	$78,462.62								$50,866.41	
Roadway Safety	Planned:	2	$1,292,092.00	$559,923.21								$732,168.79	
	Actual:	2	$1,412,868.69	$552,244.02								$860,624.67	
Safe Communities	Planned:	3	$398,779.58	$176,100.82								$222,678.76	$176,100.82
	Actual:	2	$188,985.62	$86,363.66								$102,621.96	$86,363.66
School Bus	Planned:	2	$203,445.71	$140,265.21								$63,180.50	
	Actual:	2	$206,251.86	$124,774.12								$81,477.74	
TOTALS:	Planned:	291	$97,195,576.47	$18,102,259.84	$2,697,724.66	$11,313.76	$1,586,309.74	$18,387,068.68	$1,726,979.74	$7,577,247.03	$19,925.00	$47,086,748.02	
	Actual:	282	$129,974,384.10	$14,702,693.40	$2,615,063.74	$5,656.88	$1,149,267.50	$15,513,547.00	$1,681,446.58	$10,784,179.15	$0.00	$83,522,529.85	

** denotes Motorcycle Safety Fund Source K6

Section Six

BEST PRACTICES

OVERVIEW

Texas has identified best practices employed by projects within the Traffic Safety Program. These are practices which significantly increased the effectiveness and efficiency of the project in meeting the goals of the program. When shared, these best practices can hopefully help improve other projects within the Texas program, as well as similar programs in other states.

TEXAS A&M AGRILIFE

Organization:	**Texas A&M AgriLife**
Project Title:	**Brazos Valley Injury Prevention Coalition (BVIPC)**
Project ID:	**2012-Texas Ag-G-1YG-0097**
Noteworthy Practices:	• With only one 50% staff member, 37 programs were conducted in FY 2012. • The Rollover Convincer was well received at events as a pronounced visual on the benefits of properly used seat belts. The Rollover Convincer was presented to 5,163 people. The TxDOT Crashed Truck exhibit was used along with the Rollover Convincer at many Coalition sponsored events and proved to be a powerful tool in getting the responsiveness of attendees. The sight of an actual King Ranch Truck mangled from a crash, posters with photos from the crash scene, and a poster showing the occupants; two teen boys who walked away from the crash is authentication for seat belt use. • The "Please Be Seated Program" (PBS) was promoted through media coverage. PBS cards are in all the libraries, many business, and local government offices. The BVIPC grant website offers electronic reporting for incident(s) where child/children are not belted properly. • With a partnership with local doctors and community leaders over 2500 bicycle helmets were distributed to 2nd graders in counties served thru Hard Hats for Little Heads. The children were bused in to Texas A&M University and were part of an interactive educational presentation featuring a variety of A&M athletics as they explained to the children the importance that their helmets keeps them safe in their particular sport. Football players wore football helmets, baseball players wore baseball helmets, and the equestrian team displayed their appropriate helmets to emphasize the importance of protecting your head. • A new BVIPC website was launched as a community board for educational resources as well as a calendar of upcoming events. • Finally this year, 38,693 pieces of PI and E were distributed.
Evidence of Success:	• The BVIPC program has increased its outreach in the 10 counties served. • Some of these counties represent economic challenges, rural isolation, drinking and driving social standard, and rural road settings. • This year active partnerships were strengthened with local groups, local outreach coalitions and community change agents. • The grant reported $41,833.42 in matching funds, well above the required amount for this grant.

TEXAS A&M AGRILIFE EXTENSION SERVICE

Organization:	**Texas A&M AgriLife Extension Service**
Project Title:	**Passenger Safety**
Project ID:	**2012-Texas Ag-G-1YG-0004**
Noteworthy Practices:	• The Texas AgriLife Extension Service Passenger Safety Project, a TxDOT funded program to increase seat belt and child restraint use among historically low-use populations in Texas, has met or exceeded nearly all project goals for FY 2012. With the help of a network of Texas AgriLife Extension Service County Agents, the Passenger Safety Program is able to reach large audiences with the life-saving message on the importance of the correct use of seat belts and child restraints. • Education on best practice on child safety seats has been presented to parents, law enforcement, child care staff and physicians. 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. • The project regularly sends out articles to promote child safety seat checkup events and awareness campaigns to highlight the importance of correct use of child safety seats. Media attention produces thousands of dollars in in-kind match as well as widespread recognition for child passenger safety.
Evidence of Success:	• In FY 2012, the project conducted 33 child safety seat checkup events. Inspections at checkup events, fitting stations, and individual Extension Agent appointments total 1,848. A total of 1,222 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 1,281 inspections conducted through August 2, 2012 is $2,170,510. • Programming to educate youth and adults on the importance of buckling up in pickup trucks has been conducted statewide with 73 programs using the project's Rollover Convincers and over 20,022 participants educated on the importance of seat belts. • A total of 182 programs have been conducted or supported to increase seat belt use, child restraint use and safe driving practices. Total PI and E distributed in support of these programs totals 100,376. • Passenger Safety is able to provide education to child care staff on best practices in child passenger safety through online training. To date, our online child care courses in transportation safety have been taken by over 7,417 child care staff in FY 2012 with a total of 19,176 participants since the courses were posted in September 2009. • Ten 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. • Two National Child Passenger Safety Technician Trainings have been held with 30 participants trained. Seventeen bilingual technicians were trained at the training conducted in Edinburg in April. A Tech Update was conducted on March 22, 2012 with 289 participants attending statewide to earn their required continuing education credits. This update is now available online and has been marketed to technicians nationwide in National Safe Kids' August edition of CPS Express. • 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. • Over 140 pediatrician offices have been contacted and provided with information on the best practice for child safety seats to share with their patients. Resources created by Passenger Safety have been posted on the Texas Medical Association website for physicians to download. • Matching funds collected to date for FY 2012 exceeds $299,800 including $110,875 in in-kind matching funds from donated child safety seats ($11,082), media match ($71,489) and $28,304 in other in-kind donations. The project had over 83 published articles, TV and radio spots highlighting educational programming and statewide traffic safety campaigns. • A technician mentor program assists technicians statewide with keeping their certification current. Technicians are reminded when their certification is expiring and given assistance when needed with the re-certification process. The mentor program also puts newly trained technicians in touch with nearby instructors as well as more experienced technicians to encourage them to practice their skills and become more competent technicians.

REGION 6, EDUCATION SERVICE CENTER

Organization:	**Region 6, Education Service Center**
Project Title:	**School Bus Safety Training 101**
Project ID:	**2012-ESCVI-G-1YG-0036**
Noteworthy Practices:	• School Bus Safety Training 101 is making a difference in the safety for student transportation in Texas. The Texas certification and recertification courses are good, but with hands on activities the "best practices are put to use" and school bus drivers retain the information longer and gain a new respect for their driving skills. Region 6 has an innovative school bus simulator that we utilize to help provide actual hands-on experience with utilizing simulation techniques in real world road situations. • The goal is to produce the safest bus driver possible for our students to ride to and from school. Eddie Carmon and Larry Thornton have reinforced positive learning skills all over the state of Texas with the School Bus Safety Training 101 program and School bus simulator. • The small rural school districts have gained from the SB 101 program because their lack of onsite trainers that the larger or metro districts may have. Eddie and Larry also provided many train the trainer's sessions at the larger school districts such as Conroe, Bryan, and Magnolia. They have also provided training sessions in Regions 3, 7, and 12. • The bus simulator program is a dynamic program that encompasses many learning styles and helps school districts find needed areas of concern in training, for example: railroad crossing, state laws, and a variety of crash scenarios. • The first day of class covers braking and acceleration, as well as railroad crossing laws. The drivers learn how to use the braking system of a school bus more efficiently and with less wear and tear to the braking components. Larry and Eddie get to see through simulation, how the drivers cross railroad tracks and about 85% of them do not cross them as recommended by the state of Texas. • The second day of class, the drivers learn new steering skills called evasive driving. The drivers are placed in situations where braking alone will not get them out of a problem area. Larry and Eddie see the drivers gain a new sense of accomplishment in their driving skills that directly relate to safer transportation for our students to and from school. • The third day of class is the completion of the educational process in which the bus driver drives down a road course with many judgment skills put to the test. State laws must be known and used along with their best driving skills. The bus drivers then go into a private one on one conference with their instructor, where they receive feedback on how they performed in the simulator. This will reinforce the positives and change the negative outcomes through replay of the driver's scenarios. • The bus drivers leave the bus simulator program with a certificate and new found skills that make them some of the safest drivers in Texas. We can honestly say at the end of their training there is a great satisfaction in knowing we have helped produce a safer bus driver for the state of Texas. • Along with the bus simulator, Eddie and Larry have offered real life practices that bus drivers can experience by using a bus in onsite training. These practices are actual experiences that could take place while a bus driver is transporting students. For example: they took a bus and filled it with smoke to create a potential fire scenario where bus drivers have to evacuate students with no visual capabilities. This gave bus drivers a real life perspective in the case of a crash or fire that requires them to evacuate students quickly and safely. We took pictures during this training so we could capture the affects it had on the participants. • We also offered several trainings for school district Transportation Directors. During these meetings many subjects are taught and information is shared. Some of the topics include: Bus Safety 101, Simulation, and discipline on the bus, bus reports, and legal bus documents for school districts, best practices, personnel training, legal concerns, bus conferences, and trainings. • School Bus Safety Training 101 has been extremely successful. The program and the bus simulator made local and National news many times and copies of these articles are on file at Region 6. We look forward to continuing the goal of transporting students on a school bus safely in Texas.
Evidence of Success:	• The training that Corrigan-Camden ISD received through the use of the school bus simulator in the School Bus Safety Training 101 Program taught their bus drivers valuable skills. These skills resulted in actually saving 2 kids' lives in a bus crash. • The skills the driver applied from the training are what gave these kids a second chance. • There is a letter from the school district on file at Region 6 that expresses gratitude for the training and how it was the reason that there were no fatalities in the bus crash.

MOTHERS AGAINST DRUNK DRIVING

Organization:	**Mothers Against Drunk Driving**
Project Title:	**Take The Wheel**
Project ID:	**2012-MADD-G-1YG-0046**
Noteworthy Practices:	• ROLL CALLS: To set up roll call visits, MADD contacts the chief of the department in order to get approval to come out for a visit. MADD tells them they will keep the visit between 5-7 minutes, as to not delay the officers getting out on the street. • For roll call presentations MADD developed a poster titled, "Thank You to Our Law Enforcement Heros" which outlines the three prongs of MADD's mission. MADD explains how the organization is working to fulfill the mission. MADD has also written up a sheet that explains each bullet on the poster, so volunteers have a reference to keep handy at the roll calls. • The write-up makes sure each volunteer that goes out to speak with LE are delivering the same message as MADD would if MADD were address the officers. When MADD speaks about victim services we hand out the business card sized brochure that gives an overview of our services and ask the officers to keep one on them in case they run into a victim. • MADD has designed a pocket notebook for officers that list clues for the SFSTs and a series of promotional items for the officers: a pen, a water bottle and hand sanitizer.
Evidence of Success:	• The roll calls have been a great success because it was allowed us to develop closer relationships with local agencies. • MADD found the best volunteers to go out to roll calls are coming from local citizen police academy alumni (CPAs). • The volunteers using MADD's posters and notes make sure the officers are getting the same information across the board and the officers appreciate the "thank you" that we give them. The officers love the promotional items, especially the notebooks. • This provides them a small useful item that can help them in the field. The captains often want additional ones for trainees to help learn SFSTs.

TEXAS MUNICIPAL POLICE ASSOCIATION

Organization:	**Texas Municipal Police Association**
Project Title:	**Reducing Impaired Driving Among Youth: A Statewide Approach**
Project ID:	**2011-TMPA-G-3YG-0004**
Noteworthy Practices:	• The F.R.I.D.A.Y. (Focus on Reducing Impaired Driving Among Youth) course is a standardized statewide training program for law enforcement officers. • The 8-hour course is taught free of charge for attendees by law enforcement officials who have a demonstrated passion for ending substance abuse by minors in their communities. This is accomplished by giving attendees a refresher course or, in some instances, an introduction to the tools available to keep minors from getting access to intoxicating substances. • The course is unique because of the variety of enforcement options presented for both rural and urban departments. In addition to teaching their peers, the trainers also join or develop coalitions in their communities because they acknowledge that ending substance abuse by minors cannot be done through law enforcements' efforts alone but must be in conjunction with a larger environmental shift as well.
Evidence of Success:	• Currently there are about 30 instructors certified to teach the course. They have taught over 2500 officers in about 200 classes. • The improvement of the test scores from the pre-test to the post-tests and the positive feedback the classes continue to get on evaluation forms show how much students learn in the class. • However, as one instructor pointed out, "high reviews and test scores from the class you teach mean a lot, but nothing compares to hearing about someone actually applying what they learned in the field and having it work out for them." This instructor was recently contacted by a student from one of his classes who was able to identify a driver's license that had been altered because of the information and tools she had been given while in the class. Upon further questioning, the owner of the altered license was able to provide more information about where she obtained the altered license.

TEXAS A&M TRANSPORTATION INSTITUTE

Organization:	**Texas A&M Transportation Institute**
Project Title:	**Teens in the Driver Seat**
Project ID:	**2012-TTI-G-1YG-0099**
Noteworthy Practices:	• Building upon a decade of growth and program refinement, the Teens in the Driver Seat (TDS) Program has now reached well in excess of 500 high schools and more than half a million young people in Texas. • By expanding to more and more schools, TDS has changed teen driving behaviors in a growing number of communities and states through a simple strategy: harness the power of positive peer influence. Launched in 2002, TDS is the first peer-to-peer program for teens that focuses solely on traffic safety and addresses all major risks for this age group. • The qualities that set TDS apart are best pointed out by those who are directly involved in it: "It's about us having each other's back as friends" … "it's part of our culture" … "when it's peer-to-peer, it really does make a difference." • The program is saving lives because young people are driving the program. Every element, every facet, and every refinement of TDS is influenced by young people. The program's professional staff provides support and direction when appropriate, but the teens are responsible for making it work. With active program elements for junior high school students all the way through college, the breadth of youth reached by the program is also unprecedented and unmatched. • From its inception, TDS has been designed to be a grassroots effort to compliment good graduated driver licensing policy. A growing amount of data suggests that TDS is serving as a very effective solution when combined with GDL to bring about meaningful decreases in teen fatalities.
Evidence of Success:	• During 2012, a rigorous statistical analysis determined that Texas counties in which TDS was active have seen an average annual decrease in serious crashes (both injuries and fatalities) of approximately 15 percent. • In addition, TDS has been determined to be a major factor in the 45 percent reduction in teen driver-involved fatal crashes in Texas over the past decade. • Additional evidence of the program's popularity and success is the program's proliferation into other states, including Georgia, California, Connecticut, North Carolina and Montana. In these states, the number schools with active TDS programs is approximately 100.

Section Seven

TRAFFIC SAFETY OUTLOOK

CONTINUED FOCUS ON ALCOHOL-RELATED FATALITIES

From 2010 – 2011, Texas experienced a reduction in fatalities. Alcohol continues to be a major contributing factor in traffic crashes and fatalities. In October 2012, Texas was awarded $15.2 million dollars in Section 410 funds dedicated to reducing alcohol-related fatalities. These additional funds will increase statewide high visibility DWI enforcement and paid media efforts.

IMPAIRED DRIVING ASSESSMENT

Texas, in conjunction with NHTSA, underwent an Impaired Driving Assessment in FY 2011. Texas will continue to address all findings and review NHTSA recommendations with the goal to implement changes as deemed feasible.

SHARE THE ROAD

From 2010 – 2011, Texas experienced an increase in motorcyclist fatalities. Fifty-one percent (51%) of motorcyclists killed were not wearing helmets at the time of the crash. Motorcycle fatalities were 10% of Texas' overall fatalities three years ago. In 2011, they were over 14% of the fatalities. However, motorcycles represent only 2% of the vehicle mix. Additional attention will be placed on motorcycle training, being properly licensed, wearing protective equipment, impaired driving, and enhancing public information and education campaigns such as Share the Road to improve motorcycle safety.

STRATEGIC PLANNING

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

In addition, the following agencies and organizations assisted TxDOT in 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 Officer Standards and Education (TCLEOSE).

IMPROVED CRASH REPORTING

TxDOT will continue to develop and enhance a newly launched web application to streamline crash data reporting; launched on October 17, 2011. Crash records are now easier to transfer and will allow law enforcement agencies to be able to send reports to the TxDOT electronically.

TxDOT implemented the Crash Reporting and Analysis for Safer Highways (CRASH) internet application to speed up the transfer of motor vehicle crash data from law enforcement agencies to 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 2012 Enhancements

- *Proposal review process flow.*
- *Spell checker functionality.*
- *Quick access to help functions; user guides, manuals, etc.*
- *Improve the creation of PDF forms.*
- *Revised Scoring Documents*

FY 2013 Enhancements

- *Context sensitive help across all screens*

TRAFFIC SAFETY PROGRAM CENTRALIZATION

The strategic goal of centralization is standardized business processes. The objectives are continued enhanced team collaboration and communication. Through the use of standard methodologies, field staff mentoring, and capturing best practices, the Traffic Safety program will continue to perform at a higher level than ever before and produce maximum results. With the increase in staffing levels (TRF-TS has been approved for 44 full-time employees), the Traffic Safety team will continue to be in a better posture to support the demands of the program across the state of Texas. Centralization will continue to also result in stronger district, division, and regional partnerships.

Appendix A

PROJECT CROSS REFERENCES

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Bexar County District Attorney's Office	AL	410	K8FR	Planned:	$180,000.00			$61,233.47	**$241,233.47**
2012-BexarCoD-G-1YG-0115				Actual:	$180,000.00			$79,298.00	**$259,298.00**
Brazos County Attorney's Office	AL	410	K8	Planned:	$61,143.34			$62,746.65	**$123,889.99**
2012-BrazosCA-G-1YG-0015				Actual:	$39,598.80			$64,535.95	**$104,134.75**
Collin County - District Attorney's Office	AL	410	K8	Planned:	$75,046.50			$15,416.68	**$90,463.18**
2012-CollinDA-G-MYG-Yr3-0192				Actual:	$32,955.40			$11,910.09	**$44,865.49**
Harris County District Attorney	AL	410	K8FR	Planned:	$223,043.04			$31,863.39	**$254,906.43**
2011-HarrisDA-G-3YG-0026				Actual:	$197,306.47			$31,654.23	**$228,960.70**
Montgomery County District Attorney's Office	AL	410	K8	Planned:	$97,330.00			$65,369.31	**$162,699.31**
2012-MCDAO-G-1YG-0055				Actual:	$96,764.51			$65,671.87	**$162,436.38**
Texas Department of Transportation	AL	410	K8FR	Planned:	$422,520.00			$216,570.51	**$639,090.51**
STEP WAVE DWI				Actual:					
Texas Department of Transportation	SC	402	SC	Planned:	$45,863.32			$25,575.42	**$71,438.74**
STEP WAVE SPEED				Actual:					
2012 - Click It Or Ticket Mobilization - Incentive									***Group Project***
City of Queen City - Police Department	K2	405	K2	Planned:	$4,000.00				**$4,000.00**
2012-QueenCtyPD-INC-CIOT-00012				Actual:	$4,000.00				**$4,000.00**
City of Vernon - Police Department	K2	405	K2	Planned:	$4,000.00				**$4,000.00**
2012-VernonPD-INC-CIOT-00015				Actual:	$4,000.00				**$4,000.00**
City of Sunset Valley - Police Department	K2	405	K2	Planned:	$4,000.00				**$4,000.00**
2012-SUNSETPD-INC-CIOT-00013				Actual:	$3,977.66				**$3,977.66**
Llano County Sheriff's Office	K2	405	K2	Planned:	$4,000.00				**$4,000.00**
2012-LlanoCoSO-INC-CIOT-00016				Actual:	$4,000.00				**$4,000.00**
City of Alvin - Police Department	K2	405	K2	Planned:	$4,000.00				**$4,000.00**
2012-AlvinPD-INC-CIOT-00002				Actual:	$4,000.00			$107.70	**$4,107.70**
City of Mustang Ridge - Police Department	K2	405	K2	Planned:	$4,000.00				**$4,000.00**
2012-MustangRPD-INC-CIOT-00011				Actual:	$3,881.75				**$3,881.75**
City of Lamesa - Police Department	K2	405	K2	Planned:	$4,000.00				**$4,000.00**
2012-LamesaPD-INC-CIOT-00010				Actual:	$3,430.84				**$3,430.84**

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - Click It Or Ticket Mobilization - Incentive									***Group Project***
City of Kerrville - Police Department	K2	405	K2	*Planned:*	$4,000.00				**$4,000.00**
2012-KerrvillePD-INC-CIOT-00009				*Actual:*	$4,000.00			$7.80	**$4,007.80**
City of Houston - ISD Police Department	K2	405	K2	*Planned:*	$4,000.00				**$4,000.00**
2012-HoustISDPD-INC-CIOT-00008				*Actual:*	$3,872.96				**$3,872.96**
City of Everman - Police Departmernt	K2	405	K2	*Planned:*	$4,000.00				**$4,000.00**
2012-EvermanPD-INC-CIOT-00007				*Actual:*	$3,405.84				**$3,405.84**
City of Edinburg - Police Department	K2	405	K2	*Planned:*	$4,000.00				**$4,000.00**
2012-EdinbuPD-INC-CIOT-00006				*Actual:*	$4,000.00				**$4,000.00**
City of Corsicana - Police Department	K2	405	K2	*Planned:*	$4,000.00				**$4,000.00**
2012-CorsicanaPD-INC-CIOT-00005				*Actual:*	$3,931.55				**$3,931.55**
City of Corinth - Police Department	K2	405	K2	*Planned:*	$4,000.00				**$4,000.00**
2012-CorinthPD-INC-CIOT-00004				*Actual:*	$4,000.00				**$4,000.00**
City of Azle - Police Department	K2	405	K2	*Planned:*	$4,000.00				**$4,000.00**
2012-AzlePD-INC-CIOT-00003				*Actual:*	$4,000.00			$30.00	**$4,030.00**
City of Uvalde	K2	405	K2	*Planned:*	$4,000.00				**$4,000.00**
2012-UvaldePD-INC-CIOT-00014				*Actual:*	$4,000.00			$608.84	**$4,608.84**
2012 - Click It Or Ticket Mobilization - Incentive Subtotals	*# of Projects:*	15		*Planned:*	$60,000.00				**$60,000.00**
		15		*Actual:*	$58,500.60			$754.34	**$59,254.94**

Performance Data Summary:

Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests							PI&E Materials				
Alcohol	*Speed*	*ITC*	*Hours*	*Adult*	*Teen*	*Child*	*HMV*	*Seatbelt*	*Speed*	*Speed*	*DWI*	*DUI Minor*	*ITC*	*HMV*	*Other Citations*	*Other Arrests*	*Prod.*	*Dist.*	*Comm. Events*	*Present ations*	*Media Exp.*

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - Impaired Driving Mobilization - Incentive									***Group Project***
City of Sunset Valley - Police Department	K8FR	410	K8FR	*Planned:*	$4,000.00				**$4,000.00**
2012-SUNSETPD-INC-IDM-00026				*Actual:*	$2,539.41				**$2,539.41**
City of Sinton - Police Department	K8FR	410	K8FR	*Planned:*	$4,000.00				**$4,000.00**
2012-SintonPD-INC-IDM-00025				*Actual:*	$4,000.00			$174.70	**$4,174.70**
Llano County Sheriff's Office	K8FR	410	K8FR	*Planned:*	$4,000.00				**$4,000.00**
2012-LlanoCoSO-INC-IDM-00028				*Actual:*	$4,000.00				**$4,000.00**
City of Midlothian - Police Department	K8FR	410	K8FR	*Planned:*	$4,000.00				**$4,000.00**
2012-MidlothianPD-INC-IDM-00022				*Actual:*	$4,000.00			$1,028.00	**$5,028.00**
The University of Texas of the Permian Basin	K8FR	410	K8FR	*Planned:*	$4,000.00				**$4,000.00**
2012-UTPermian-INC-IDM-00029				*Actual:*					
Victoria County Sheriff's Office	K8FR	410	K8FR	*Planned:*	$4,000.00				**$4,000.00**
2012-VictoriaCoSO-INC-IDM-00030				*Actual:*	$4,000.00			$126.14	**$4,126.14**
City of Vernon - Police Department	K8FR	410	K8FR	*Planned:*	$4,000.00				**$4,000.00**
2012-VernonPD-INC-IDM-00027				*Actual:*	$3,996.31				**$3,996.31**
City of Alamo Heights - Police Department	K8FR	410	K8FR	*Planned:*	$4,000.00				**$4,000.00**
2012-AlamoHPD-INC-IDM-00017				*Actual:*	$4,000.00			$78.78	**$4,078.78**
Waller County Constable	K8FR	410	K8FR	*Planned:*	$4,000.00				**$4,000.00**
2012-WallerCoCst-INC-IDM-00031				*Actual:*	$4,000.00			$651.25	**$4,651.25**
City of Saginaw - Police Department	K8FR	410	K8FR	*Planned:*	$4,000.00				**$4,000.00**
2012-Saginaw-INC-IDM-00024				*Actual:*	$4,000.00			$1,426.00	**$5,426.00**
City of El Campo - Police Department	K8FR	410	K8FR	*Planned:*	$4,000.00				**$4,000.00**
2012-ElCampPD-INC-IDM-00020				*Actual:*	$4,000.00			$5.75	**$4,005.75**
City of Brookshire - Police Department	K8FR	410	K8FR	*Planned:*	$4,000.00				**$4,000.00**
2012-BrookshirePD-INC-IDM-00018				*Actual:*	$4,000.00			$525.77	**$4,525.77**

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - Impaired Driving Mobilization - Incentive									***Group Project***
City of Corinth - Police Department	K8FR	410	K8FR	*Planned:*	$4,000.00				**$4,000.00**
2012-CorinthPD-INC-IDM-00019				*Actual:*	$4,000.00			$500.00	**$4,500.00**
City of Kerrville - Police Department	K8FR	410	K8FR	*Planned:*	$4,000.00				**$4,000.00**
2012-KerrvillePD-INC-IDM-00021				*Actual:*	$4,000.00			$11.00	**$4,011.00**
City of Northlake - Police Department	K8FR	410	K8FR	*Planned:*	$4,000.00				**$4,000.00**
2012-NorthlakePD-INC-IDM-00023				*Actual:*	$4,000.00			$100.00	**$4,100.00**
2012 - Impaired Driving Mobilization - Incentive Subtotals	*# of Projects:*	15		*Planned:*	$60,000.00				**$60,000.00**
		14		*Actual:*	$54,535.72			$4,627.39	**$59,163.11**

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.

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP - Click It Or Ticket Mobilization									***Group Project***
City of Lubbock - Police Department	K2	405	K2	*Planned:*	$17,497.30				**$17,497.30**
2012-Lubbock PD-CIOT-00028				*Actual:*	$14,795.85				**$14,795.85**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			375	585		35														1	

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Bexar County Sheriff's Office	K2	405	K2	*Planned:*	$29,922.75				**$29,922.75**
2012-BexarCoSO-CIOT-00006				*Actual:*	$14,387.64				**$14,387.64**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			600	800		100												500		1	

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
City of Mesquite - Police Department	K2	405	K2	*Planned:*	$6,979.46				**$6,979.46**
2012-Mesquite-CIOT-00035				*Actual:*	$3,859.28				**$3,859.28**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			132	180		40												500		1	

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
City of Harlingen - Police Department	K2	405	K2	*Planned:*	$5,993.34				**$5,993.34**
2012-Harlingen-CIOT-00040				*Actual:*	$4,564.06				**$4,564.06**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			100	160		50														1	

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
City of Tyler - Police Department	K2	405	K2	*Planned:*	$7,922.45				**$7,922.45**
2012-Tyler PD-CIOT-00039				*Actual:*	$7,426.82				**$7,426.82**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			127	205		8												80		1	

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Cameron County Sheriff's Office	K2	405	K2	*Planned:*	$9,991.19				**$9,991.19**
2012-CameronCo-CIOT-00038				*Actual:*	$7,925.89				**$7,925.89**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			314	516		129														1	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP - Click It Or Ticket Mobilization									***Group Project***
City of Laredo - Police Department	K2	405	K2	*Planned:*	$8,997.81			$117.50	**$9,115.31**
2012-LaredoPD-CIOT-00005				*Actual:*	$8,559.19				**$8,559.19**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			153	313		132												500		1	

City of Beaumont - Police Department	K2	405	K2	*Planned:*	$6,884.33				**$6,884.33**
2012-Beaumont-CIOT-00022				*Actual:*	$6,140.06			$1,021.69	**$7,161.75**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			125	200		10												1,500		1	

City of New Braunfels - Police Department	K2	405	K2	*Planned:*	$8,492.04				**$8,492.04**
2012-NewBrau-CIOT-00041				*Actual:*	$7,626.07				**$7,626.07**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			130	200		17												400		1	

County of Galveston (Sheriff's Office)	K2	405	K2	*Planned:*	$8,950.75			$3,112.00	**$12,062.75**
2012-GalCOSO-CIOT-00033				*Actual:*	$8,456.90			$2,407.93	**$10,864.83**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			257	400		40												300		2	

City of Waco - Police Department	K2	405	K2	*Planned:*	$6,999.82				**$6,999.82**
2012-WacoPD-CIOT-00032				*Actual:*	$6,999.82			$1,648.77	**$8,648.59**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			100	179		22												300		1	

City of McAllen - Police Department	K2	405	K2	*Planned:*	$6,958.00				**$6,958.00**
2012-McAllenPD-CIOT-00031				*Actual:*	$3,485.12				**$3,485.12**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			142	260		24														1	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP - Click It Or Ticket Mobilization									***Group Project***
City of Austin - Police Department	K2	405	K2	*Planned:*	$40,000.00			$4,544.96	**$44,544.96**
2012-AustinPD-CIOT-00029				*Actual:*	$39,772.51			$4,795.48	**$44,567.99**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			701	1,200		50												150		2	

City of Arlington - Police Department	K2	405	K2	*Planned:*	$12,000.00	**$12,000.00**
2012-Arlington-CIOT-00026				*Actual:*	$7,505.00	**$7,505.00**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			176	292		20														1	

City of Houston - Police Department	K2	405	K2	*Planned:*	$49,998.19	**$49,998.19**
2012-HoustonPD-CIOT-00025				*Actual:*	$47,584.58	**$47,584.58**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			849	1,359		340												3,000		1	

City of San Antonio - Police Department	K2	405	K2	*Planned:*	$30,000.00	**$30,000.00**
2012-SanAntPD-CIOT-00037				*Actual:*	$26,036.16	**$26,036.16**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			521	820		50														1	

City of Amarillo - Police Department	K2	405	K2	*Planned:*	$9,000.00	**$9,000.00**
2012-AmarilloPD-CIOT-00003				*Actual:*	$9,000.00	**$9,000.00**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			173	285		25												100		1	

City of Dallas - Police Department	K2	405	K2	*Planned:*	$39,978.00	**$39,978.00**
2012-Dallas-CIOT-00008				*Actual:*	$38,856.62	**$38,856.62**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			634	1,056		212												500		1	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP - Click It Or Ticket Mobilization									***Group Project***
City of Garland - Police Department	K2	405	K2	*Planned:*	$9,000.00				**$9,000.00**
2012-GarlandPD-CIOT-00030				*Actual:*	$9,000.00				**$9,000.00**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			180	300		75												1,000		1	

El Paso County Sheriff's Office	K2	405	K2	*Planned:*	$11,981.93				**$11,981.93**
2012-ElPasoCO-CIOT-00018				*Actual:*	$9,859.67				**$9,859.67**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			189	265		60														1	

Brazos County Sheriff's Office	K2	405	K2	*Planned:*	$2,661.35				**$2,661.35**
2012-BrazosCoSO-CIOT-00011				*Actual:*	$2,190.05				**$2,190.05**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			50	74		10														1	

City of Allen - Police Department	K2	405	K2	*Planned:*	$5,788.00				**$5,788.00**
2012-AllenPD-CIOT-00021				*Actual:*	$2,172.29				**$2,172.29**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			125	250		8												200		1	

City of Sugar Land - Police Department	K2	405	K2	*Planned:*	$6,000.00			$336.03	**$6,336.03**
2012-Sugarland-CIOT-00010				*Actual:*	$5,670.49			$490.59	**$6,161.08**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			118	238		23												250		1	

City of McKinney - Police Department	K2	405	K2	*Planned:*	$6,952.83				**$6,952.83**
2012-McKinney-CIOT-00019				*Actual:*	$6,952.83				**$6,952.83**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			177	300		25												500		1	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP - Click It Or Ticket Mobilization									***Group Project***
Harris County Sheriff's Office	K2	405	K2	*Planned:*	$24,999.55				**$24,999.55**
2012-HarrisCo-CIOT-00002				*Actual:*	$24,507.25				**$24,507.25**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			347	675		100												350		1	

City of North Richland Hills - Police Department	K2	405	K2	*Planned:*	$5,954.59			$877.38	**$6,831.97**
2012-NRichland-CIOT-00017				*Actual:*	$728.69			$72.96	**$801.65**
Jefferson County Sherriff's Office	K2	405	K2	*Planned:*	$6,994.47				**$6,994.47**
2012-JeffersonCoSO-CIOT-00016				*Actual:*	$5,508.32				**$5,508.32**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			127	200		15												500		1	

City of Corpus Christi - Police Department	K2	405	K2	*Planned:*	$23,992.90				**$23,992.90**
2012-CorpusPD-CIOT-00015				*Actual:*	$23,992.90				**$23,992.90**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			450	1,100		100												400		1	

City of Bryan - Police Department	K2	405	K2	*Planned:*	$5,897.82				**$5,897.82**
2012-BryanPD-CIOT-00007				*Actual:*	$4,871.43			$429.51	**$5,300.94**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			90	135		20												100		1	

City of Edinburg - Police Department	K2	405	K2	*Planned:*	$5,986.85				**$5,986.85**
2012-EdinbuPD-CIOT-00023				*Actual:*	$5,484.95				**$5,484.95**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			111	170		15														1	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP - Click It Or Ticket Mobilization									***Group Project***
City of Denton - Police Department	K2	405	K2	*Planned:*	$6,970.00				**$6,970.00**
2012-DentonPD-CIOT-00024				*Actual:*	$6,915.36				**$6,915.36**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			135	265		5												200		1	

City of Pasadena - Police Department	K2	405	K2	*Planned:*	$8,999.98				**$8,999.98**
2012-PasadePD-CIOT-00012				*Actual:*	$8,334.11				**$8,334.11**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			174	348		174												200		1	

Victoria County Sheriff's Office	K2	405	K2	*Planned:*	$8,214.47				**$8,214.47**
2012-VictoriaCoSO-CIOT-00013				*Actual:*	$6,238.27				**$6,238.27**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			168	420		50												500		1	

City of Brownsville - Police Department	K2	405	K2	*Planned:*	$8,979.47			$2,492.84	**$11,472.31**
2012-BrownsPD-CIOT-00042				*Actual:*	$8,062.13			$2,385.41	**$10,447.54**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			232	220		170												100		1	

City of Wichita Falls - Police Department	K2	405	K2	*Planned:*	$9,987.00				**$9,987.00**
2012-WichitaPD-CIOT-00014				*Actual:*	$9,771.88				**$9,771.88**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			229	330		55														1	

City of Grand Prairie - Police Department	K2	405	K2	*Planned:*	$8,999.80				**$8,999.80**
2012-GrandPra-CIOT-00009				*Actual:*	$6,715.49				**$6,715.49**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			140	210		32												1,000		1	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP - Click It Or Ticket Mobilization									***Group Project***
City of Lewisville - Police Department	K2	405	K2	*Planned:*	$5,995.79				**$5,995.79**
2012-LewisvPD-CIOT-00034				*Actual:*	$5,995.79				**$5,995.79**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			97	162		26												200		1	

City of Frisco - Police Department	K2	405	K2	*Planned:*	$6,960.00				**$6,960.00**
2012-FriscoPD-CIOT-00020				*Actual:*	$4,134.48				**$4,134.48**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			130	235		25												200		1	

2012 - STEP - Click It Or Ticket Mobilization Subtotals	*# of Projects:* 38	*Planned:*	$487,882.23	$11,480.71	**$499,362.94**
	38	*Actual:*	$420,087.95	$13,252.34	**$433,340.29**

Performance Data Summary:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			8,878	14,907		2,292												13,530		39	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP - Impaired Driving Mobilization									***Group Project***
City of Austin - Police Department	K8HV	410	K8HV	*Planned:*	$69,999.97			$23,334.03	**$93,334.00**
2012-AustinPD-IDM-00012				*Actual:*	$53,662.30			$17,887.43	**$71,549.73**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.

City of McKinney - Police Department	K8HV	410	K8HV	*Planned:*	$9,675.00			$3,870.00	**$13,545.00**
2012-McKinney-IDM-00018				*Actual:*	$9,016.80			$3,643.60	**$12,660.40**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.

City of Pasadena - Police Department	K8HV	410	K8HV	*Planned:*	$8,999.82			$2,999.94	**$11,999.76**
2012-PasadePD-IDM-00017				*Actual:*	$6,070.15			$2,023.37	**$8,093.52**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.

City of Beaumont - Police Department	K8HV	410	K8HV	*Planned:*	$9,822.60			$3,380.44	**$13,203.04**
2012-Beaumont-IDM-00007				*Actual:*	$9,613.50			$5,931.68	**$15,545.18**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.

City of Garland - Police Department	K8HV	410	K8HV	*Planned:*	$22,288.00			$9,580.50	**$31,868.50**
2012-GarlandPD-IDM-00021				*Actual:*	$22,038.87			$10,022.69	**$32,061.56**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.

Montgomery County Sherrifs Office	K8HV	410	K8HV	*Planned:*	$9,599.40			$3,256.18	**$12,855.58**
2012-MontgoSO-IDM-00006				*Actual:*	$8,371.27			$2,962.54	**$11,333.81**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP - Impaired Driving Mobilization									***Group Project***
City of Mesquite - Police Department	K8HV	410	K8HV	*Planned:*	$9,647.24			$3,303.52	**$12,950.76**
2012-Mesquite-IDM-00016				*Actual:*	$3,533.06			$1,514.95	**$5,048.01**
City of Dallas - Police Department	K8HV	410	K8HV	*Planned:*	$99,983.85			$34,506.93	**$134,490.78**
2012-Dallas-IDM-00008				*Actual:*	$96,379.05			$33,262.81	**$129,641.86**
City of Houston - Police Department	K8HV	410	K8HV	*Planned:*	$200,000.00			$143,533.20	**$343,533.20**
2012-HoustonPD-IDM-00010				*Actual:*	$172,056.57			$132,119.05	**$304,175.62**
City of Edinburg - Police Department	K8HV	410	K8HV	*Planned:*	$9,794.81			$3,300.13	**$13,094.94**
2012-EdinbuPD-IDM-00025				*Actual:*	$6,913.66			$6,213.96	**$13,127.62**
City of Irving - Police Department	K8HV	410	K8HV	*Planned:*	$24,940.00			$9,565.90	**$34,505.90**
2012-Irving-IDM-00005				*Actual:*	$24,940.00			$10,225.66	**$35,165.66**
City of Grand Prairie - Police Department	K8HV	410	K8HV	*Planned:*	$19,997.83			$6,670.56	**$26,668.39**
2012-GrandPra-IDM-00004				*Actual:*	$11,703.12			$4,366.87	**$16,069.99**

Performance Data:

Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests							PI&E Materials				
Alcohol	*Speed*	*ITC*	*Hours*	*Adult*	*Teen*	*Child*	*HMV*	*Seatbelt*	*Speed*	*Speed*	*DWI*	*DUI Minor*	*ITC*	*HMV*	*Other Citations*	*Other Arrests*	*Prod.*	*Dist.*	*Comm. Events*	*Present ations*	*Media Exp.*

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP - Impaired Driving Mobilization									***Group Project***
Jefferson County Sherriff's Office	K8HV	410	K8HV	*Planned:*	$15,381.29			$5,200.00	**$20,581.29**
2012-JeffersonCoSO-IDM-00009				*Actual:*	$12,964.03			$4,497.94	**$17,461.97**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.

City of Deer Park - Police Department	K8HV	410	K8HV	*Planned:*	$5,870.94			$2,065.14	**$7,936.08**
2012-DeerPark-IDM-00013				*Actual:*	$4,480.52			$1,596.26	**$6,076.78**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.

City of Fort Worth - Police Department	K8HV	410	K8HV	*Planned:*	$44,998.47			$14,999.49	**$59,997.96**
2012-Fortworth-IDM-00011				*Actual:*	$1,741.18			$2,466.01	**$4,207.19**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.

City of Denton - Police Department	K8HV	410	K8HV	*Planned:*	$14,970.00			$6,736.50	**$21,706.50**
2012-DentonPD-IDM-00030				*Actual:*	$12,833.91			$5,775.26	**$18,609.17**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.

City of Terrell - Police Department	K8HV	410	K8HV	*Planned:*	$4,864.92			$1,631.31	**$6,496.23**
2012-TerrellPD-IDM-00029				*Actual:*	$2,784.02			$963.13	**$3,747.15**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.

City of Lewisville - Police Department	K8HV	410	K8HV	*Planned:*	$11,245.23			$3,748.00	**$14,993.23**
2012-LewisvPD-IDM-00026				*Actual:*	$11,245.23			$5,521.32	**$16,766.55**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP - Impaired Driving Mobilization									***Group Project***
City of La Porte - Police Department	K8HV	410	K8HV	*Planned:*	$5,973.28			$2,324.68	**$8,297.96**
2012-LaPorte-IDM-00024				*Actual:*	$3,390.45			$3,065.35	**$6,455.80**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.

City of Kingsville - Police Department	K8HV	410	K8HV	*Planned:*	$5,991.59			$2,043.67	**$8,035.26**
2012-kingsvPD-IDM-00023				*Actual:*					

Travis County Sheriff's Office	K8HV	410	K8HV	*Planned:*	$18,102.43			$6,099.51	**$24,201.94**
2012-Travis County SO-IDM-00019				*Actual:*	$13,625.52			$4,632.15	**$18,257.67**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.

Texas Department of Public Safety	K8HV	410	K8HV	*Planned:*	$1,499,569.01			$949,707.56	**$2,449,276.57**
2012-TDPS-IDM-00002				*Actual:*	$742,683.06			$460,569.00	**$1,203,252.06**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.

Midland County Sheriff's Office	K8HV	410	K8HV	*Planned:*	$9,573.21			$3,191.07	**$12,764.28**
2012-MidlandCoSO-IDM-00031				*Actual:*	$5,157.11			$1,719.05	**$6,876.16**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.

El Paso County Sheriff's Office	K8HV	410	K8HV	*Planned:*	$33,332.63			$11,112.01	**$44,444.64**
2012-ElPasoCO-IDM-00003				*Actual:*	$31,820.58			$11,962.55	**$43,783.13**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP - Impaired Driving Mobilization									***Group Project***
Wharton County Sheriff Office	K8HV	410	K8HV	*Planned:*	$11,965.27			$4,200.51	**$16,165.78**
2012-WhartonCOSO-IDM-00022				*Actual:*	$5,316.37			$4,250.88	**$9,567.25**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.

City of McAllen - Police Department	K8HV	410	K8HV	*Planned:*	$14,984.00			$5,010.00	**$19,994.00**
2012-McAllenPD-IDM-00020				*Actual:*	$10,543.20			$3,525.66	**$14,068.86**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.

2012 - STEP - Impaired Driving Mobilization Subtotals	*# of Projects:* 26	*Planned:*	$2,191,570.79	$1,265,370.79	**$3,456,941.57**
	25	*Actual:*	$1,282,883.53	$740,719.17	**$2,023,602.70**

Performance Data Summary:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP CMV									***Group Project***
City of Houston - Police Department	PT	402	PT	*Planned:*	$297,066.56			$476,335.44	**$773,402.00**
2012-HoustonP-S-1YG-0040 *CMV*				*Actual:*	$296,840.47			$611,232.93	**$908,073.40**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.
	1,100		6,061				3,030	3,025	3,028									6,000	4	24	6

City of Laredo - Police Department	PT	402	PT	*Planned:*	$31,020.00			$17,108.00	**$48,128.00**
2012-LaredoPD-S-1YG-0110 *CMV*				*Actual:*	$31,020.00			$19,061.83	**$50,081.83**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.
	910		800				500	200	300									700	4	4	4

City of Fort Worth - Police Department	PT	402	PT	*Planned:*	$45,975.00			$24,755.68	**$70,730.68**
2012-Fortwort-S-1YG-0106 *CMV*				*Actual:*	$35,524.94			$19,004.67	**$54,529.61**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.
	850		1,000				250	225	900								1,500	1,500	4	4	4

2012 - STEP CMV Subtotals	*# of Projects:* 3	*Planned:*	$374,061.56			$518,199.12	**$892,260.68**
	3	*Actual:*	$363,385.41			$649,299.43	**$1,012,684.84**

Performance Data Summary:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.
	5,720		15,722				7,560	6,900	8,456								3,000	16,400	12	64	14

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP Comprehensive									***Group Project***
City of Arlington - Police Department	PT	402	PT	*Planned:*	$172,945.94			$173,098.95	**$346,044.89**
2012-Arlingto-S-1YG-0031	***DWI Speed OP***			*Actual:*	$165,561.80			$165,766.37	**$331,328.17**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
450	1,100		4,400	1,070		120				10,500	50						8,000	8,000	2	8	4

El Paso County Sheriff's Office	PT	402	PT	*Planned:*	$68,737.67			$13,045.00	**$81,782.67**
2012-ElPasoCO-S-1YG-0006	***DWI Speed***			*Actual:*	$40,584.83			$12,331.42	**$52,916.25**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
35	1		1	1						1	103							2,000	6	8	36

Texas Department of Public Safety	PT	402	PT	*Planned:*	$1,368,125.18			$1,398,076.80	**$2,766,201.98**
2012-TDPS-S-1YG-0082	***DWI Speed OP***			*Actual:*	$418,715.61			$311,415.53	**$730,131.14**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
551	1,125		22,404	11,000		1,200				20,000	1,000							5,000	12	12	6

City of El Paso - Police Department	PT	402	PT	*Planned:*	$478,834.00			$291,176.36	**$770,010.36**
2012-ElPasoPD-S-1YG-0077				*Actual:*					

City of Lubbock - Police Department	PT	402	PT	*Planned:*	$71,500.00			$71,500.00	**$143,000.00**
2012-Lubbock -S-1YG-0075	***DWI Speed***			*Actual:*	$68,137.55			$68,137.54	**$136,275.09**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
270	2,800		3,400							9,000	80							5,000	5	5	12

City of Dallas - Police Department	PT	402	PT	*Planned:*	$999,996.00			$1,072,604.94	**$2,072,600.94**
2012-Dallas-S-1YG-0083	***DWI Speed OP ITC***			*Actual:*	$923,205.67			$991,101.46	**$1,914,307.13**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
1,992	4,753	7,419	15,933	1,600		300				9,650	450		16,000					5,000	4	40	8

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP Comprehensive									***Group Project***
City of Rowlett - Police Department	PT	402	PT	*Planned:*	$25,166.40			$25,165.76	**$50,332.16**
2012-Rowlet P-S-1YG-0073	***DWI Speed ITC***			*Actual:*	$20,479.05			$21,020.84	**$41,499.89**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.
10	30	130	622							941	47		40					1,000	2	4	6

City of Longview - Police Department	PT	402	PT	*Planned:*	$42,201.00			$42,210.00	**$84,411.00**
2012-LongviPD-S-1YG-0071	***DWI Speed OP***			*Actual:*	$38,615.54			$40,283.66	**$78,899.20**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.
90	830		1,344	623		25				2,344	42							1,000	2	4	4

City of Tyler - Police Department	PT	402	PT	*Planned:*	$49,450.00			$52,838.48	**$102,288.48**
2012-Tyler PD-S-1YG-0046	***DWI Speed OP ITC***			*Actual:*	$49,447.36			$55,322.56	**$104,769.92**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.
90	1,700	1,150	1,600	300		70				1,200	50		900					500	4	4	4

Bexar County Sheriff's Office	PT	402	PT	*Planned:*	$524,837.66			$165,298.41	**$690,136.07**
2012-BexarCoS-S-1YG-0019	***DWI Speed***			*Actual:*	$524,837.66			$171,943.85	**$696,781.51**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.
6	30		10,125							16,200	550							20,000	10	10	4

Tom Green County	PT	402	PT	*Planned:*	$27,500.01			$30,065.79	**$57,565.80**
2012-Tomgreen-S-1YG-0030	***DWI Speed***			*Actual:*	$20,977.40			$34,200.69	**$55,178.09**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.
54	429		1,581							1,620	130							5,000	5	5	12

City of Galveston - Police Department	PT	402	PT	*Planned:*	$69,835.78			$12,730.53	**$82,566.31**
2012-Galvesto-S-1YG-0026	***DWI Speed***			*Actual:*	$41,871.13			$10,971.47	**$52,842.60**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.
15	230		1,510							2,900	160							2,000	4	6	8

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP Comprehensive									***Group Project***
City of Keller - Police Department	PT	402	PT	*Planned:*	$26,400.00			$26,667.04	**$53,067.04**
2012-KellerPD-S-1YG-0112	***Speed OP ITC***			*Actual:*	$23,699.11			$25,803.16	**$49,502.27**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
	60	60	700	150		45				1,750			260					2,000	4	12	6

City of Texarkana - Police Department	PT	402	PT	*Planned:*	$17,515.00			$23,335.51	**$40,850.51**
2012-TexarkPD-S-1YG-0021	***DWI Speed OP ITC***			*Actual:*	$13,186.68			$17,570.19	**$30,756.87**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
30	280	300	530	235		45				565	26		72				1,000	1,100	3	5	6

City of Midland - Police Department	PT	402	PT	*Planned:*	$17,072.50			$17,073.41	**$34,145.91**
2012-Midland-S-1YG-0018	***DWI ITC***			*Actual:*	$16,678.33			$16,889.84	**$33,568.17**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
135		1,000	800								60		600					1,000	2	4	4

City of North Richland Hills - Police Department	PT	402	PT	*Planned:*	$50,903.04			$57,111.43	**$108,014.47**
2012-NRichlan-S-1YG-0017	***DWI Speed***			*Actual:*	$34,537.21			$42,478.42	**$77,015.63**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
50	150		1,458							1,332	140							1,000	3	4	5

Polk County Sheriff's Office	PT	402	PT	*Planned:*	$56,047.50			$24,116.19	**$80,163.69**
2012-PolkCo-S-1YG-0012	***DWI Speed OP***			*Actual:*	$16,184.23			$6,955.98	**$23,140.21**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			2,080	150		80				5,600	75							600	2	4	4

City of Laredo - Police Department	PT	402	PT	*Planned:*	$73,935.00			$41,156.20	**$115,091.20**
2012-LaredoPD-S-1YG-0108	***DWI Speed OP***			*Actual:*	$73,935.00			$43,835.43	**$117,770.43**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
212	1,385		1,800	558		499				1,484	102							2,300	4	4	4

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP Comprehensive									***Group Project***
City of Grand Prairie - Police Department	PT	402	PT	*Planned:*	$119,819.32			$119,819.32	**$239,638.64**
2012-GrandPra-S-1YG-0002	***DWI Speed OP ITC***			*Actual:*	$90,517.22			$92,115.81	**$182,633.03**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.
80	410	305	6,058	1,500		500				3,500	165		5,000					2,400	3	6	6

Harris County Sheriff's Office	PT	402	PT	*Planned:*	$342,685.66			$342,685.66	**$685,371.32**
2011-HarrisCo-S-3YG-0013	***DWI Speed OP***			*Actual:*	$328,625.04			$328,624.93	**$657,249.97**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.
686	7,852		9,220	3,000		400				15,000	600							3,350	4	7	7

City of McKinney - Police Department	PT	402	PT	*Planned:*	$58,344.00			$66,422.08	**$124,766.08**
2012-McKinney-S-1YG-0024	***DWI Speed OP ITC***			*Actual:*	$46,429.44			$64,278.68	**$110,708.12**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.
10	250	275	2,600	620		450				2,200	90		1,100					2,500	4	6	6

City of Wylie - Police Department	PT	402	PT	*Planned:*	$23,465.50			$23,831.92	**$47,297.42**
2012-Wylie-S-MYG-Yr3-0093	***DWI Speed OP ITC***			*Actual:*	$3,334.77			$3,435.05	**$6,769.82**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.
30	75	118	1,670	130		10				2,000	128		254					1,500	2	6	5

County of Dallas	PT	402	PT	*Planned:*	$350,190.00			$351,960.58	**$702,150.58**
2012-Dallasco-S-1YG-0097				*Actual:*					

City of Irving - Police Department	PT	402	PT	*Planned:*	$181,750.00			$262,972.44	**$444,722.44**
2012-Irving-S-1YG-0039	***DWI Speed OP***			*Actual:*	$177,014.89			$327,818.65	**$504,833.54**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.
161	800		3,800	1,000		80				8,000	125							2,500	9	9	6

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP Comprehensive									***Group Project***
City of Odessa - Police Department	PT	402	PT	*Planned:*	$27,198.50			$27,208.59	**$54,407.09**
2012-Odessa-S-1YG-0007	***Speed OP ITC***			*Actual:*	$26,843.34			$31,758.70	**$58,602.04**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
	925	950	1,625	500		20				3,650			400					2,000	12	12	40

City of Fort Worth - Police Department	PT	402	PT	*Planned:*	$249,710.00			$134,506.16	**$384,216.16**
2012-Fortwort-S-1YG-0085	***DWI Speed OP ITC***			*Actual:*	$227,900.24			$126,287.71	**$354,187.95**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
500	5,575	5,275	6,000	850		300				12,000	150		1,500				6,500	6,500	4	4	4

City of Harlingen - Police Department	PT	402	PT	*Planned:*	$42,179.00			$47,003.48	**$89,182.48**
2012-Harlinge-S-1YG-0100	***DWI Speed OP ITC***			*Actual:*	$38,630.96			$53,330.28	**$91,961.24**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
55	15	45	1,500	150		150				2,500	150		200				1,000	2,000	6	5	5

Harris County Constable Precinct 7	PT	402	PT	*Planned:*	$96,531.75			$25,824.35	**$122,356.10**
2012-HarrisP7-S-1YG-0084	***Speed OP***			*Actual:*	$96,531.75			$25,824.36	**$122,356.11**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
	19		3,328	350		25				7,750								20,000	12	9	16

City of Austin - Police Department	PT	402	PT	*Planned:*	$506,752.36			$575,590.60	**$1,082,342.96**
2012-AustinPD-S-1YG-0093	***DWI Speed OP ITC***			*Actual:*	$421,355.19			$490,193.43	**$911,548.62**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
500	500	500	17,527	1,200		200				34,000	140		5,000				10,000	20,000	48	36	24

City of McAllen - Police Department	PT	402	PT	*Planned:*	$24,976.00			$24,976.00	**$49,952.00**
2012-McAllenP-S-1YG-0044	***DWI Speed OP ITC***			*Actual:*	$15,585.70			$15,586.00	**$31,171.70**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
140	140	140	998	170		20				350	105		240					2,000	2	4	4

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP Comprehensive									***Group Project***
City of Frisco - Police Department	PT	402	PT	*Planned:*	$59,964.75			$61,483.96	**$121,448.71**
2012-FriscoPD-S-1YG-0091	***DWI Speed OP***			*Actual:*	$58,043.73			$59,734.56	**$117,778.29**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
50	350		1,180	150		50				2,740	30							1,500	2	12	5

City of Corpus Christi - Police Department	PT	402	PT	*Planned:*	$90,206.50			$94,047.01	**$184,253.51**
2012-CorpusPD-S-1YG-0114	***DWI Speed***			*Actual:*	$75,449.11			$81,329.92	**$156,779.03**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
300	3,500		3,100							4,500	185							3,000	2	5	4

City of Garland - Police Department	PT	402	PT	*Planned:*	$249,360.00			$250,147.00	**$499,507.00**
2012-GarlandP-S-1YG-0013	***DWI Speed OP ITC***			*Actual:*	$249,360.00			$250,201.10	**$499,561.10**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
124	560	1,300	5,040	2,000		125				3,500	145		2,500					3,000	2	5	5

City of Plano - Police Department	PT	402	PT	*Planned:*	$139,297.72			$76,667.53	**$215,965.25**
2012-PlanoPD-S-1YG-0065	***Speed ITC***			*Actual:*	$125,494.09			$69,070.86	**$194,564.95**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
	700	1,200	3,300							5,900			2,000					2,000	4	8	6

City of Houston - Police Department	PT	402	PT	*Planned:*	$702,916.61			$1,761,344.63	**$2,464,261.24**
2012-HoustonP-S-1YG-0064	***DWI Speed OP ITC***			*Actual:*	$702,834.60			$1,829,120.22	**$2,531,954.82**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
993	10,794	6,760	18,649	9,950		2,150				18,975	612		3,875					4,000	3	5	5

Town of Addison - Police Department	PT	402	PT	*Planned:*	$7,706.00			$7,866.56	**$15,572.56**
2012-AddisonP-S-1YG-0060	***Speed OP ITC***			*Actual:*	$3,879.82			$4,214.89	**$8,094.71**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
	20	15	250	10		5				475			150					1,500	2	5	360

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP Comprehensive									***Group Project***
City of Euless - Police Department	PT	402	PT	*Planned:*	$69,972.60			$69,967.04	**$139,939.64**
2012-Euless-S-1YG-0058	***DWI Speed OP ITC***			*Actual:*	$69,733.14			$71,459.10	**$141,192.24**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
38	100	165	1,789	260		75				1,358	38		2,060					800	2	20	4

City of Brownsville - Police Department	PT	402	PT	*Planned:*	$52,726.40			$29,981.77	**$82,708.17**
2012-BrownsPD-S-1YG-0052	***DWI Speed OP***			*Actual:*	$52,570.44			$29,987.55	**$82,557.99**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
155	1,150		1,075	230		150				950	95							500	4	5	4

City of Baytown-Police Department	PT	402	PT	*Planned:*	$86,032.12			$9,834.20	**$95,866.32**
2012-Baytown-S-1YG-0049	***Speed OP***			*Actual:*	$51,717.91			$11,745.87	**$63,463.78**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
	160		1,664	641						5,625								2,500	4	4	4

City of Amarillo - Police Department	PT	402	PT	*Planned:*	$112,491.00			$99,139.70	**$211,630.70**
2012-Amarillo-S-1YG-0037	***DWI Speed OP***			*Actual:*	$98,487.41			$100,057.74	**$198,545.15**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
150			2,886	460		260				3,320	170							4,000	3	5	10

City of Mission - Police Department	PT	402	PT	*Planned:*	$94,370.84			$59,097.09	**$153,467.93**
2012-Mission-S-1YG-0045	***DWI Speed OP ITC***			*Actual:*	$68,085.19			$42,696.17	**$110,781.36**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
54	435	208	2,000	550		300				2,350	150		375					2,500	12	30	6

City of Haltom City - Police Department	PT	402	PT	*Planned:*	$45,156.64			$45,414.35	**$90,570.99**
2012-HaltomPD-S-1YG-0087	***Speed OP***			*Actual:*	$43,251.55			$43,512.77	**$86,764.32**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
	200		1,375	270		65				3,960								2,500	5	8	5

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP Comprehensive									***Group Project***
City of Hurst - Police Department	PT	402	PT	*Planned:*	$62,000.64			$30,637.49	**$92,638.13**
2012-HurstPD-S-1YG-0105	***DWI Speed***			*Actual:*	$49,817.58			$24,507.40	**$74,324.98**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			1,472							3,640	72						1,000	2,500	12	5	4

City of Cedar Park - Police Department	PT	402	PT	*Planned:*	$31,689.19			$42,308.86	**$73,998.05**
2012-CdrPrkPD-S-1YG-0070	***DWI Speed ITC***			*Actual:*	$25,326.72			$33,830.33	**$59,157.05**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
15	200	125	1,200							1,000	35		1,000					1,000	2	4	4

2012 - STEP Comprehensive Subtotals	*# of Projects:* 44	*Planned:*	$7,968,495.78	$8,178,009.17	**$16,146,504.95**
	42	*Actual:*	$5,637,473.99	$6,246,750.4	**$11,884,224.4**

Performance Data Summary:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
17,516	115,330	54,880	360,030	85,356		16,240				507,260	14,040		87,052				55,000	330,600	243	756	689

2012 - STEP DWI									***Group Project***
City of San Antonio - Police Department	K8FR	410	K8FR	*Planned:*	$556,482.84			$623,935.96	**$1,180,418.81**
2012-SanAntPD-S-1YG-0016	***DWI***			*Actual:*	$524,632.79			$815,090.62	**$1,339,723.41**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
2,700			14,669								2,238						2,666	2,666	12	12	12

Harris County Constable Precinct 4	K8FR	410	K8FR	*Planned:*	$48,053.82			$5,820.29	**$53,874.11**
2012-Harris4-S-1YG-0081	***DWI***			*Actual:*	$36,745.60			$5,400.21	**$42,145.81**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
65			850								170							1,500	30	6	12

2012 - STEP DWI Subtotals	*# of Projects:* 2	*Planned:*	$604,536.66	$629,756.25	**$1,234,292.92**
	2	*Actual:*	$561,378.39	$820,490.83	**$1,381,869.22**

Performance Data Summary:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
5,530			31,039								4,816						5,332	8,332	42	36	24

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - STEP WAVE Comprehensive									***Group Project***
City of Beaumont - Police Department	PT	402	PT	*Planned:*	$17,552.00			$18,823.44	**$36,375.44**
2012-Beaumont-S-1YG-0035	***Speed Wave OP Wave***			*Actual:*	$15,539.05			$19,053.12	**$34,592.17**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			470	390		115				740								5,500	3	5	9

City of Benbrook - Police Department	PT	402	PT	*Planned:*	$6,555.12			$6,557.86	**$13,112.98**
2012-Benbrook-S-1YG-0095	***Speed Wave OP Wave***			*Actual:*	$5,344.52			$5,347.64	**$10,692.16**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			185	45		3				478								1,000	1	4	8

2012 - STEP WAVE Comprehensive Subtotals	*# of Projects:* 2	*Planned:*	$24,107.12			$25,381.30	**$49,488.42**
	2	*Actual:*	$20,883.57			$24,400.76	**$45,284.33**

Performance Data Summary:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
			1,310	870		236				2,436								13,000	4	18	17

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 -STEP SPEED									***Group Project***
Harrison County	SC	402	SC	*Planned:*	$28,882.18			$76,488.45	**$105,370.63**
2012-Harrison-S-1YG-0043 *Speed*				*Actual:*	$6,932.50			$16,978.15	**$23,910.65**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
	1,360		1,650							4,620							1,852	2,500	3	12	18

City of Farmers Branch - Police Department	SC	402	SC	*Planned:*	$47,438.00			$47,483.33	**$94,921.33**
2012-Farmers -S-1YG-0076 *Speed*				*Actual:*	$45,794.04			$57,373.20	**$103,167.24**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
	135		1,413							4,450								2,000	3	5	5

City of Waskom	SC	402	SC	*Planned:*	$19,994.90			$20,531.32	**$40,526.22**
2012-Waskom-S-1YG-0079 *Speed*				*Actual:*	$15,827.27			$16,977.51	**$32,804.78**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
	6		853							2,920							1,800	3,000	4	8	8

City of Sugar Land - Police Department	SC	402	SC	*Planned:*	$45,863.32			$25,575.42	**$71,438.74**
2011-Sugarlan-S-3YG-0009 *Speed*				*Actual:*	$43,518.11			$36,697.95	**$80,216.06**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
	480		1,341							4,359								3,000	3	5	4

City of Lewisville - Police Department	SC	402	SC	*Planned:*	$44,083.20			$44,090.72	**$88,173.92**
2012-LewisvPD-S-1YG-0109 *Speed*				*Actual:*	$44,083.20			$44,093.26	**$88,176.46**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
	775		1,195							4,200								2,500	2	5	5

City of Mesquite - Police Department	SC	402	SC	*Planned:*	$44,642.39			$44,642.40	**$89,284.79**
2012-Mesquite-S-1YG-0015 *Speed*				*Actual:*	$44,642.39			$45,827.02	**$90,469.41**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
	525		1,200							4,200								2,000	4	5	5

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 -STEP SPEED									***Group Project***
City of Deer Park - Police Department	SC	402	SC	*Planned:*	$23,814.28			$46,488.26	**$70,302.54**
2012-DeerPark-S-1YG-0051 ***Speed***				*Actual:*	$23,814.28			$52,988.15	**$76,802.43**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
	112		860							2,580								2,000	3	6	6

City of Texas City - Police Department	SC	402	SC	*Planned:*	$41,995.98			$27,997.32	**$69,993.30**
2012-TexasCit-S-1YG-0096 ***Speed***				*Actual:*	$41,995.98			$31,667.51	**$73,663.49**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
	350		1,310							3,930								750	4	8	12

County of Denton	SC	402	SC	*Planned:*	$16,321.50			$16,433.47	**$32,754.97**
2012-DentonCo-S-1YG-0098 ***Speed***				*Actual:*	$13,677.36			$13,786.88	**$27,464.24**

Performance Data:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
	100		500							1,500								2,000	2	5	5

2012 -STEP SPEED Subtotals	*# of Projects:* 9	*Planned:*	$313,035.74			$349,730.69	**$662,766.43**
	9	*Actual:*	$280,285.13			$316,389.63	**$596,674.76**

Performance Data Summary:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Presentations	Media Exp.
	8,646		23,326							74,236							7,304	54,500	34	138	76

Enforcement Task Summary			Federal Funds	State Funding	Prog. Income	Local Match	Project Total
	# Projects: 203	*Planned:*	**$13,128,636.08**			**$11,456,703.46**	**$24,585,339.54**
	203	*Actual:*	**$9,171,503.75**			**$9,065,127.13**	**$18,236,630.88**

Project Cross-Reference by Task

Evaluation Projects

Organization / Project Number	*PA*	*Fund*	*Source*		*Federal Funds*	*State Funding*	*Prog. Income*	*Local Match*	*Project Total*
Sam Houston State University	AL	410	K8	*Planned:*	$549,356.04		$3,375.00	$546,098.25	**$1,098,829.29**
2012-SHSU-G-1YG-0051				*Actual:*	$436,037.81			$522,303.07	**$958,340.88**
Texas A&M Transportation Institute	AL	410	K8	*Planned:*	$203,195.94			$67,768.37	**$270,964.31**
2012-TTI-G-1YG-0074				*Actual:*	$131,104.44			$54,603.68	**$185,708.12**
Texas A&M Transportation Institute	OP	402	OP	*Planned:*	$60,352.60			$6,723.66	**$67,076.26**
2012-TTI-G-1YG-0081				*Actual:*	$54,096.90			$6,034.70	**$60,131.60**
Texas A&M Transportation Institute	OP	405	K2	*Planned:*	$49,998.73			$5,593.43	**$55,592.16**
2012-TTI-G-1YG-0172				*Actual:*	$45,075.35			$5,033.69	**$50,109.04**
Texas A&M Transportation Institute	AL	410	K8	*Planned:*	$94,858.98			$10,601.49	**$105,460.47**
2012-TTI-G-MYG-Yr3-0044				*Actual:*	$74,149.72			$8,328.40	**$82,478.12**
Texas A&M Transportation Institute	OP	402	OP	*Planned:*	$329,817.27			$37,049.93	**$366,867.20**
2012-TTI-G-MYG-Yr3-0049				*Actual:*	$312,192.66			$35,329.98	**$347,522.64**

			Federal Funds	*State Funding*	*Prog. Income*	*Local Match*	*Project Total*
Evaluation Task Summary	*# Projects:* 21	*Planned:*	**$1,347,579.56**		**$3,375.00**	**$673,835.13**	**$2,024,789.69**
	21	*Actual:*	**$1,107,192.60**			**$636,260.91**	**$1,743,453.51**

Project Cross-Reference by Task

Program Management Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Texas A&M Transportation Institute	PA	402	PA	Planned:	$55,073.16			$33,744.80	**$88,817.96**
2012-TTI-G-1YG-0020				Actual:	$47,212.93			$33,143.86	**$80,356.79**
Texas A&M Transportation Institute	PA	402	PA	Planned:	$40,513.22			$4,552.38	**$45,065.60**
2012-TTI-G-1YG-0021				Actual:	$39,404.66			$4,440.63	**$43,845.29**
Texas A&M Transportation Institute	AL	410	K8	Planned:	$46,388.43			$5,185.20	**$51,573.63**
2012-TTI-G-MYG-Yr3-0186				Actual:					
Texas Department of State Health Services - ISG	TR	408	K9	Planned:	$1,284,309.74			$1,224,645.11	**$2,508,954.85**
2012-TDSHS-IS-G-MYG-Yr3-0082				Actual:	$987,558.90			$1,201,586.91	**$2,189,145.81**
Texas District and County Attorneys Association	AL	410	K8FR	Planned:	$540,579.69			$565,906.15	**$1,106,485.84**
2012-TDCAA-G-1YG-0034				Actual:	$530,827.30			$619,686.57	**$1,150,513.87**
Texas Municipal Police Association	AL	410	K8	Planned:	$522,385.50			$560,078.68	**$1,082,464.18**
2012-TMPA-G-1YG-0002				Actual:	$485,264.42			$817,226.84	**$1,302,491.26**
TxDOT-TRFTS	TR	402	TR	Planned:	$287,700.00				**$287,700.00**
2012-TxDOT-TR-G-1YG-0159				Actual:	$65,317.51				**$65,317.51**
TxDOT-TRFTS	DE	406	K4DE	Planned:	$11,313.76				**$11,313.76**
2012-TxDOT-TR-G-1YG-0161				Actual:	$5,656.88				**$5,656.88**
TxDOT-TRFTS	TR	408	K9	Planned:	$302,000.00				**$302,000.00**
2012-TxDOT-TR-G-1YG-0162				Actual:	$161,708.60				**$161,708.60**
TxDOT-TRFTS	TR	402	TR	Planned:	$686,571.00				**$686,571.00**
2012-TxDOT-TR-G-1YG-0163				Actual:	$686,571.00				**$686,571.00**
Crash Records/Data Analysis Operations and CRIS									***Group Project***
TxDOT-TRFTS	TR	402	TR	Planned:		$3,224,564.00			**$3,224,564.00**
2012-TxDOT-TR-G-1YG-0151				Actual:		$2,187,795.49			**$2,187,795.49**
TxDOT-TRFTS	TR	402	TR	Planned:	$7,370.00				**$7,370.00**
2012-TxDOT-TR-G-1YG-0153				Actual:		$1,090,931.26			**$1,090,931.26**
TxDOT-TRFTS	TR	402	TR	Planned:					
2012-TxDOT-TR-G-1YG-0158				Actual:		$749,997.37			**$749,997.37**

Project Cross-Reference by Task

Program Management Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Crash Records/Data Analysis Operations and CRIS									***Group Project***
Crash Records/Data Analysis Operations and CRIS Subtotals	*# of Projects:* 3			*Planned:*	$7,370.00	$3,224,564.00			**$3,231,934.00**
		3		*Actual:*		$4,028,724.1			**$4,028,724.12**

Performance Data Summary:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.

eGrants Software Enhancement, Support and Management									***Group Project***
TxDOT-TRFTS	PA	402	PA	*Planned:*	$75,000.00				**$75,000.00**
2012-TxDOT-TR-G-1YG-0155				*Actual:*	$52,800.00				**$52,800.00**
TxDOT-TRFTS	PA	402	PA	*Planned:*		$50,000.00			**$50,000.00**
2012-TxDOT-TR-G-1YG-0156				*Actual:*		$50,000.00			**$50,000.00**
TxDOT-TRFTS	PA	402	PA	*Planned:*	$247,520.00				**$247,520.00**
2012-TxDOT-TR-G-1YG-0157				*Actual:*	$270,600.00				**$270,600.00**
eGrants Software Enhancement, Support and Management Subtotals	*# of Projects:* 3			*Planned:*	$322,520.00	$50,000.00			**$372,520.00**
		3		*Actual:*	$323,400.00	$50,000.00			**$373,400.00**

Performance Data Summary:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.

Project Cross-Reference by Task

Program Management Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
TRF-TS Traffic Safety Program Operations									***Group Project***
TxDOT-TRFTS	PA	402	PA	*Planned:*		$1,919,154.00			**$1,919,154.00**
2012-TxDOT-TR-G-1YG-0148				*Actual:*		$4,384,472.94			**$4,384,472.94**
TxDOT-TRFTS	PA	402	PA	*Planned:*					
2012-TxDOT-TR-G-1YG-0149				*Actual:*		$4,671.67			**$4,671.67**
TxDOT-TRFTS	PA	402	PA	*Planned:*					
2012-TxDOT-TR-G-1YG-0152				*Actual:*		$699.95			**$699.95**
TRF-TS Traffic Safety Program Operations Subtotals	*# of Projects:*	3		*Planned:*		$1,919,154.00			**$1,919,154.00**
		3		*Actual:*		$4,389,844.5			**$4,389,844.56**

Performance Data Summary:

Crashes related to...			*Enforce.*	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests							PI&E Materials				
Alcohol	*Speed*	*ITC*	*Hours*	*Adult*	*Teen*	*Child*	*HMV*	*Seatbelt*	*Speed*	*Speed*	*DWI*	*DUI*	*Minor*	*ITC*	*HMV*	*Other Citations*	*Other Arrests*	*Prod.*	*Dist.*	*Comm. Events*	*Present ations*	*Media Exp.*

			Federal Funds	*State Funding*	*Prog. Income*	*Local Match*	*Project Total*
Program Management Task Summary	*# Projects:* 19	*Planned:*	**$4,106,724.50**	**$5,193,718.00**		**$2,394,112.32**	**$11,694,554.82**
	19	*Actual:*	**$3,340,292.20**	**$8,468,568.68**		**$2,676,084.81**	**$14,484,945.69**

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
City of Austin - Public Works	PS	402	PS	Planned:	$10,200.00			$3,336.00	**$13,536.00**
2012-AustinPW-G-1YG-0057				Actual:	$10,200.00			$4,350.75	**$14,550.75**
City of El Paso Police Department (Safe Communities)	SA	402	SA	Planned:	$84,835.00			$133,268.14	**$218,103.14**
2012-ElPasSC-G-1YG-0012				Actual:					
City of Lubbock - Parks & Recreation	PS	402	PS	Planned:	$32,041.00			$25,246.00	**$57,287.00**
2012-LubbockP-G-1YG-0013				Actual:	$28,061.68			$22,637.95	**$50,699.63**
EnviroMedia Social Marketing	AL	410	K8HV	Planned:	$2,000,000.00			$6,000,000.00	**$8,000,000.00**
2012-EnviroMe-G-1YG-0173				Actual:	$1,948,978.19			$7,598,392.00	**$9,547,370.19**
Guerra Deberry Coody	OP	2011	K3	Planned:	$498,725.00			$1,525,000.00	**$2,023,725.00**
2012-GDC-G-1YG-0181				Actual:	$490,952.28			$2,391,313.00	**$2,882,265.28**
Hillcrest Baptist Medical Center-HHS	OP	2011	K3	Planned:	$192,315.00			$207,949.82	**$400,264.82**
2012-HHS-G-1YG-0023				Actual:	$191,770.93			$273,847.02	**$465,617.95**
Hillcrest Baptist Medical Center-Hillcrest	DE	402	DE	Planned:	$91,605.00			$46,249.32	**$137,854.32**
2012-Hillcres-G-1YG-0111				Actual:	$87,687.41			$81,936.44	**$169,623.85**
Hillcrest Baptist Medical Center-Hillcrest	AL	410	K8FR	Planned:	$180,432.50			$82,954.25	**$263,386.75**
2012-Hillcres-G-1YG-0112				Actual:	$161,891.06			$76,942.05	**$238,833.11**
Hillcrest Baptist Medical Center-Hillcrest	AL	402	AL	Planned:	$188,490.00			$204,821.21	**$393,311.21**
2012-Hillcres-G-1YG-0138				Actual:	$183,951.26			$203,031.38	**$386,982.64**
Injury Prevention Center of Greater Dallas	OP	2011	K3	Planned:	$91,330.94			$17,778.44	**$109,109.38**
2012-IPCOGD-G-1YG-0094				Actual:	$91,330.94			$20,023.37	**$111,354.31**
Mothers Against Drunk Driving	AL	410	K8FR	Planned:	$263,006.27			$272,307.00	**$535,313.27**
2012-MADD-G-1YG-0038				Actual:	$214,804.96			$291,304.75	**$506,109.71**
Mothers Against Drunk Driving	AL	410	K8FR	Planned:	$800,394.50			$276,700.00	**$1,077,094.50**
2012-MADD-G-1YG-0046				Actual:	$610,673.26			$2,322,145.68	**$2,932,818.94**
Mothers Against Drunk Driving	AL	410	K8FR	Planned:	$148,539.75			$50,006.85	**$198,546.60**
2012-MADD-G-1YG-0047				Actual:					
Mothers Against Drunk Driving	AL	410	K8FR	Planned:	$118,583.90			$41,115.09	**$159,698.99**
2012-MADD-G-1YG-0048				Actual:	$84,202.84			$181,171.79	**$265,374.63**
Mothers Against Drunk Driving	AL	410	K8FR	Planned:	$150,000.00			$50,015.48	**$200,015.48**
2012-MADD-G-1YG-0049				Actual:	$102,557.25			$193,524.43	**$296,081.68**

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*
Mothers Against Drunk Driving	AL	410	K8FR	*Planned:*	$145,292.25			$50,012.10	**$195,304.35**
2012-MADD-G-1YG-0050				*Actual:*	$93,220.53			$165,047.29	**$258,267.82**
National Safety Council	DE	402	DE	*Planned:*	$192,753.78			$192,748.91	**$385,502.69**
2012-NSC-G-1YG-0130				*Actual:*	$169,647.53			$166,218.00	**$335,865.53**
Safety City Abilene	PS	402	PS	*Planned:*	$15,174.00			$1,714.00	**$16,888.00**
2012-SafetyCi-G-1YG-0010				*Actual:*	$14,871.46			$1,679.97	**$16,551.43**
Scott and White Memorial Hospital	OP	2011	K3	*Planned:*	$227,984.96			$66,286.32	**$294,271.28**
2011-ScottWhi-G-3YG-0038				*Actual:*	$198,724.28			$64,493.65	**$263,217.93**
Sherry Matthews Advocacy Marketing	AL	402	AL	*Planned:*	$585,491.00			$745,170.00	**$1,330,661.00**
2011-SMAM-G-3YG-0025				*Actual:*	$540,974.00				**$540,974.00**
Sherry Matthews Advocacy Marketing	AL	410	K8PM	*Planned:*	$818,000.00			$1,041,091.00	**$1,859,091.00**
2011-SMAM-G-3YG-0029				*Actual:*	$817,988.89			$3,502,097.00	**$4,320,085.89**
Sherry Matthews Advocacy Marketing	AL	410	K8PM	*Planned:*	$570,964.00			$321,167.00	**$892,131.00**
2011-SMAM-G-3YG-0030				*Actual:*	$561,089.39				**$561,089.39**
Sherry Matthews Advocacy Marketing	AL	410	K8PM	*Planned:*	$300,878.00			$169,244.00	**$470,122.00**
2012-SMAM-G-1YG-0122				*Actual:*	$300,869.26			$306,168.00	**$607,037.26**
Sherry Matthews Advocacy Marketing	MC	2010	K6	*Planned:*	$499,948.00			$347,422.00	**$847,370.00**
2012-SMAM-G-1YG-0127				*Actual:*	$499,944.69			$697,201.00	**$1,197,145.69**
Sherry Matthews Advocacy Marketing	OP	405	K2PM	*Planned:*	$1,500,000.00			$4,500,000.00	**$6,000,000.00**
2012-SMAM-G-1YG-0171				*Actual:*	$1,499,979.12			$6,596,413.69	**$8,096,392.81**
Sherry Matthews Advocacy Marketing	DE	402	DE	*Planned:*		$1,713,570.00		$571,191.00	**$2,284,761.00**
2012-SMAM-G-1YG-0174				*Actual:*		$1,713,300.51		$887,686.00	**$2,600,986.51**
Texans Standing Tall	AL	410	K8	*Planned:*	$233,501.06			$99,585.68	**$333,086.74**
2012-TST-G-1YG-0026				*Actual:*	$233,501.06			$109,214.75	**$342,715.81**
Texas A&M Transportation Institute	RH	402	RH	*Planned:*	$58,872.38			$6,578.80	**$65,451.18**
2012-TTI-G-1YG-0067				*Actual:*	$56,158.03			$6,297.84	**$62,455.87**
Texas A&M Transportation Institute	MC	402	MC	*Planned:*	$283,174.97			$42,841.43	**$326,016.40**
2012-TTI-G-1YG-0071				*Actual:*	$268,907.08			$45,682.56	**$314,589.64**
Texas A&M Transportation Institute	AL	410	K8FR	*Planned:*	$66,665.81			$22,250.37	**$88,916.18**
2012-TTI-G-1YG-0073				*Actual:*	$51,422.43			$17,267.22	**$68,689.65**

Project Cross-Reference by Task

Public Information Campaigns Projects

Organization / Project Number	*PA*	*Fund*	*Source*		*Federal Funds*	*State Funding*	*Prog. Income*	*Local Match*	*Project Total*
Texas A&M Transportation Institute	DE	402	DE	*Planned:*	$48,665.20			$5,446.60	**$54,111.80**
2012-TTI-G-1YG-0079				*Actual:*	$44,440.68			$5,014.02	**$49,454.70**
Texas A&M Transportation Institute	DE	402	DE	*Planned:*	$408,754.76			$342,013.85	**$750,768.61**
2012-TTI-G-1YG-0099				*Actual:*	$396,467.49			$948,185.26	**$1,344,652.75**
Texas A&M Transportation Institute	AL	410	K8	*Planned:*	$162,188.07			$63,610.17	**$225,798.24**
2012-TTI-G-1YG-0100				*Actual:*	$148,240.84			$78,393.35	**$226,634.19**
Texas A&M Transportation Institute	AL	410	K8	*Planned:*	$54,389.98			$6,070.72	**$60,460.70**
2012-TTI-G-MYG-Yr3-0047				*Actual:*	$49,840.55			$5,565.49	**$55,406.04**
Texas A&M University-Corpus Christi	SA	402	SA	*Planned:*	$50,795.91			$55,535.52	**$106,331.43**
2012-TAMUCC-G-1YG-0095				*Actual:*	$49,278.54			$54,843.35	**$104,121.89**
Texas AgriLife Extension Service	OP	402	OP	*Planned:*	$260,575.02			$262,180.80	**$522,755.82**
2012-Texas Ag-G-1YG-0004				*Actual:*	$250,852.01			$259,024.53	**$509,876.54**
Texas AgriLife Extension Service	AL	410	K8	*Planned:*	$272,201.93			$117,197.90	**$389,399.83**
2012-Texas Ag-G-1YG-0096				*Actual:*	$258,613.70			$115,592.12	**$374,205.82**
Texas AgriLife Extension Service	SA	402	SA	*Planned:*	$40,469.91			$33,875.10	**$74,345.01**
2012-Texas Ag-G-1YG-0097				*Actual:*	$37,085.12			$47,778.61	**$84,863.73**
Texas AgriLife Extension Service	AL	410	K8	*Planned:*	$38,266.21			$14,367.78	**$52,633.99**
2012-Texas Ag-G-1YG-0098				*Actual:*	$34,861.82			$23,904.96	**$58,766.78**
Texas Alcoholic Beverage Commission	AL	410	K8	*Planned:*	$250,000.14			$138,525.61	**$388,525.75**
2012-TABC-G-1YG-0107				*Actual:*	$242,632.39			$199,364.21	**$441,996.60**
Texas Children's Hospital	OP	2011	K3	*Planned:*	$133,934.72		$10,000.00	$206,850.84	**$350,785.56**
2012-TCH-G-1YG-0139				*Actual:*	$129,861.43			$315,993.56	**$445,854.99**
Texas Department of State Health Services	OP	402	OP	*Planned:*	$900,000.00			$900,000.00	**$1,800,000.00**
2012-TDSHS-G-MYG-Yr3-0244				*Actual:*	$879,445.55			$882,897.14	**$1,762,342.69**
Texas Engineering Extension Service - ESTI	EM	402	EM	*Planned:*	$536,224.85			$795,412.80	**$1,331,637.65**
2012-TEEXESTI-G-1YG-0033				*Actual:*	$431,491.83			$2,238,740.54	**$2,670,232.37**
Texas Municipal Courts Education Center	DE	402	DE	*Planned:*	$184,870.80			$185,840.52	**$370,711.32**
2012-TMCEC-G-1YG-0090				*Actual:*	$157,784.04			$174,189.92	**$331,973.96**
Texas Municipal Police Association	PT	402	PT	*Planned:*	$826,661.36			$100,330.00	**$926,991.36**
2011-TMPA-G-3YG-0003				*Actual:*	$733,737.99			$228,090.03	**$961,828.02**
ThinkStreet	OP	405	K2PM	*Planned:*	$599,843.70			$1,800,000.00	**$2,399,843.70**
2011-ThinkSt-G-3YG-0031				*Actual:*	$591,420.72			$2,137,093.39	**$2,728,514.11**

Project Cross-Reference by Task

Public Information Campaigns Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
ThinkStreet	DE	402	DE	Planned:	$449,948.95			$1,083,125.00	**$1,533,073.95**
2012-ThinkSt-G-1YG-0032				Actual:	$445,821.18			$9,999,999.00	**$10,445,820.18**
ThinkStreet	AL	410	K8FR	Planned:	$671,088.37			$971,600.00	**$1,642,688.37**
2012-ThinkSt-G-1YG-0040				Actual:	$660,619.80			$4,161,563.00	**$4,822,182.80**
ThinkStreet	AL	410	K8PM	Planned:	$908,937.35			$1,357,699.99	**$2,266,637.34**
2012-ThinkSt-G-1YG-0041				Actual:	$903,543.32			$6,079,364.93	**$6,982,908.25**
ThinkStreet	DE	402	DE	Planned:	$599,988.35			$1,233,750.00	**$1,833,738.35**
2012-ThinkSt-G-1YG-0042				Actual:	$592,572.10			$2,209,436.00	**$2,802,008.10**
ThinkStreet	AL	410	K8PM	Planned:	$299,838.35			$600,000.16	**$899,838.51**
2012-ThinkSt-G-1YG-0131				Actual:	$295,967.18			$6,606,358.00	**$6,902,325.18**
ThinkStreet	DE	402	DE	Planned:		$424,959.03		$275,000.00	**$699,959.03**
2012-ThinkSt-G-1YG-0175				Actual:		$422,627.25			**$422,627.25**
ThinkStreet	AL	410	K8PM	Planned:	$1,130,000.50			$936,595.71	**$2,066,596.21**
2012-ThinkSt-G-MYG-Yr3-0209				Actual:	$1,121,270.39			$3,257,826.00	**$4,379,096.39**
Travis County Attorney's UDPP	AL	410	K8	Planned:	$196,441.42			$321,440.00	**$517,881.42**
2012-Travis C-G-1YG-0003				Actual:	$167,774.09			$334,591.34	**$502,365.43**
2012 - Project Celebration									***Group Project***
TxDOT-Beaumont	AL	402	AL	Planned:		$7,000.00			**$7,000.00**
2012-PC-Tx-BMT-00028				Actual:		$7,312.00			**$7,312.00**
TxDOT-Yoakum	AL	402	AL	Planned:		$6,500.00			**$6,500.00**
2012-PC-Tx-YKM-00004				Actual:		$5,475.00			**$5,475.00**
TxDOT-Abilene	AL	402	AL	Planned:		$6,500.00			**$6,500.00**
2012-PC-Tx-ABL-00005				Actual:		$6,820.00			**$6,820.00**

Project Cross-Reference by Task

Public Information Campaigns Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - Project Celebration									***Group Project***
TxDOT-Amarillo	AL	402	AL	*Planned:*		$7,000.00			**$7,000.00**
2012-PC-Tx-AMA-00006				*Actual:*		$5,525.00			**$5,525.00**
TxDOT-San Antonio	AL	402	AL	*Planned:*		$11,250.00			**$11,250.00**
2012-PC-Tx-SAT-00007				*Actual:*		$6,600.00			**$6,600.00**
TxDOT-Tyler	AL	402	AL	*Planned:*		$9,000.00			**$9,000.00**
2012-PC-Tx-TYL-00008				*Actual:*		$7,000.00			**$7,000.00**
TxDOT-Waco	AL	402	AL	*Planned:*		$10,000.00			**$10,000.00**
2012-PC-Tx-WAC-00010				*Actual:*		$8,888.00			**$8,888.00**
TxDOT-Paris	AL	402	AL	*Planned:*		$7,500.00			**$7,500.00**
2012-PC-Tx-PAR-00011				*Actual:*		$6,050.00			**$6,050.00**
TxDOT-Pharr	AL	402	AL	*Planned:*		$7,500.00			**$7,500.00**
2012-PC-Tx-PHR-00012				*Actual:*		$3,600.00			**$3,600.00**
TxDOT-San Angelo	AL	402	AL	*Planned:*		$6,250.00			**$6,250.00**
2012-PC-Tx-SJT-00013				*Actual:*		$5,418.00			**$5,418.00**
TxDOT-Lubbock	AL	402	AL	*Planned:*		$10,000.00			**$10,000.00**
2012-PC-Tx-LBB-00014				*Actual:*		$8,721.00			**$8,721.00**
TxDOT-Lufkin	AL	402	AL	*Planned:*		$7,000.00			**$7,000.00**
2012-PC-Tx-LKF-00015				*Actual:*		$6,583.00			**$6,583.00**
TxDOT-Houston	AL	402	AL	*Planned:*		$12,000.00			**$12,000.00**
2012-PC-Tx-HOU-00018				*Actual:*		$10,500.00			**$10,500.00**
TxDOT-Ft. Worth	AL	402	AL	*Planned:*		$11,250.00			**$11,250.00**
2012-PC-Tx-FTW-00017				*Actual:*		$9,562.50			**$9,562.50**
TxDOT-Laredo	AL	402	AL	*Planned:*		$6,250.00			**$6,250.00**
2012-PC-Tx-LRD-00019				*Actual:*		$600.00			**$600.00**

Project Cross-Reference by Task

Public Information Campaigns Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2012 - Project Celebration									***Group Project***
TxDOT-CorpusChristi	AL	402	AL	*Planned:*		$7,000.00			**$7,000.00**
2012-PC-Tx-CRP-00020				*Actual:*		$6,600.00			**$6,600.00**
TxDOT-Dallas	AL	402	AL	*Planned:*		$12,000.00			**$12,000.00**
2012-PC-Tx-DAL-00021				*Actual:*		$11,500.00			**$11,500.00**
TxDOT-El Paso	AL	402	AL	*Planned:*		$7,000.00			**$7,000.00**
2012-PC-Tx-ELP-00022				*Actual:*		$7,000.00			**$7,000.00**
TxDOT-Brownwood	AL	402	AL	*Planned:*		$6,500.00			**$6,500.00**
2012-PC-Tx-BWD-00023				*Actual:*		$6,500.00			**$6,500.00**
TxDOT-Bryan	AL	402	AL	*Planned:*		$6,500.00			**$6,500.00**
2012-PC-Tx-BRY-00024				*Actual:*		$6,964.20			**$6,964.20**
TxDOT-Childress	AL	402	AL	*Planned:*		$6,250.00			**$6,250.00**
2012-PC-Tx-CHS-00025				*Actual:*		$4,610.00			**$4,610.00**
TxDOT-Atlanta	AL	402	AL	*Planned:*		$6,500.00			**$6,500.00**
2012-PC-Tx-ATL-00026				*Actual:*		$6,500.00			**$6,500.00**
TxDOT-Austin	AL	402	AL	*Planned:*		$10,000.00			**$10,000.00**
2012-PC-Tx-AUS-00027				*Actual:*		$6,000.00			**$6,000.00**
TxDOT-Odessa	AL	402	AL	*Planned:*		$6,250.00			**$6,250.00**
2012-PC-Tx-ODA-00016				*Actual:*		$4,000.00			**$4,000.00**
TxDOT-Wichita Falls	AL	402	AL	*Planned:*		$7,000.00			**$7,000.00**
2012-PC-Tx-WFS-00003				*Actual:*		$6,650.00			**$6,650.00**
2012 - Project Celebration Subtotals		*# of Projects:*	25	*Planned:*		$200,000.00			**$200,000.00**
			25	*Actual:*		$164,978.70			**$164,978.70**

Performance Data Summary:

Crashes related to... Alcohol	Speed	ITC	Enforce. Hours	Safety Belt/Seat Citations Adult	Teen	Child	CMV Citations HMV	Seatbelt	Speed	Other Citations/Arrests Speed	DWI	DUI Minor	ITC	HMV	Other Citations	Other Arrests	PI&E Materials Prod.	Dist.	Comm. Events	Present ations	Media Exp.

Project Cross-Reference by Task

Public Information Campaigns Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Driver Education and Behavior - Local Events									***Group Project***
TxDOT-TRFTS	DE	402	DE	*Planned:*		$7,000.00			**$7,000.00**
2012-TxDOT-TR-G-1YG-0166				*Actual:*		$1,933.75			**$1,933.75**
TxDOT-TRFTS	DE	402	DE	*Planned:*		$19,000.00			**$19,000.00**
2012-TxDOT-TR-G-1YG-0164				*Actual:*		$5,567.00			**$5,567.00**
TxDOT-TRFTS	DE	402	DE	*Planned:*		$19,000.00			**$19,000.00**
2012-TxDOT-TR-G-1YG-0165				*Actual:*		$7,203.26			**$7,203.26**
Driver Education and Behavior - Local Events Subtotals	*# of Projects:*	3		*Planned:*		$45,000.00			**$45,000.00**
		3		*Actual:*		$14,704.01			**$14,704.01**

Performance Data Summary:

Crashes related to...			*Enforce. Hours*	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests							PI&E Materials				
Alcohol	*Speed*	*ITC*		*Adult*	*Teen*	*Child*	*HMV*	*Seatbelt*	*Speed*	*Speed*	*DWI*	*DUI Minor*	*ITC*	*HMV*	*Other Citations*	*Other Arrests*	*Prod.*	*Dist.*	*Comm. Events*	*Presentations*	*Media Exp.*

			Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Public Information Campaigns Task Summary	*# Projects:*	58 *Planned:*	**$19,373,284.92**	**$2,383,529.03**	**$10,000.00**	**$28,920,519.28**	**$50,687,333.23**
		58 *Actual:*	**$18,137,982.57**	**$2,315,610.47**		**$66,589,896.33**	**$87,043,489.37**

Project Cross-Reference by Task

Training Projects

Organization / Project Number	*PA*	*Fund*	*Source*		*Federal Funds*	*State Funding*	*Prog. Income*	*Local Match*	*Project Total*
City of Austin - ISD	DE	402	DE	*Planned:*	$23,826.73			$25,455.38	**$49,282.11**
2012-AISD-G-1YG-0091				*Actual:*	$19,073.89			$31,844.97	**$50,918.86**
Education Service Center, Region VI	SB	402	SB	*Planned:*	$91,999.55			$57,713.00	**$149,712.55**
2012-ESCVI-G-1YG-0036				*Actual:*	$89,418.10			$73,897.62	**$163,315.72**
Education Service Center, Region VI	DE	402	DE	*Planned:*	$75,951.24			$52,557.26	**$128,508.50**
2012-ESCVI-G-MYG-Yr3-0080				*Actual:*	$73,287.20			$74,723.27	**$148,010.47**
Sam Houston State University	AL	410	K8FR	*Planned:*	$195,136.78			$63,066.02	**$258,202.80**
2011-SHSU-G-3YG-0037				*Actual:*	$134,033.15			$103,721.61	**$237,754.76**
Texas A&M Transportation Institute	PT	402	PT	*Planned:*	$85,893.71			$9,612.97	**$95,506.68**
2011-TTI-G-3YG-0010				*Actual:*	$66,012.59			$8,038.74	**$74,051.33**
Texas A&M Transportation Institute	AL	410	K8	*Planned:*	$160,432.97			$53,535.36	**$213,968.33**
2012-TTI-G-1YG-0008				*Actual:*	$140,630.26			$55,661.07	**$196,291.33**
Texas A&M Transportation Institute	MC	402	MC	*Planned:*	$155,142.94			$18,011.71	**$173,154.65**
2012-TTI-G-1YG-0070				*Actual:*	$154,065.36			$18,708.75	**$172,774.11**
Texas A&M Transportation Institute	MC	402	MC	*Planned:*	$52,077.35			$5,807.43	**$57,884.78**
2012-TTI-G-1YG-0072				*Actual:*	$49,537.14			$5,584.60	**$55,121.74**
Texas A&M Transportation Institute	AL	410	K8	*Planned:*	$88,269.85			$9,868.61	**$98,138.46**
2012-TTI-G-MYG-Yr3-0117				*Actual:*	$73,482.77			$8,224.28	**$81,707.05**
Texas Association of Counties	AL	410	K8	*Planned:*	$256,832.52			$98,652.00	**$355,484.52**
2012-TAC-G-1YG-0106				*Actual:*	$173,010.23			$148,335.00	**$321,345.23**
Texas Bicycle Coalition Education Fund	PS	402	PS	*Planned:*	$85,134.60			$16,055.20	**$101,189.80**
2012-TBC-G-1YG-0132				*Actual:*	$72,903.75			$18,738.96	**$91,642.71**
Texas Center for the Judiciary	AL	410	K8	*Planned:*	$779,254.56			$843,804.00	**$1,623,058.56**
2012-TCJ-G-1YG-0056				*Actual:*	$683,508.17			$1,425,932.02	**$2,109,440.19**
Texas Engineering Extension Service - ITSI	RS	402	RS	*Planned:*	$78,571.04			$93,912.00	**$172,483.04**
2012-TEEXITSI-G-1YG-0110				*Actual:*	$70,900.85			$149,415.56	**$220,316.41**
Texas Engineering Extension Service - ITSI	SB	402	SB	*Planned:*	$48,265.66			$5,467.50	**$53,733.16**
2012-TEEXITSI-G-1YG-0128				*Actual:*	$35,356.02			$7,580.12	**$42,936.14**
Texas Justice Court Training Center	AL	410	K8	*Planned:*	$173,411.17			$177,419.20	**$350,830.37**
2012-TJCTC-G-MYG-Yr3-0093				*Actual:*	$115,286.90			$127,832.57	**$243,119.47**
Texas Municipal Courts Education Center	AL	402	AL	*Planned:*	$282,411.80		$6,550.00	$289,360.30	**$578,322.10**
2012-TMCEC-G-1YG-0089				*Actual:*	$282,411.80			$349,188.85	**$631,600.65**

Project Cross-Reference by Task

Training Projects

Organization / Project Number	*PA*	*Fund*	*Source*		*Federal Funds*	*State Funding*	*Prog. Income*	*Local Match*	*Project Total*
Texas Municipal Police Association	AL	410	K8	*Planned:*	$403,112.77			$251,100.00	**$654,212.77**
2011-TMPA-G-3YG-0004				*Actual:*	$400,516.70			$311,446.86	**$711,963.56**
Texas Municipal Police Association	AL	410	K8	*Planned:*	$511,697.79			$511,625.70	**$1,023,323.49**
2012-TMPA-G-1YG-0053				*Actual:*	$458,354.11			$553,278.35	**$1,011,632.46**
Texas Operation Lifesaver	RH	402	RH	*Planned:*	$29,948.00			$35,702.00	**$65,650.00**
2012-TxOpLife-G-1YG-0105				*Actual:*	$22,304.59			$44,568.57	**$66,873.16**
The University of Texas at Arlington	RS	402	RS	*Planned:*	$481,352.17			$638,256.79	**$1,119,608.96**
2011-UTatArli-G-3YG-0032				*Actual:*	$481,343.17			$711,209.11	**$1,192,552.28**
The University of Texas at Arlington	PS	402	PS	*Planned:*	$246,612.04			$79,427.17	**$326,039.21**
2012-UTatArli-G-1YG-0113				*Actual:*	$76,420.20			$6,203.07	**$82,623.27**
University Medical Center of El Paso	OP	2011	K3	*Planned:*	$82,741.12			$71,920.18	**$154,661.30**
2012-UMCEP-G-1YG-0087				*Actual:*	$78,862.03			$78,386.72	**$157,248.75**
University of Houston/Downtown	AL	410	K8	*Planned:*	$167,355.00			$233,248.05	**$400,603.05**
2012-UHD-G-1YG-0092				*Actual:*	$167,355.00			$242,640.00	**$409,995.00**

			Federal Funds	*State Funding*	*Prog. Income*	*Local Match*	*Project Total*
Training Task Summary	*# Projects:* 23	*Planned:*	**$4,555,431.36**		**$6,550.00**	**$3,641,577.83**	**$8,203,559.19**
	23	*Actual:*	**$3,918,073.98**			**$4,555,160.67**	**$8,473,234.65**

Appendix B

NHTSA REVIEW CHECKLIST

CHECKLIST

The NHTSA Checklist has been included to demonstrate how the Annual Report addresses the specified criteria.

Performance Goals		
Criteria	**Program Comments**	**Reference**
Does the state specify, for each of its funded grant programs, its performance goals in the AR?		Section 2: Goals, Performance Measures Table
Does the state provide updated information (most current year data) to identify progress they are making towards attaining each performance goal?		Section 2: Performance Measures Table
Does state specify its baseline rate and most current level of performance under each measure given for each goal?		Section 2: Performance Measures Table
Does the state specify interim measures that would be indicative of program and/or project success toward attainment of the performance measures?		Section 2: Crash Summary, Performance Measure Trends/Crash Data
If the state uses fatality information as a performance measure indicator, does the state's data correspond to the same data from FARS (i.e., belt use in fatalities, percentage of alcohol use in fatals)?	TxDOT CRIS does not close out a fiscal year by refusing crash reports beyond a specified date as does FARS. Therefore, the specific values may not always match FARS exactly, but the trends do correspond between FARS and TXDOT.	Section 2: Performance Measures Table, Performance Measure Trends/Crash Data
Can you determine from the AR whether or not the state is progressing toward the attainment of their stated performance goals?		Section 2
Does AR narrative discuss reasons/issues where progress is not being made toward attainment of performance goals?		Section 2: Challenges
Is there an explanation of how the projects and activities funded during the Fiscal Year contributed to meeting the State's highway safety goals as identified in the Performance Plan?	Individual project results and activities are provided by program area in Section 3. Paid media efforts are reported by campaign in Section 4, and Section 6 identifies best practices by specific projects.	Sections 3, 4, 6
Where data has become available, has the State reported on progress from prior year projects that have contributed to meeting current State highway safety goals?		
Certifications & Assurances		
Is there a description of the activities implemented to:		
° Support national safety belt and impaired driving mobilizations		Section 3: Program Area Reports
° Sustain enforcement of impaired driving, OP, and speed statutes		Section 3: Program Area Reports
° Conduct annual safety belt survey		Section 3: Occupant Protection
° Develop statewide data systems		Section 3: Traffic Records
Section 163 .08 BAC Incentive Grant:		
If State expended Section 163 funds, did		Not Applicable

the State note by Program Area, amount:		
° Planned		Not Applicable
° Obligated		Not Applicable
° Expended		Not Applicable
° Amount To Local-minimum 40%. (Local Benefit not applicable if State has declared that 163 funds are being used as 405, 410, or 411 and so notes in this FY's HSP and Annual Report. To be able to declare, the State must first have been awarded such funds. If used as P and A there is a 10% Limitation.)		Not Applicable
Section 405 Occupant Protection Incentive Grant		
If State qualified for funding:		
° Documentation detailing the program activities that were accomplished?		Section 3: Occupant Protection Section 4: Paid Media
Section 406 Safety Belt Performance Grant		
If State qualified for funding:		
° Documentation detailing the program activities that were accomplished?		Section 4: Occupant Protection Section 4: Paid Media
Section 408 State Traffic Safety Information System Improvement Grant		
If State qualified for funding:		
° Documentation detailing the program activities that were accomplished (or reference to a separate report detailing such accomplishments)?		Section 3: Traffic Records
Section 410 Alcohol Impaired Driving Countermeasure Grant		
If State qualified for funding:		
° Documentation detailing the program activities that were accomplished?		Section 3: Alcohol and Other Drugs
Section 2010 Motorcycle Safety Grant		
If State qualified for funding:		
° Documentation detailing the program activities that were accomplished?		Section 3: Motorcycle Safety
Section 2011 Child Safety and Child Booster Seat Incentive Grants		
If State qualified for funding		
Documentation detailing the program activities that were accomplished, in accordance with the Notice published in the Federal Register, Vol. 71, No. 20, Tuesday, January 31, 2006:		
1. For programs to purchase and distribute child restraints for low income families: a. A description of the programs used to purchase and distribute child restraints for low income families. b. The number of child restraints distributed.		Not Applicable
2. For programs to support enforcement of child restraint laws: a. A description of the programs used to support enforcement of child restraint		Not Applicable

laws. b. A list of participating law enforcement agencies and the counties they serve.		
3. For programs to train child passengers safety professionals: a. A description of the training classes conducted and the curricula used to train individuals and groups. b. The number and location of training classes conducted and the individuals or groups trained. c. The number of child passenger safety technicians certified.		Section 3: Occupant Protection
4. For programs to educate the public: a. A description of the programs used to educate the public concerning the proper use and installation of child restraints. b. A list of child restraint inspection stations/check-up events/clinics, including their locations. c. An estimate of the number of child restraints checked at inspection stations/check-up events/clinics.		Section 4:Paid Media Child Passenger Safety Campaign
Section 154 Open Container Transfer		
If State received 154 funds and programmed to impaired driving:		
° Documentation detailing the program activities that were accomplished?		Not Applicable
Section 164 Repeat DWI Offender Transfer		
If State received 164 funds and programmed to impaired driving:		
° Documentation detailing the program activities that were accomplished?		Not Applicable
Ideas for Annual Evaluation Reports (Not required, but listed as examples to enhance AR)		
° Cover page containing the State, Governor's name, GR, Highway Safety Program Coordinator including contact information (name, address, phone, fax, e-mail)		Present
° Table of Contents		Present
° Executive summary		Present
° Legislative Summary		Present
° Statewide program overview, including information on the Highway Safety Programs and who is involved in administering the programs.		Section 1: Texas Traffic Safety Program
° Data in easy to read format such as charts, graphs or columns showing performance measures and results, and highlighting key information and special selections	Easy to read charts and tables are used in Section 2 to illustrate performance measure data and Section 5 to illustrate financial data.	Sections 2 and 5
° Analysis of key projects describing how they contributed to meeting the State's highway safety goals	Section 3 contains detailed results for each project listed by program area. Each project summary contains the targets (or goals) and the actual results.	Sections 3 and 6

	In addition the approved budget along with actual expenditures is included. Section 6 contains best practices as identified on the individual project level.	
° Fiscal overview of obligations and expenditures by program areas w/graphs and charts		Section 5
° List of traffic safety partners and/or groups used in the programs		
° Future goals to be reached or targeted. (National and/or Statewide)		Section 3: Performance Measures Table
° Can the AR serve as good marketing document for the state's highway safety program and their role in improving highway safety within the state? Explain:	The FY10 annual report provides comprehensive and meaningful information for all Texas Traffic Safety stakeholders. Due to the automation of certain grant management functions in the eGrants system we were to provide "project level" summaries regarding performance and expenditures in the AR. This level of information is allowing us to further examine and highlight "what works".	
Evaluations		
List any evaluations that were conducted and obtain copy of the reports	SAO	Final reports will be provided to NHTSA Region 6 Office as they become available