TEXAS HIGHWAY SAFETY ANNUAL REPORT

FY 2011

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PURPOSE OF THIS DOCUMENT

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

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EXECUTIVE SUMMARY

TEXAS TRAFFIC SAFETY PROGRAM

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

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

CRASH DATA

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

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

ACCOMPLISHING THE GOALS

Education & Training

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

Enforcement Efforts

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

Special Safety Belt and Impaired Driving Campaigns

Click It or Ticket Mobilization

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

Impaired Driving Mobilization for Labor Day

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

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

Federal Funding

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

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

PLANNING FUTURE IMPROVEMENTS

Continued Focus on Alcohol-Related Fatalities

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

Share the Road

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

Strategic Planning

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

Improved Crash Reporting

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

Alcohol Program Assessment

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

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

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

The following table outlines the summary of the group discussion:

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

Section One

TEXAS TRAFFIC SAFETY PROGRAM

THE TEXAS TRAFFIC SAFETY PROGRAM

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

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

Traffic Safety Program Areas

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

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

Program Funding

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

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

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

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

THE TRAFFIC SAFETY ORGANIZATION

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

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

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

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

Traffic Safety Section

Terry Pence
Section Director

Rebecca Woloshen
Administrative Assistant

Program Management

Jim Hollis
Programs Director

- Vacant - *Lead Worker*	**Ruby Martinez, PHR/LRD** *Traffic Safety Specialist*
Shirley Ashbrook *Program Manager*	**Terri Miller, BRY** *Traffic Safety Specialist*
Lauralea Bauer *Program Manager*	**Olga Navarro, HOU** *Traffic Safety Specialist*
Tracie Mendez *Program Manager*	**Kathy Neeley, FTW** Traffic Safety Specialist
Frank Saenz *Program Manager*	**Monica O'Kane, ELP** *Traffic Safety Specialist*
Freddie Summer *Program Manager*	**Sherri Robelia, BWD/WAC** *Traffic Safety Specialist*
Lydia Valdez- *Program Manager*	**Karen Peoples, ABL/LBB** *Traffic Safety Specialist*
Samuel Aguirre, SAT *Traffic Safety Specialist*	**Georgette Pillitere, BMT** *Traffic Safety Specialist*
Carol Campa, AUS *Traffic Safety Specialist*	**Garry Rand, HOU** *Traffic Safety Specialist*
Susan Clark, DAL *Traffic Safety Specialist*	**Tracy Tellman, AMA/CHS** *Traffic Safety Specialist*
Wanda Ealey, TYL *Traffic Safety Specialist*	**Patsy Walls, PAR/WFS** *Traffic Safety Specialist*
Robyn Herring, LFK *Traffic Safety Specialist*	**Irene Webster, ATL** *Traffic Safety Specialist*
- Vacant -, ODA/SJT *Traffic Safety Specialist*	**Hazel Zepeda, CRP/YKM** *Traffic Safety Specialist*

Planning & Procedures

Michael Weaver
Policy & Procedures Coordinator

Gonzalo Ponce
Program Planner

Anna Hovenden
eGrants
Project Manager

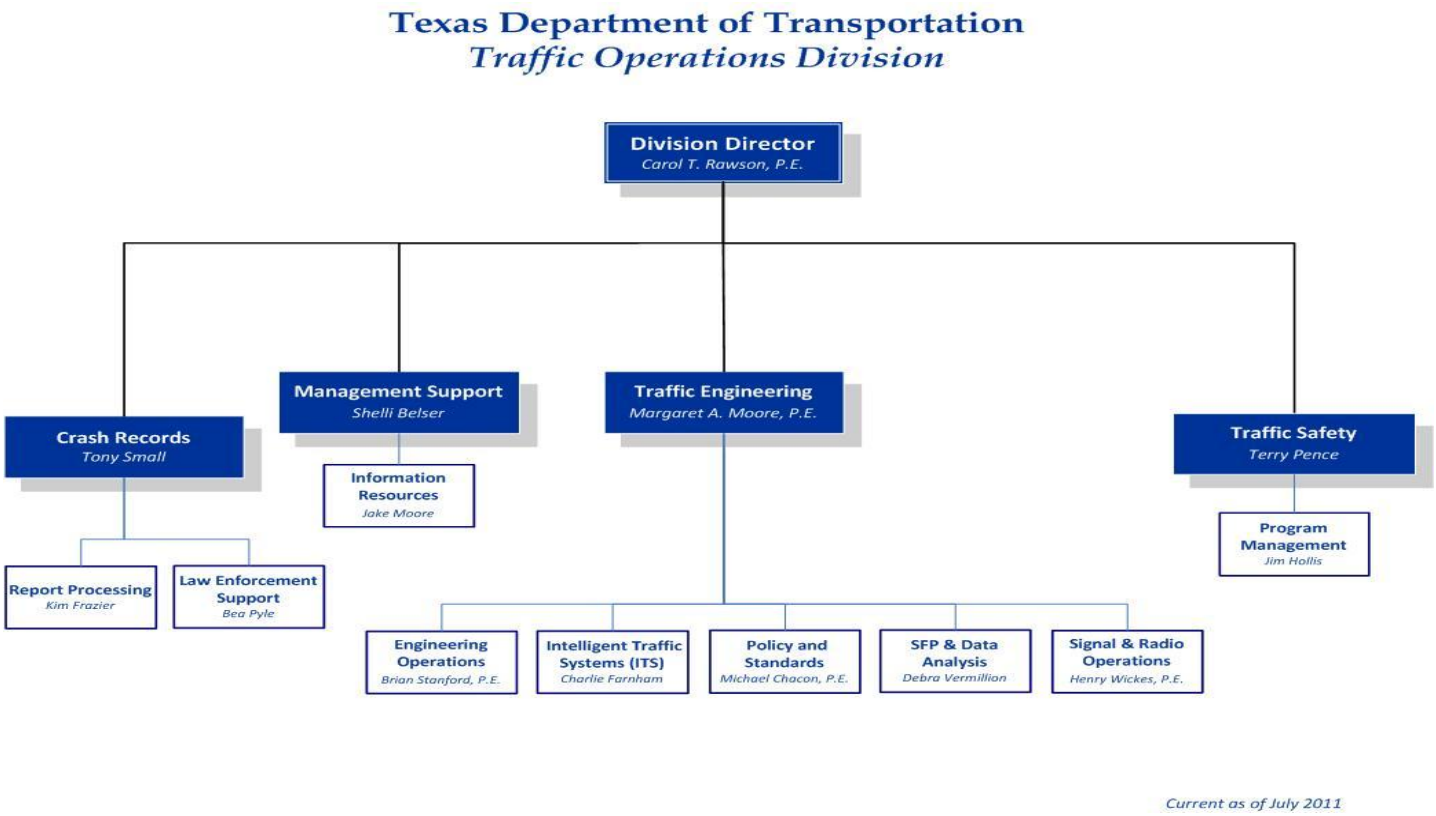
Lindsay Shuff
Business Analyst

Srinivas Aduri
Contract
Enterprise Architect

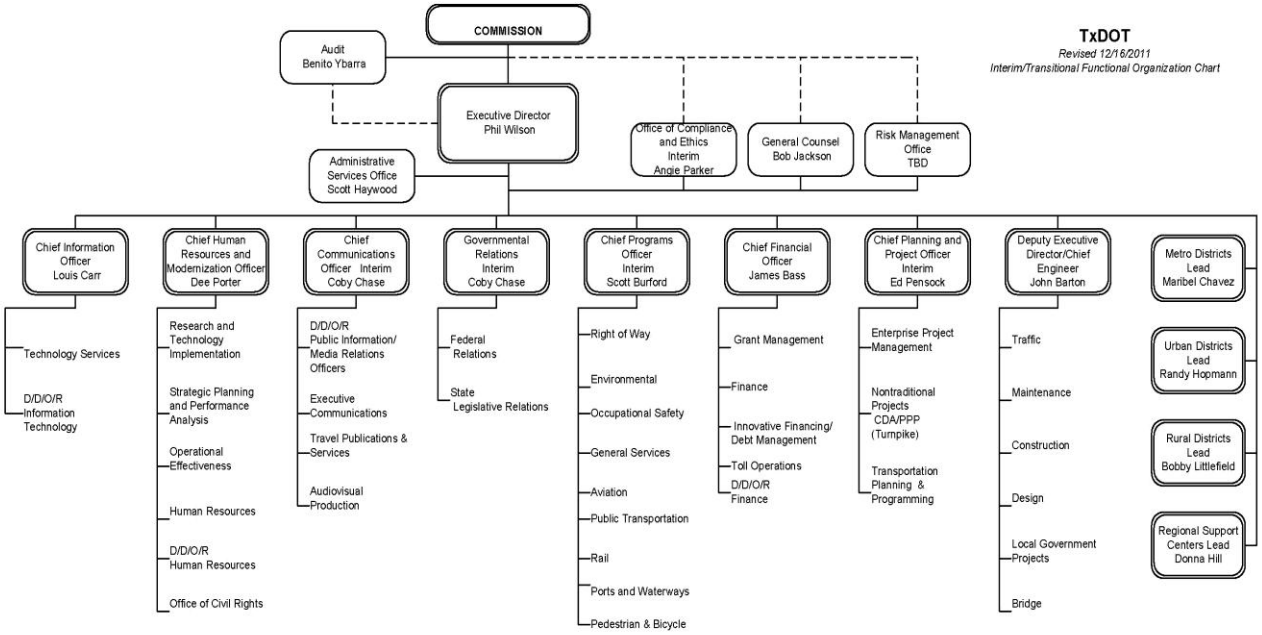
TxDOT District Legend Map

Current as of 11/17/2011

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



Texas Department of Transportation
Interim/Transitional Organizational Chart



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

EVALUATIONS, REVIEWS AND AUDITS

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

July - September 2011 - Texas State Auditor's Office

STEP Grants Review

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

First and Last Voucher Review

March 2011 – NHTSA

Alcohol Program Assessment

October 2010 - NHTSA

LEGISLATIVE ISSUES

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

Night-time, Truck, and 75 MPH Speed Limits

House Bill 1353

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

Effective Date: September 1, 2011

Memorial Sign Program Posting Period

House Bill 1486

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

Effective Date: June 17, 2011

Wireless Communications Bans

House Bill 1899

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

Effective Date: September 1, 2011

Mike Grove Motorcycle Fatality Awareness Act

House Bill 2469

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

Effective Date: June 17, 2011

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

Senate Bill 1, First Called Session, Article 69

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

Effective Date: July 19, 2011

Section Two

CRASH DATA & TRENDS

CHALLENGES

Alcohol-related Crashes

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

Occupant Protection

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

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

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

CRASH SUMMARY

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

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

TX Data Sources

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

Miles Driven: TxDOT Transportation Planning and Programming Division.

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

FARS Data Sources

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

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

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

PROBLEM IDENTIFICATION

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

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

GOALS

For Fiscal Year 2011, the following goals were identified:

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

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

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

SOLUTIONS

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

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

PERFORMANCE MEASURE DEFINITION

Defining Performance Measures

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

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

2010 TEXAS MOTOR VEHICLE TRAFFIC CRASH HIGHLIGHTS

The Fatality Rate on Texas roadways for 2010 was 1.29 deaths per hundred million vehicle miles traveled. This is a 3.73% decrease from 2009.	Based on reportable crashes in 2010: ~1 person was killed every 2 hours 54 minutes ~1 person was injured every 2 minutes 26 seconds ~1 reportable crash occurred every 81 seconds
Texas experienced a decrease in the number of motor vehicle traffic fatalities. The 2010 death toll of 3,023 was a decrease of 2.77% from the 3,109 deaths recorded in 2009.	Of all persons killed in vehicles where restraint usage was applicable and usage was known in 2010, 44% were reported as not restrained when the fatal crash occurred.
There were 59,660 serious injury crashes in Texas in 2010. These crashes resulted in 82,685 people sustaining a serious injury	215,593 persons were injured in motor vehicle traffic crashes in 2010.
The annual vehicle miles traveled in Texas during 2010 reached 234.261 billion, an increase of 0.99% over the 231.976 billion traveled in 2009.	There were 429 motorcyclists (operators and passengers) killed in 2010. Fifty-six percent (56%) of motorcyclists killed were not wearing helmets at the time of the crash.
Fatalities in traffic crashes in rural areas of the state accounted for 56.2% of the state's traffic fatalities. There were 1,698 deaths in rural traffic crashes.	Pedestrian fatalities totaled 354 in 2010. There was no change from 2009.
Single vehicle, run-off the road crashes resulted in 1,226 deaths in 2010. This was 41% of all motor vehicle traffic deaths in 2010.	Pedalcyclist fatalities totaled 42 in 2010. This is a 13% decrease from 2009.
In 2010 there were 668 people killed in crashes occurring in intersections or related to an intersection.	In 2010, there were 1,075 people killed in motor vehicle traffic crashes where a driver was under the influence of alcohol. This is 35.6% of the total number of people killed in motor vehicle traffic crashes.
There were 461 people killed in head-on crashes in 2010.	During 2010, more DUI - Alcohol crashes were reported in the hour between 2:00 am and 2:59 am than any other hour of the day. Also, more alcohol related crashes occurred on Saturday than any other day of the week.
There were no deathless days on Texas roadways in 2010.	
Friday, January 1st was the deadliest day in 2010 with twenty-five (25) persons killed in traffic crashes. May was the deadliest month with 280 persons killed.	

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

PERFORMANCE MEASURES

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

Goals	Strategies	Performance Measures	Figure Ref.	Baseline	Target	Actual
Planning and Administration Program Area – 01						
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.	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 2009 Annual Report FY 2010 Highway Safety Performance Plan FY 2010 NHTSA Management Review eGrants Proposal Trainings	FY2010 Annual Report FY2011 Highway Safety Performance Plan FY2011 Alcohol Special Management Review FY2011 Alcohol Program Assessment NHTSA Impaired Driving Course eGrants Trainings Traffic Safety Staff Training	FY 2010 Annual Report FY 2011 Highway Safety Performance Plan FY2011 Alcohol Program Assessment FY 2011 Highway Safety Program Management Course FY 2011 eGrants Trainings FY 2011 Traffic Safety Staff Training

Goals	Strategies	Performance Measures	Figure Ref.	Baseline	Target	Actual
Alcohol and Other Drug Countermeasures Program Area – 02						
To reduce the number of alcohol impaired and driving under the influence of alcohol and other drug-related crashes, fatalities and injuries.	Increase and sustain high visibility enforcement of DWI laws. 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.	9. Number of DUI-related (alcohol or other drugs) KAB crashes (CRIS)	Figure 6	8,277 DUI-related (alcohol or other drugs) KAB crashes (2008 CRIS)	8,400 DUI-related (alcohol or other drugs KAB crashes (CRIS)	8,512 DUI-related (alcohol or other drugs) KAB crashes (2010 CRIS)
		10. Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or above (FARS) [NHTSA C-5]	Figure 7	1,310 fatalities involving a driver or motorcycle operator with a BAC of .08 or above (2008 FARS)	1,250 fatalities involving a driver or motorcycle operator with a BAC of .08 or above (FARS)	1,235 fatalities involving a driver or motorcycle operator with a BAC of .08 or above (2009 FARS)
		11. Number of impaired-driving arrests made during grant funded enforcement activities (eGrants) [NHTSA A-2]	N/A	10,279 impaired driving arrests made during enforcement activities (2010 eGrants)	NHTSA Activity Measure (No target set)	10,946 impaired driving arrests made during enforcement activities (2011 eGrants)

Goals	Strategies	Performance Measures	Figure Ref.	Baseline	Target	Actual
To reduce the number of DUI-related crashes where the driver is under age 21	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.	12. Number of 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year-olds (CRIS)	Figure 8	55.48 16-20 year old DUI driver (alcohol or other drugs) in KAB crashes per 100,000 16-20 year olds (2008 CRIS)	55.45 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year olds (CRIS)	48.34 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year olds (2010 CRIS)
Emergency Medical Services Program Area – 03						
To improve EMS care and support provided to motor vehicle trauma victims in rural and frontier areas of Texas.	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	1,007 students trained in EMS classes	1,100 students trained in EMS classes	3,733 students trained in EMS classes (2011 eGrants)
Motorcycle Safety Program Area – 04						
To reduce the number of motorcyclist fatalities	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] 15. Number of un-helmeted motorcyclist fatalities (FARS) [NHTSA C-8] 16. Number of motorcyclist fatalities involving a motorcycle operator with a BAC of .08 or above (CRIS)	Figure 9 Figure 9 Figure 10	524 motorcyclist fatalities(2008 FARS) 321 un-helmeted motorcyclist fatalities (2008 FARS) 84 motorcycle operator fatalities with a BAC of .08 or above (CRIS)	460 motorcyclist fatalities (FARS) 290 un-helmeted motorcyclists (FARS) 80 motorcycle operator fatalities with a BAC of .08 or above (CRIS)	426 motorcyclist fatalities (2009 FARS) 275 un-helmeted motorcyclist fatalities (2009 FARS) 88 motorcycle operator fatalities with a BAC of .08 or above (2010 CRIS)

Goals	Strategies	Performance Measures	Figure Ref.	Baseline	Target	Actual
Occupant Protection Program Area – 05						
To increase occupant restraint use in all passenger vehicles and trucks	Increase and sustain high visibility enforcement of occupant protection laws. 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]	N/A	97,734 safety belt citations (2010 eGrants)	NHTSA Activity Measure (No objective set)	62,658 safety belt citations (2011 eGrants)
		18. Driver and outboard front seat passenger restraint use [NHTSA B-1]	Figure 11	93.8 percent (2010 TTI)	94.0 percent (TTI)	93.68 percent (2011 TTI)
		19. Safety belt use rate by children age 5-16	N/A	71.1 percent (2009 TTI)	75.0 percent (TTI)	79.2 percent (2011 TTI)
		20. Child passenger restraint use rate for children ages 0-4	N/A	86.4 percent (2009 TTI)	87.5 percent (TTI)	89.5 percent (2011 TTI)
		21. Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS) [NHTSA C-4]	Figure 12	979 unrestrained passenger vehicle occupant fatalities, all seat positions (2008 FARS)	945 unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	947 unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)
Pedestrian and Bicyclist Safety Program Area – 06						

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

Goals	Strategies	Performance Measures	Figure Ref.	Baseline	Target	Actual
	commercial motor vehicle speed limits.					
Speed Control Program Area – 08						
To reduce the number of speed-related fatal and serious injury crashes	Increase and sustain high visibility enforcement of speed-related laws. 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 17	386,061 speed citations (2009 eGrants) 1,455 speeding–related fatalities (2008 FARS)	NHTSA Activity Measure (No objective set) 1,400 speeding-related fatalities (FARS)	281,128 speed citations (2011 eGrants) 1,228 speeding related fatalities (2009 FARS)
Traffic Records Program Area – 09						
To improve the timeliness of, quality of, availability of, and linkages of records between crash data bases	Improve the intake, tracking, analysis and reporting of crash data. Improve the integration of traffic records between state agencies	29. Days to report local crash data to CRIS after crash occurrence 30. Days for crash data to be accessible from Crash Records Information System (CRIS) after receiving report of crash from peace officer (CR-3)	N/A N/A	Current average is 15 days as of Dec 2009 (TRF-CR) Current average is 3 days as of Dec 2009 (TRF-CR)	Maintain the current average of 15 days Maintain the current average of 3 days	Crash data available electronically within 3 days of receiving the crash report from law enforcement. (TRF-CR) Currently crash data can be submitted electronically to CRIS on a voluntary basis. A pilot project to deploy an internet based crash reporting system deployed in Fall 2011 (TRF-CR)

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

Goals	Strategies	Performance Measures	Figure Ref.	Baseline	Target	Actual
Safe Communities Program Area -13						
To establish integrated community traffic safety programs to prevent traffic-related fatalities and injuries	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.	37: Number of Safe Communities coalitions	N/A	14 funded coalitions (2010 Annual Report)	Achieve a minimum of 8 coalitions	14 coalitions (2011)
School Bus Program Area -14						
To reduce School bus-related crashes, injuries and fatalities	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.	38: Number of school bus passenger fatalities per year on a five year average (FARS)	Figure 21	0.4 school bus passenger fatalities (2008 FARS)	0.2 school bus passenger fatalities (FARS)	0.4 school bus passenger fatalities (2009 FARS)

Figure 1. Performance Measure 1: Mileage Death Rate

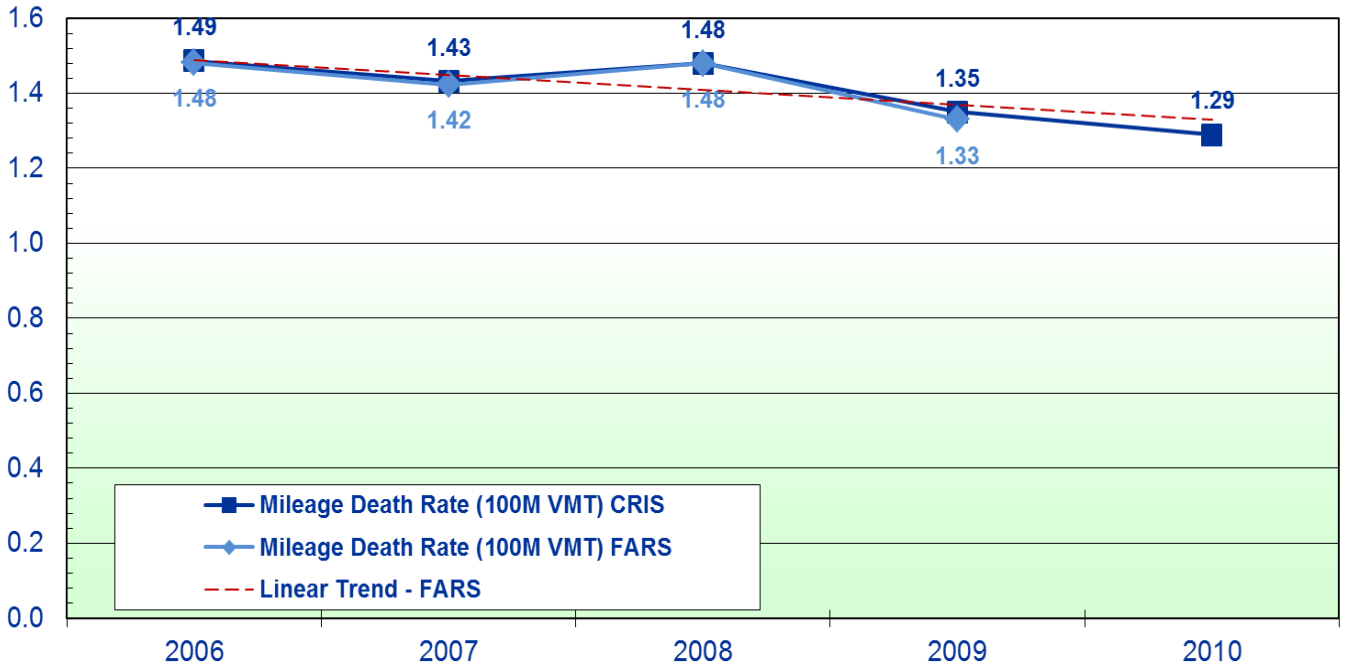


Figure 2. Performance Measures 2 & 3: Urban & Rural Mileage Death Rates

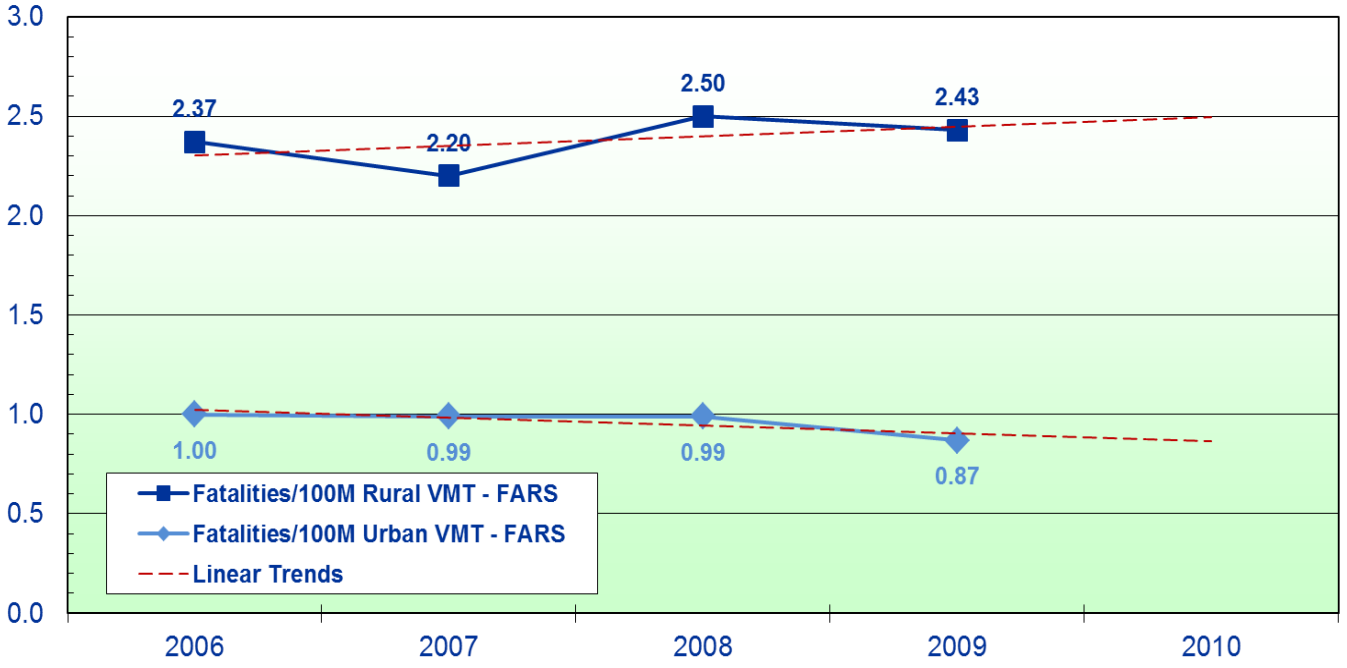


Figure 3. Performance Measure 4: Number of Traffic Fatalities

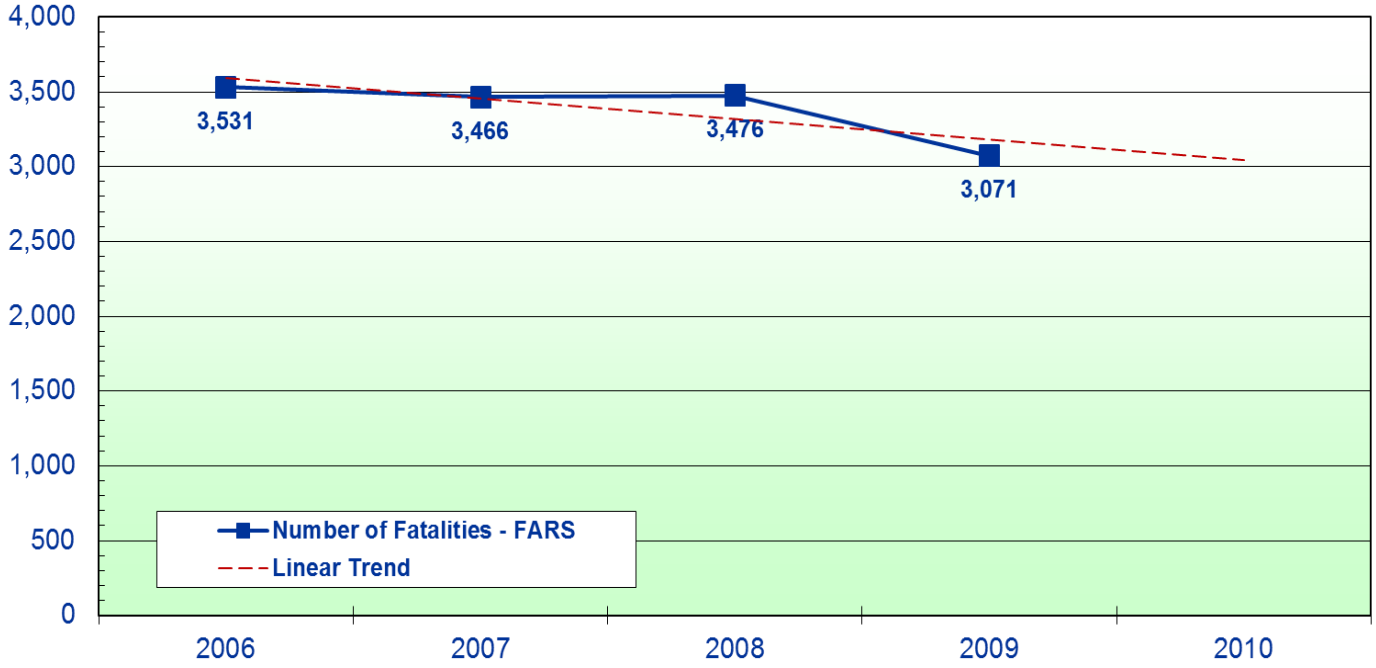


Figure 4. Performance Measure 5: Number of Serious Injuries

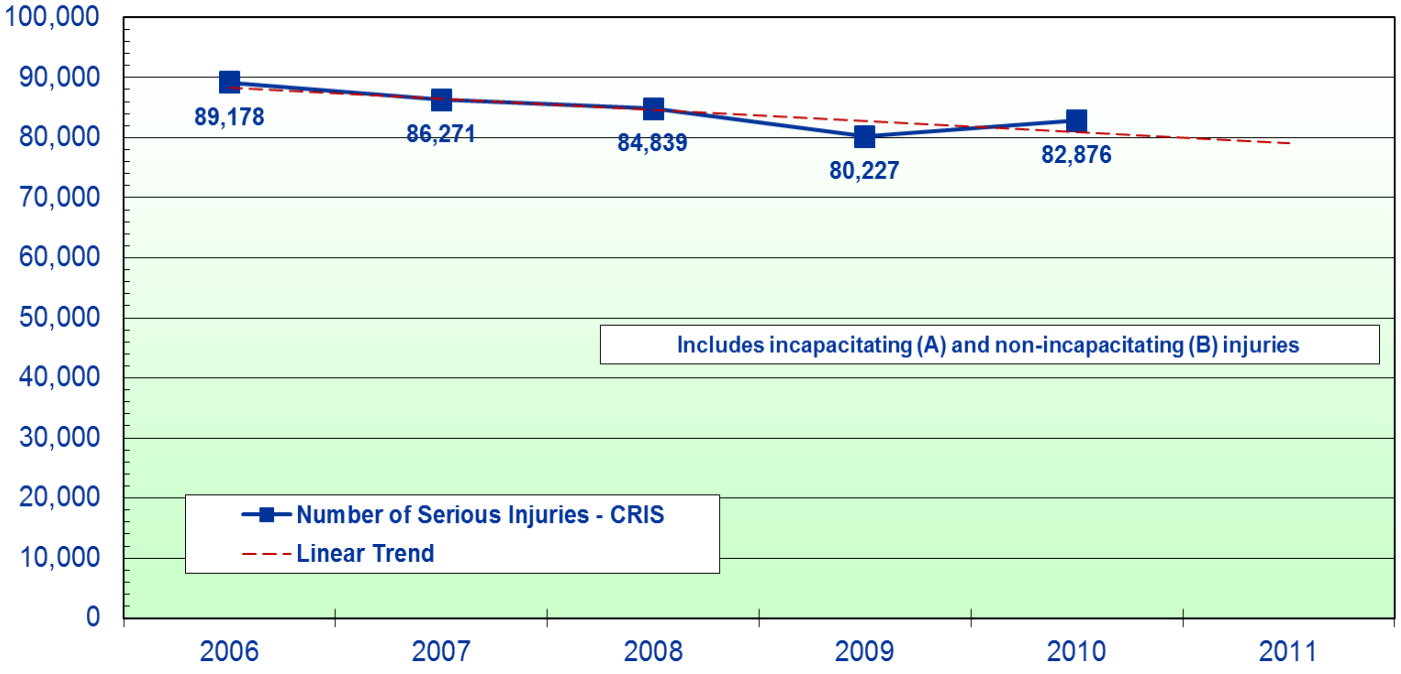


Figure 5. Performance Measure 6:
Drivers 20 or Younger in Fatal Crashes

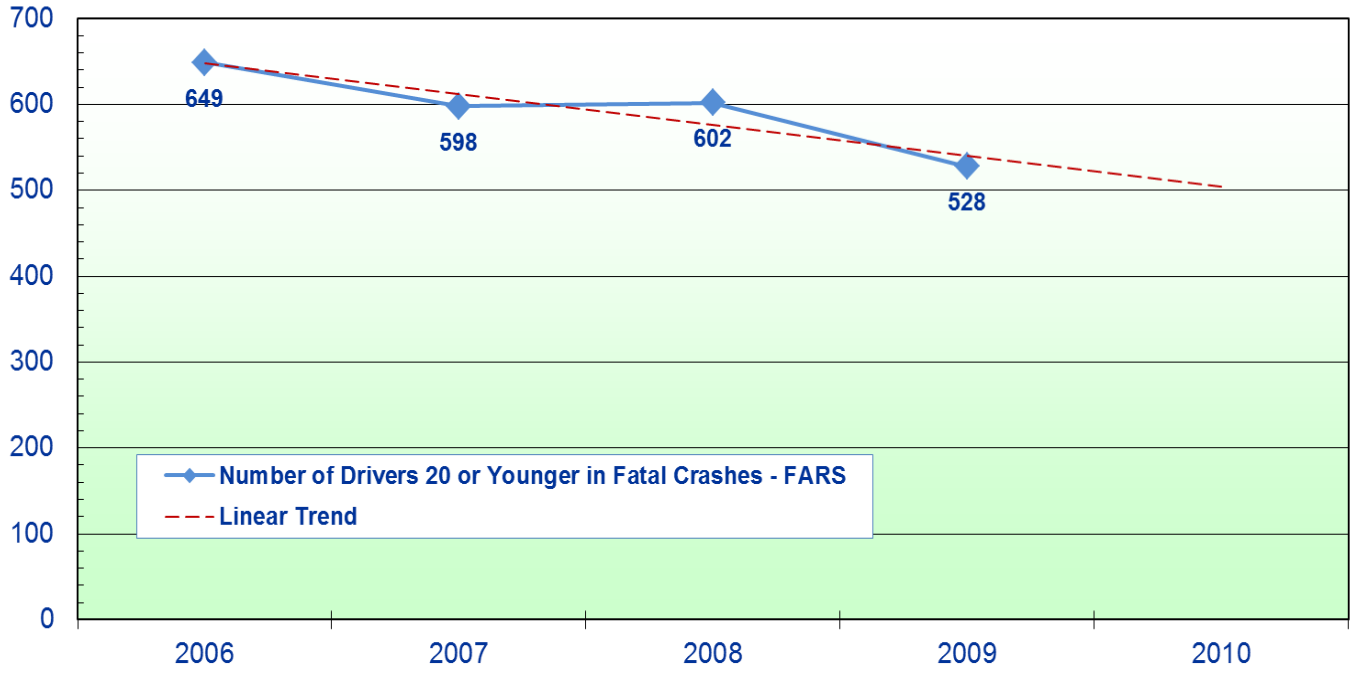


Figure 6. Performance Measure 9:
DUI-Related Fatal & Serious Crashes

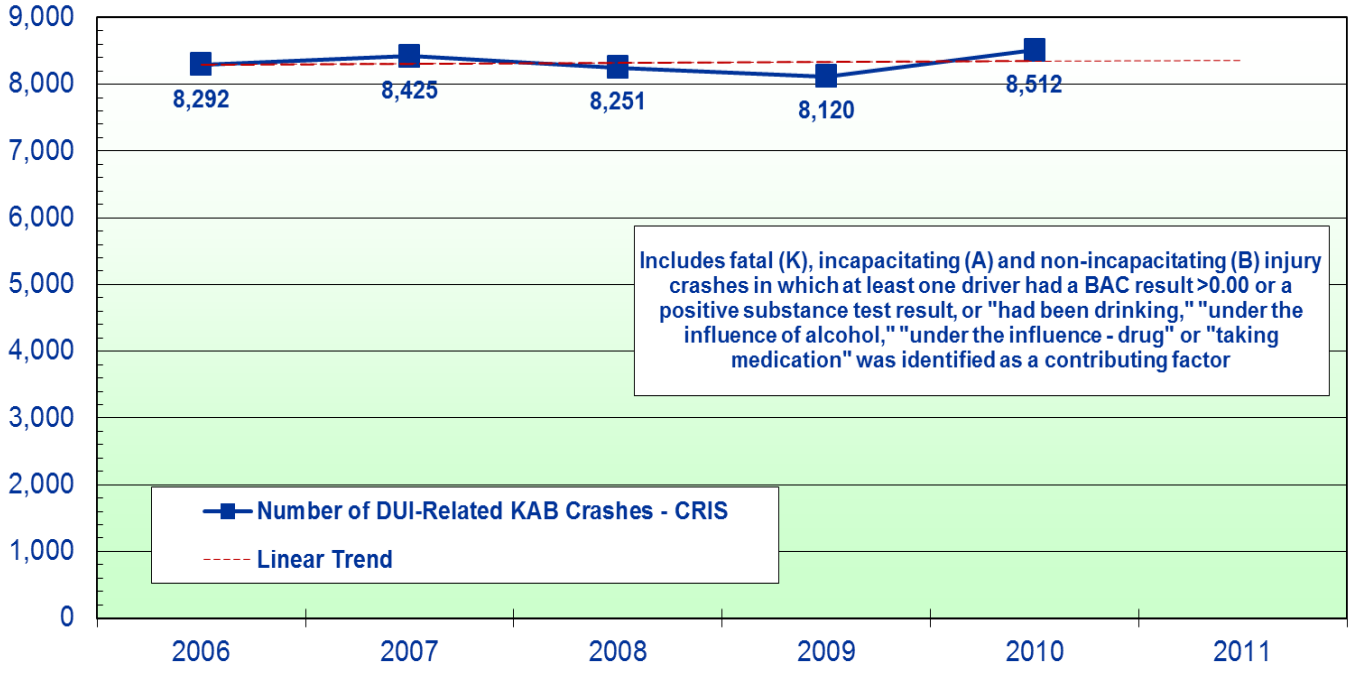


Figure 7. Performance Measure 10:
"New Definition" Alcohol-Related Fatalities

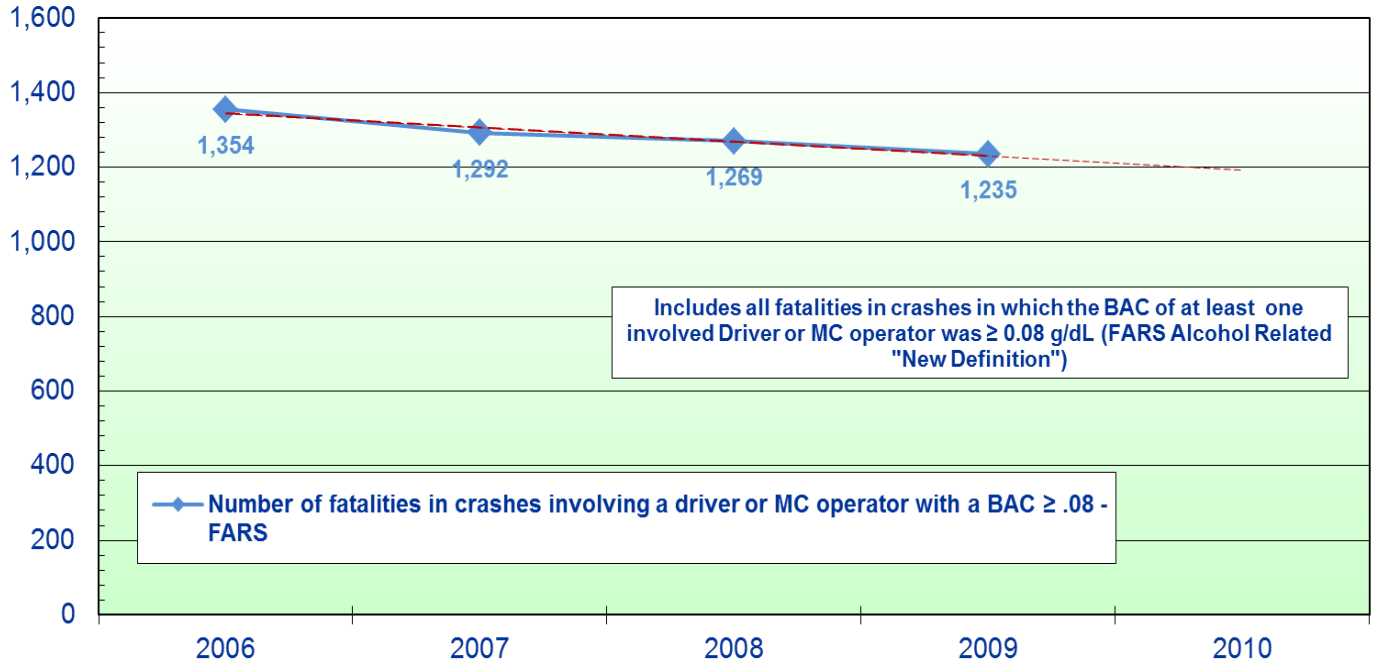


Figure 8. Performance Measure 12
Number of 16-20 year old DUI drivers in KAB crashes

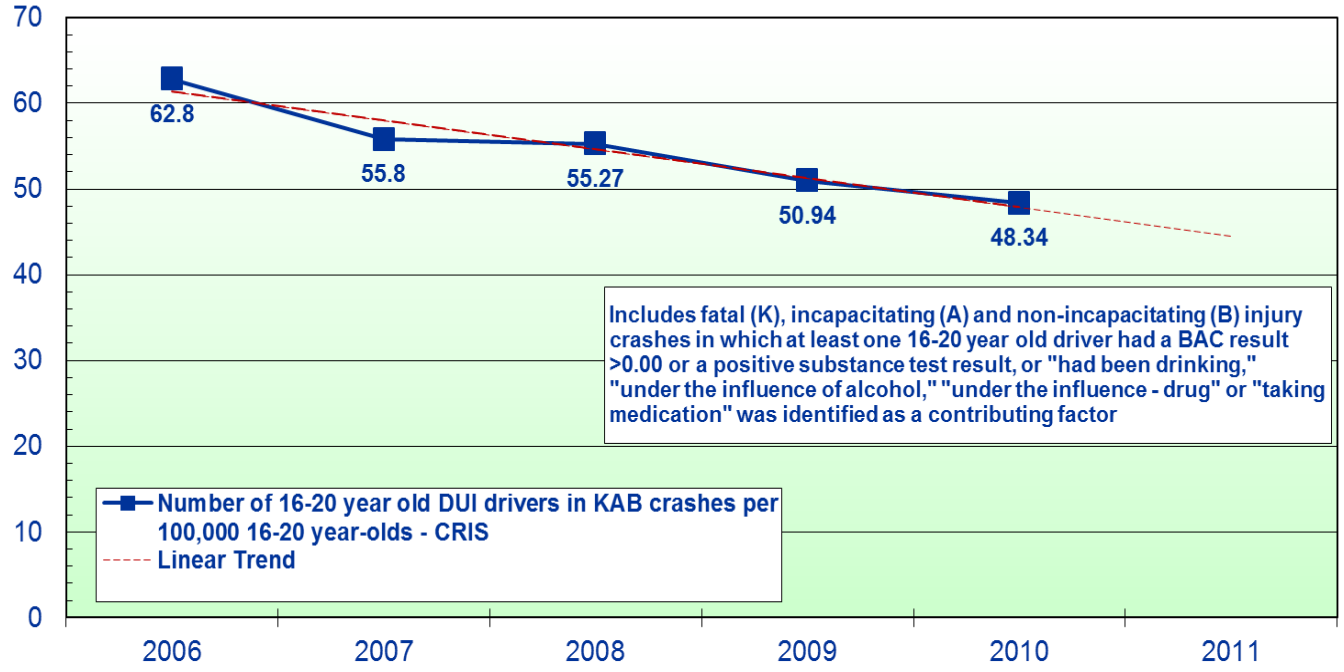


Figure 9. Performance Measures 14 & 15:
Motorcyclist Fatalities & Unhelmeted Motorcyclist Fatalities

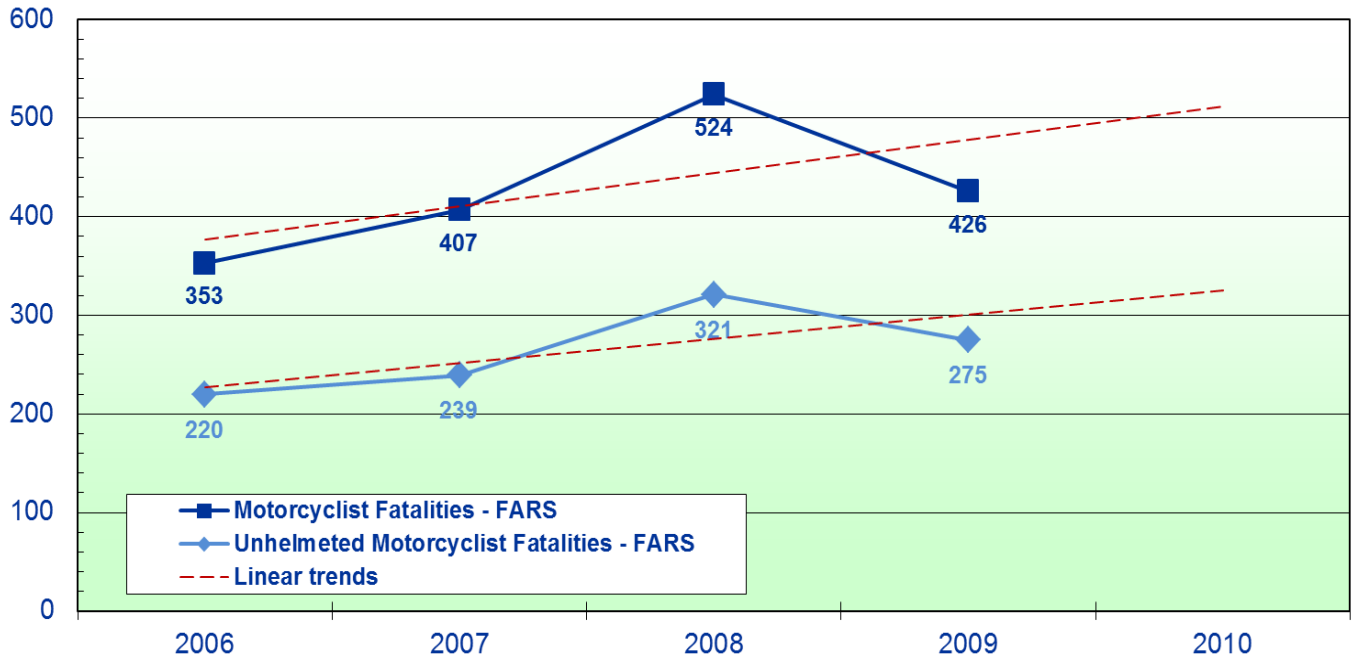


Figure 10. Performance Measures 16:
Motorcyclist Fatalities with a BAC > .08

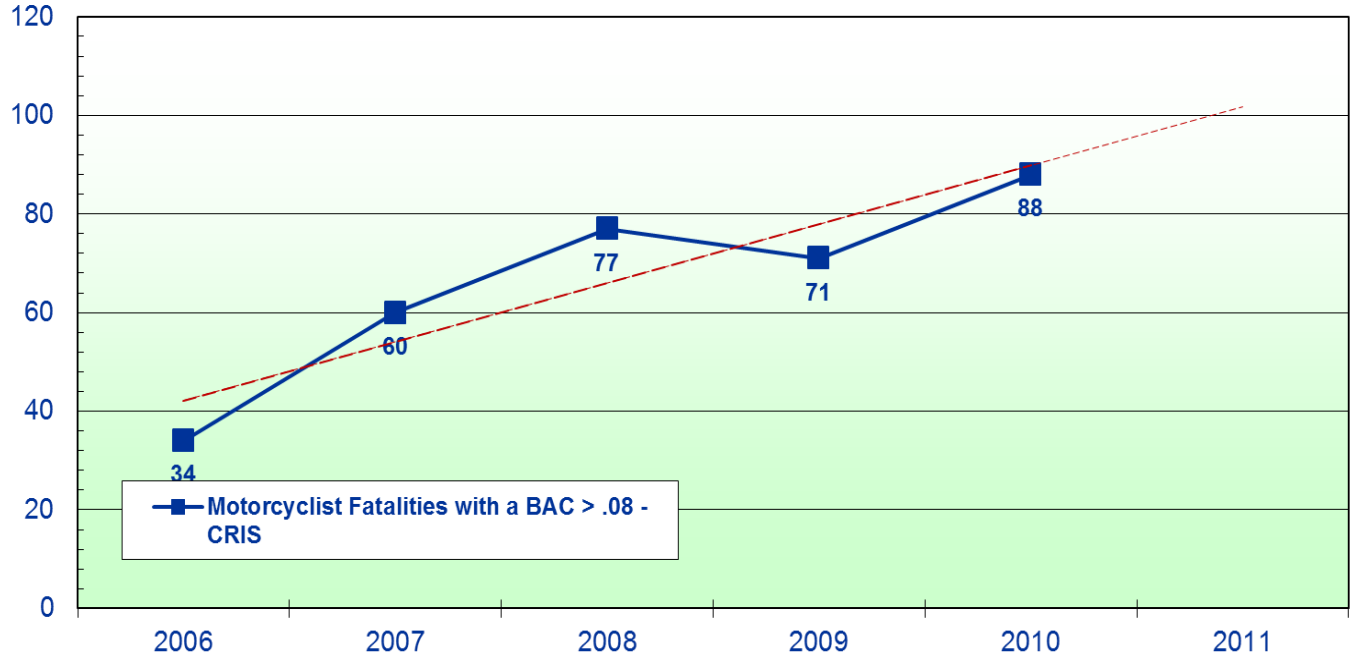


Figure 11. Performance Measure 18:
Front Seat Driver and Outboard Passenger Vehicle Restraint Use

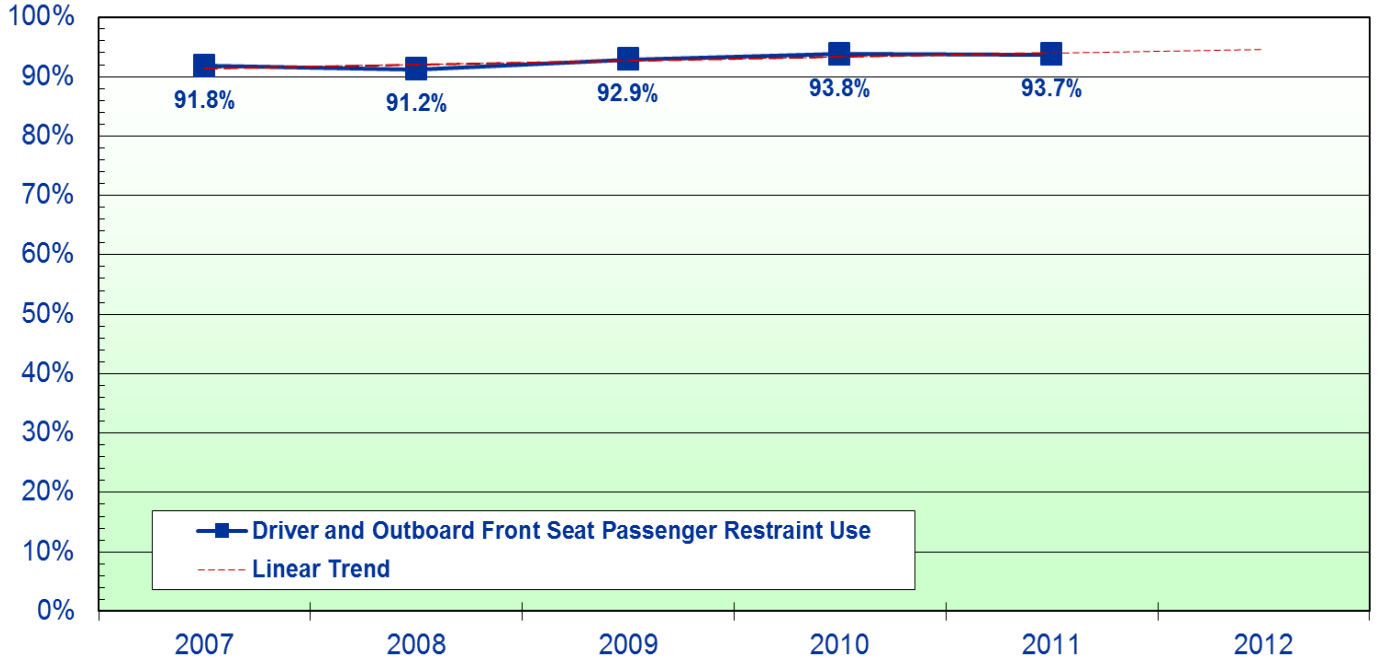


Figure 12. Performance Measure 21:
Unrestrained Passenger Vehicle Occupant Fatalities

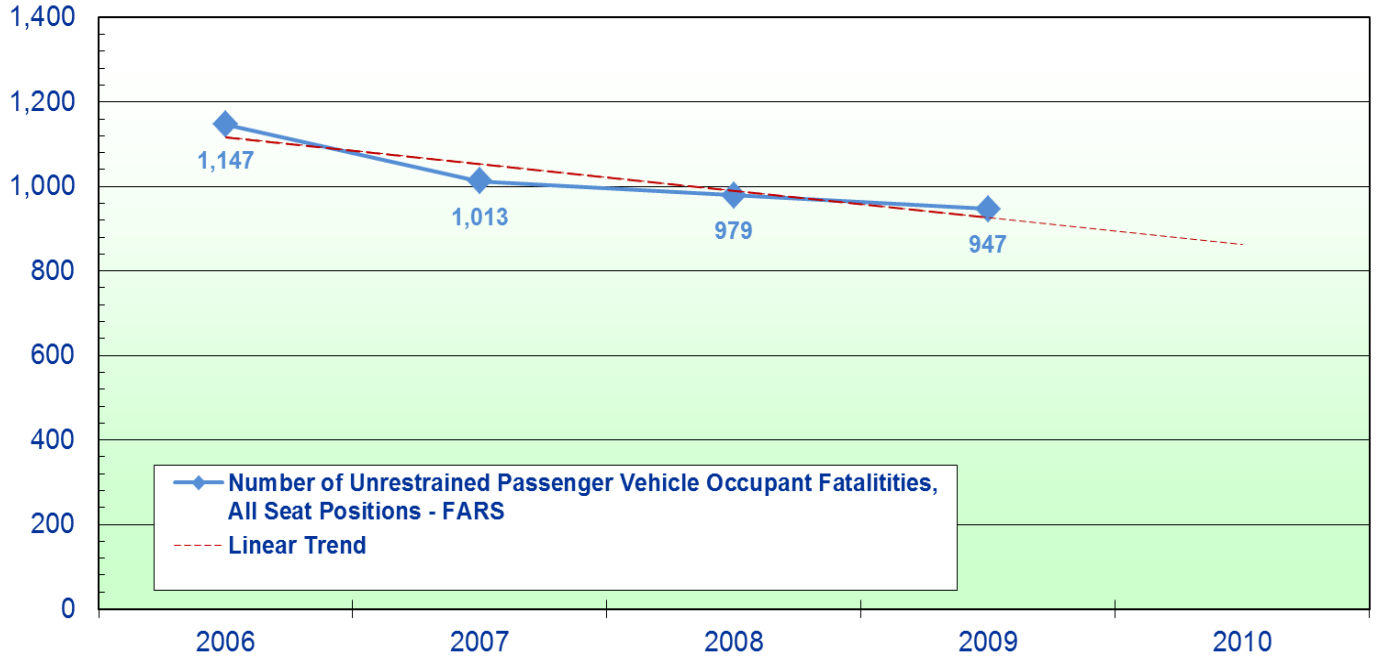


Figure 13. Performance Measure 22:
Number of Pedestrian Fatalities

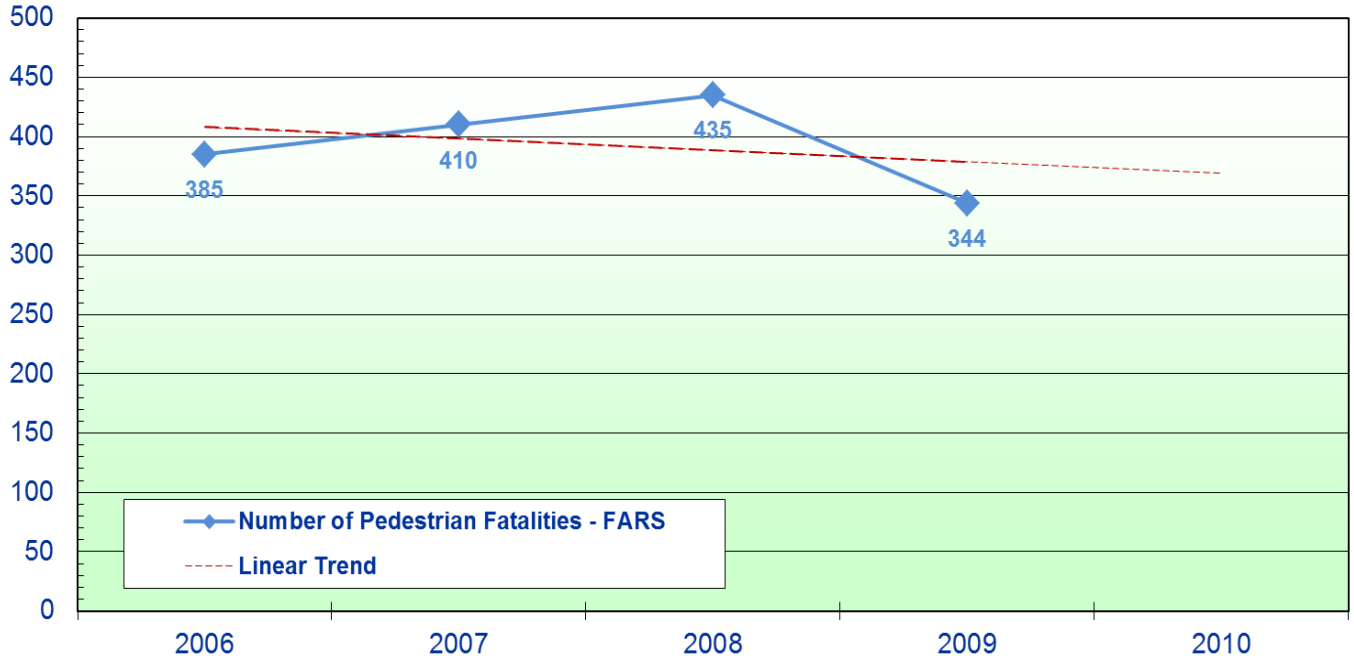


Figure 14. Performance Measures 23:
Number of Bicyclist Fatalities

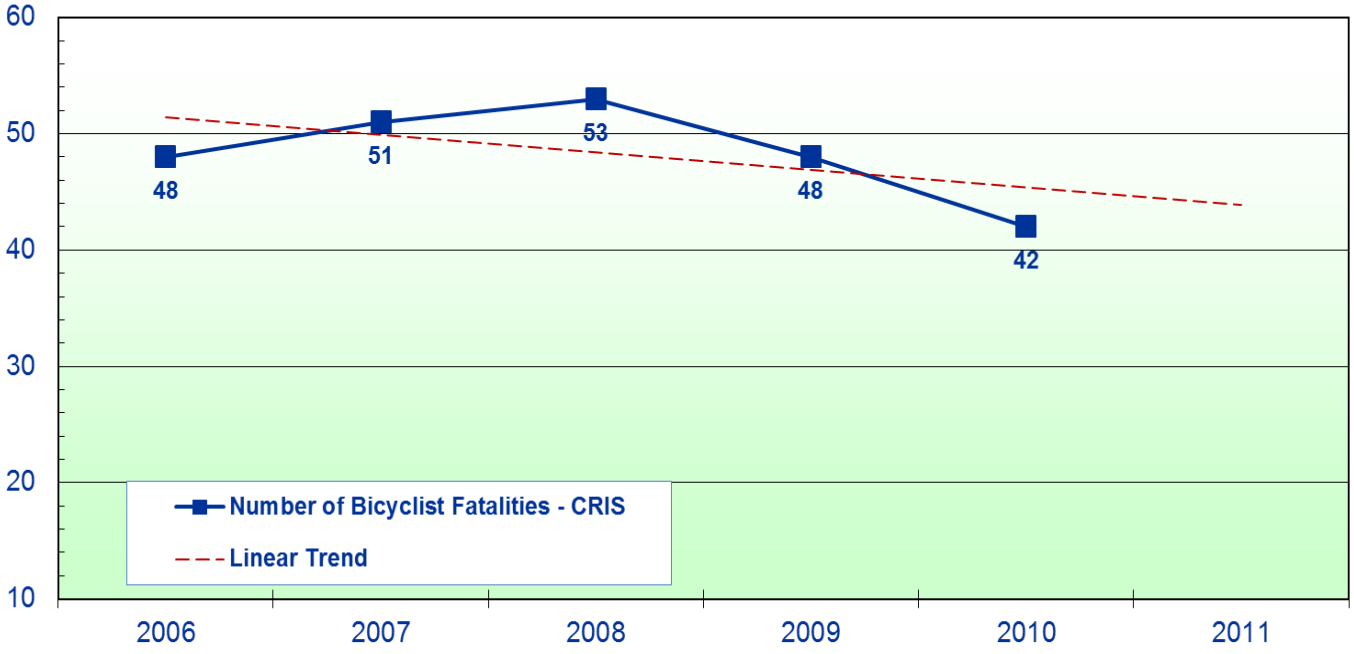


Figure 15. Performance Measure 24:
Intersection Fatal & Serious Crashes

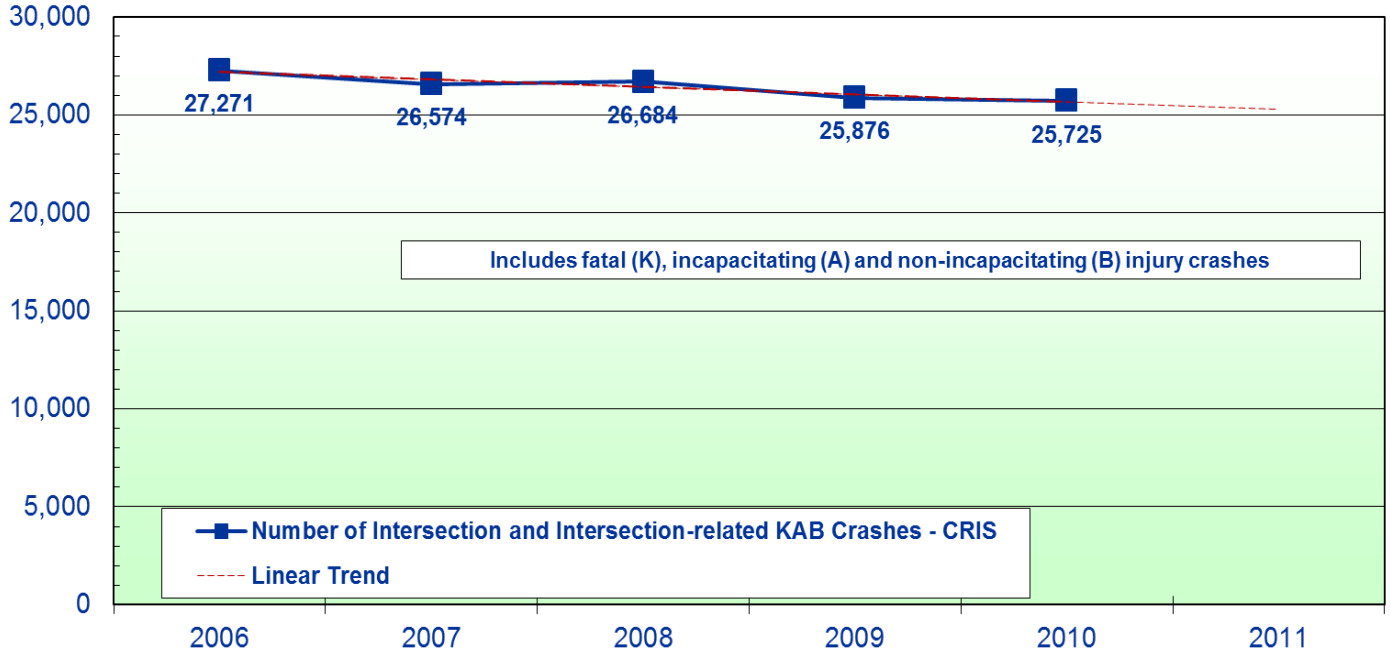


Figure 16. Performance Measures 25 & 26:
Large Truck-Involved Fatalities and Fatal Crashes

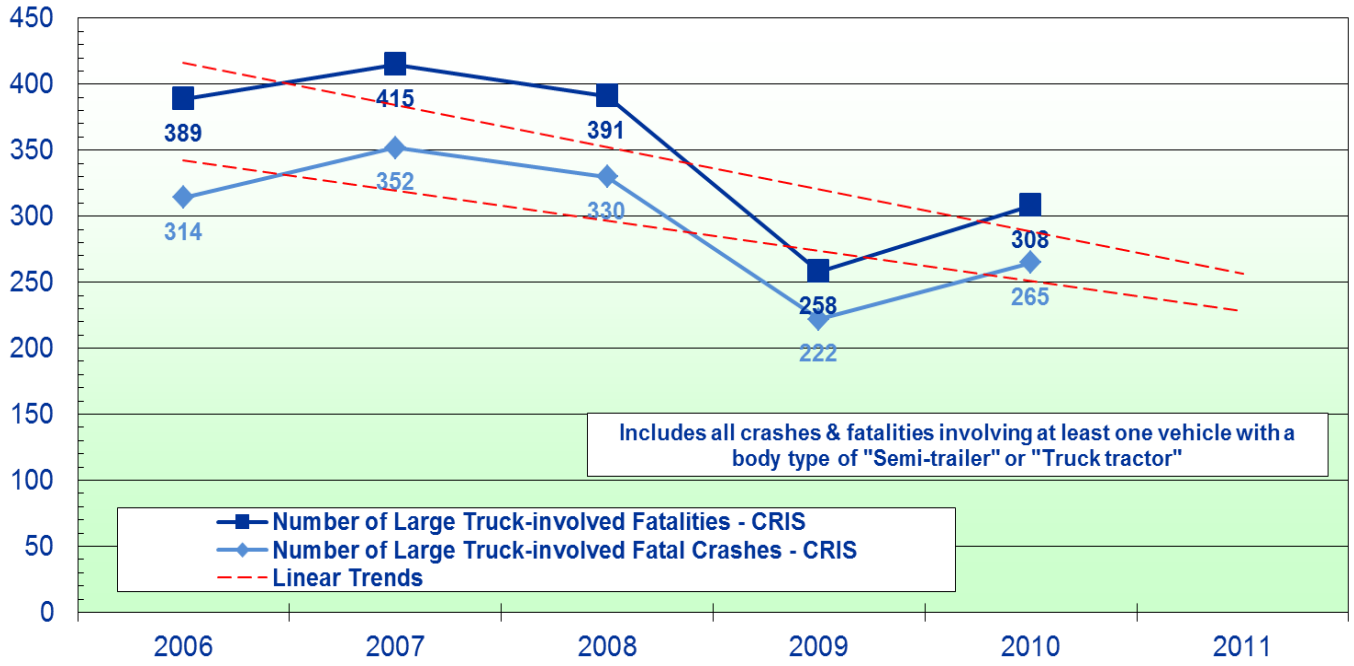


Figure 17. Performance Measures 28: Speeding-Related Fatalities

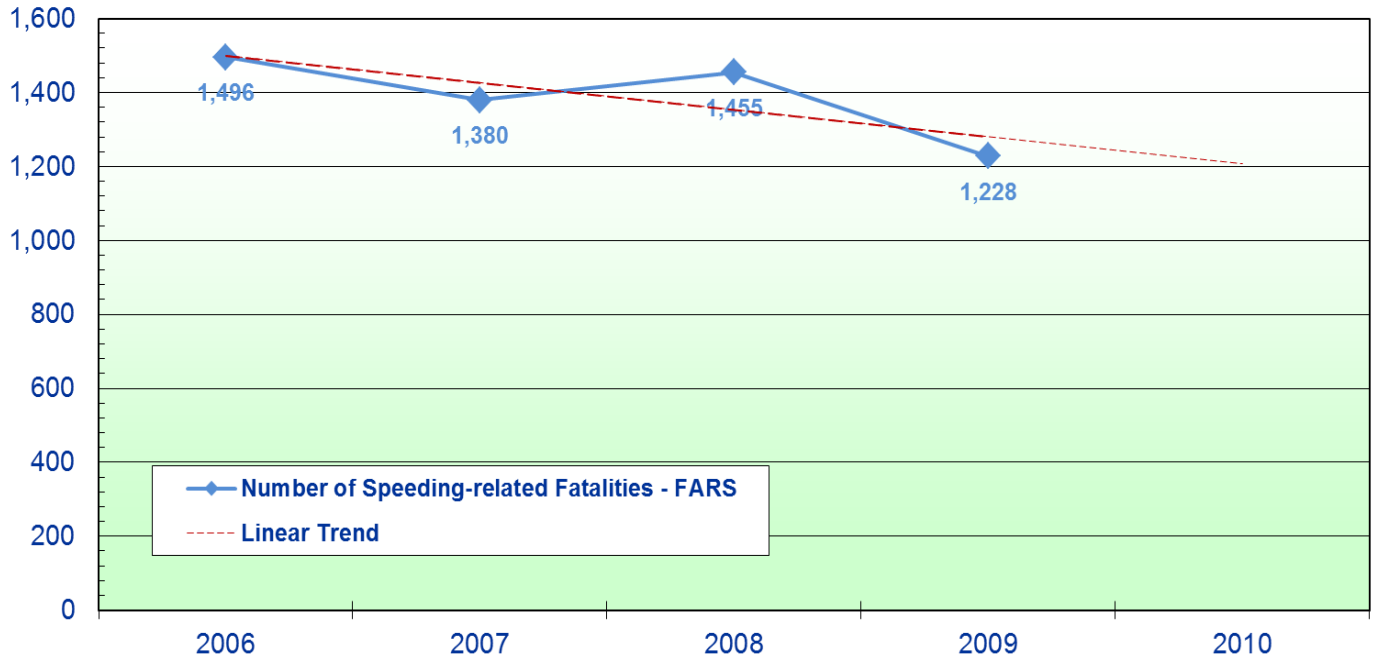


Figure 18. Performance Measure 33: Fatal and Serious Injury Crashes at Railroad/Highway Crossings

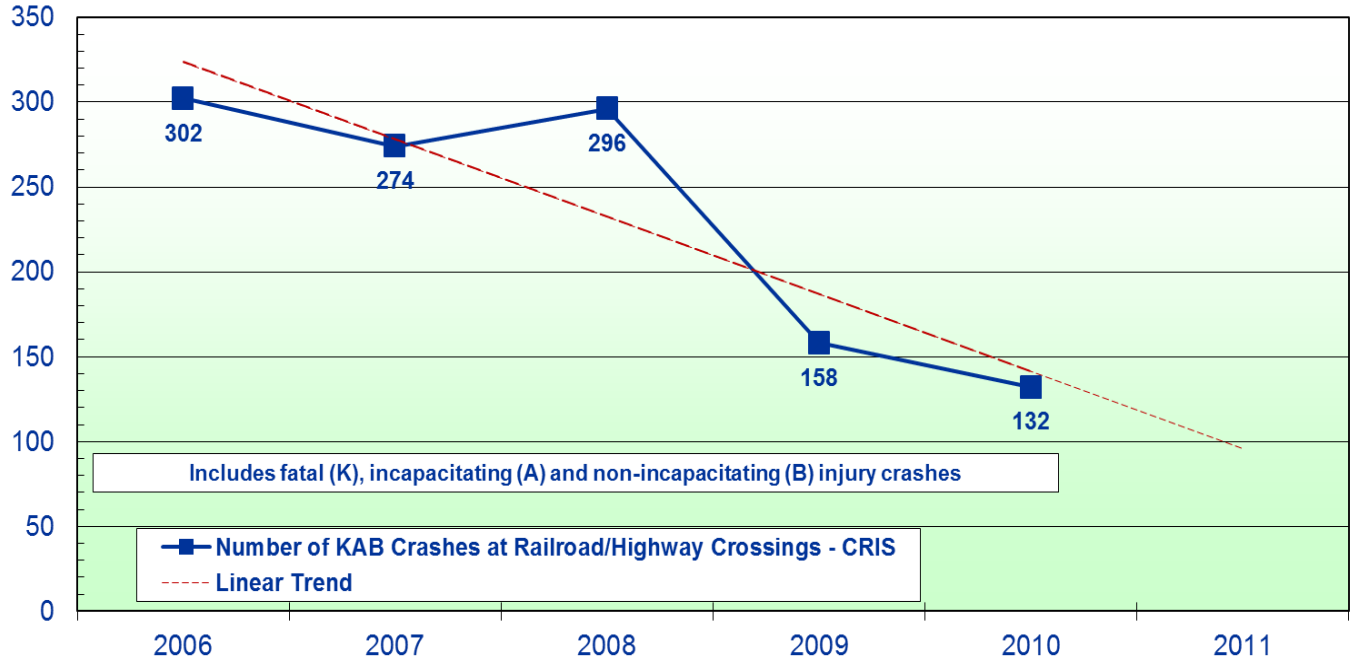


Figure 19. Performance Measure 34:
Serious Injuries in Work Zones

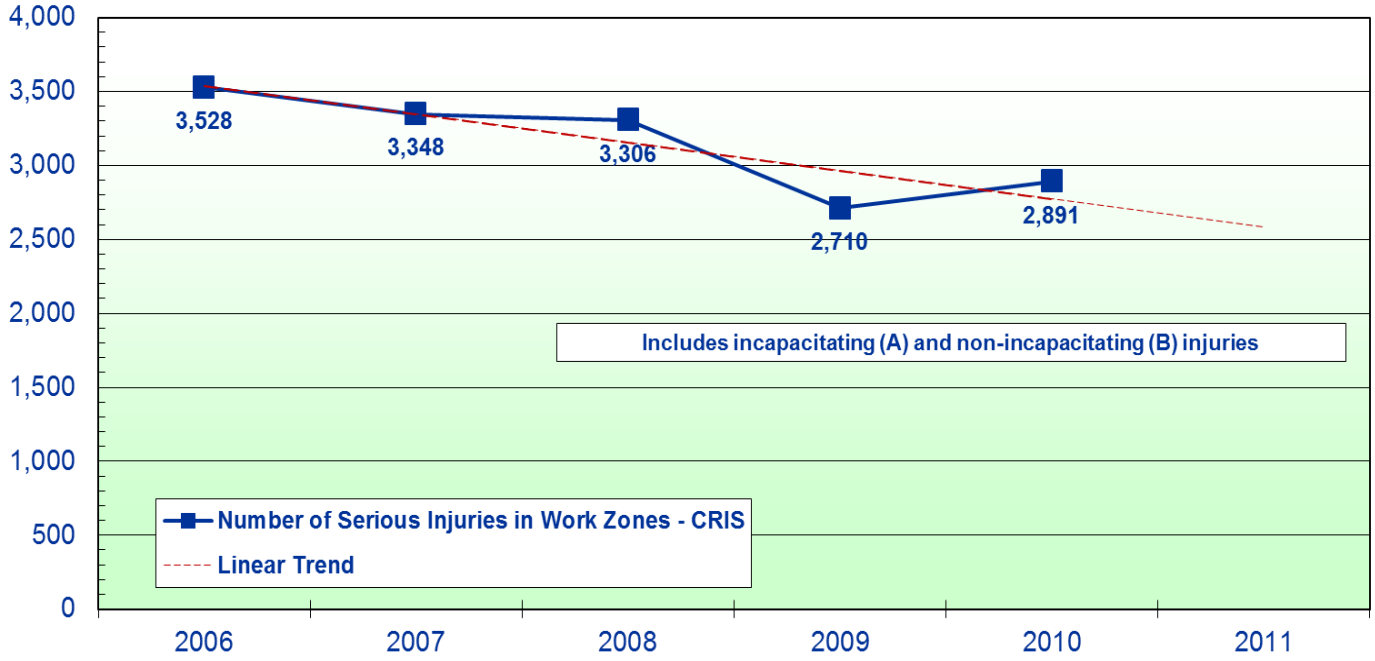


Figure 20. Performance Measure 35:
Fatalities in Work Zones

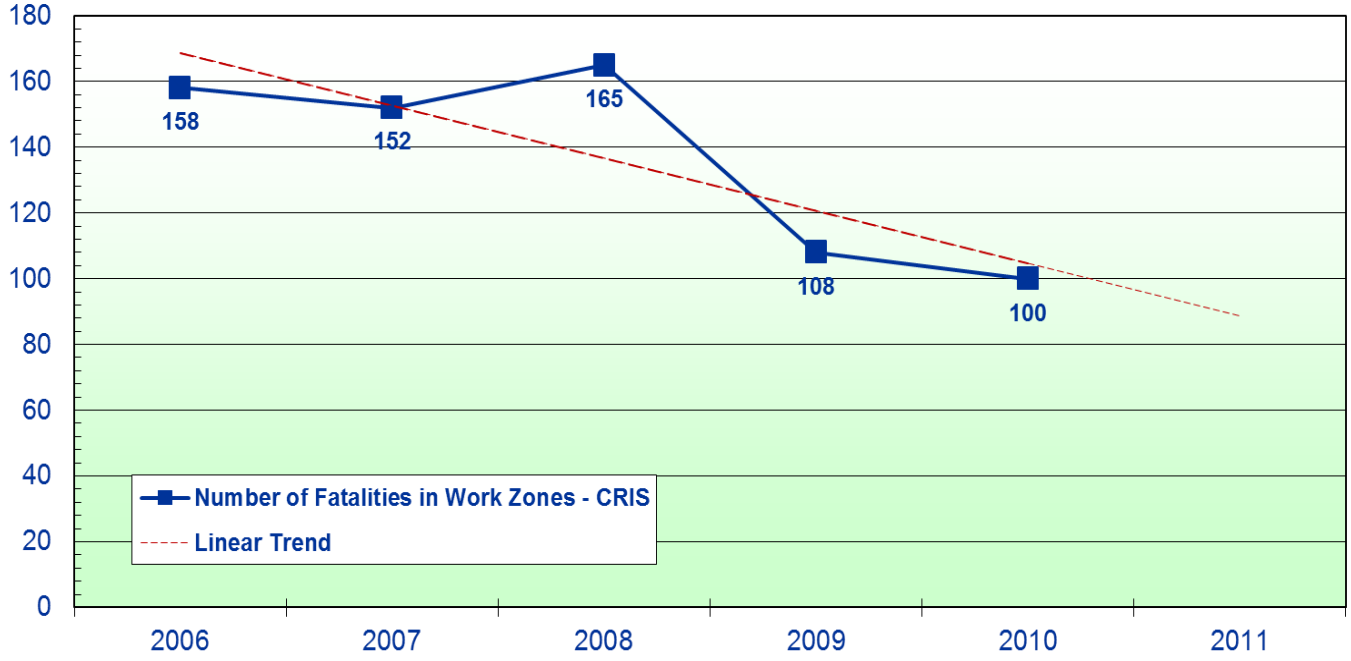
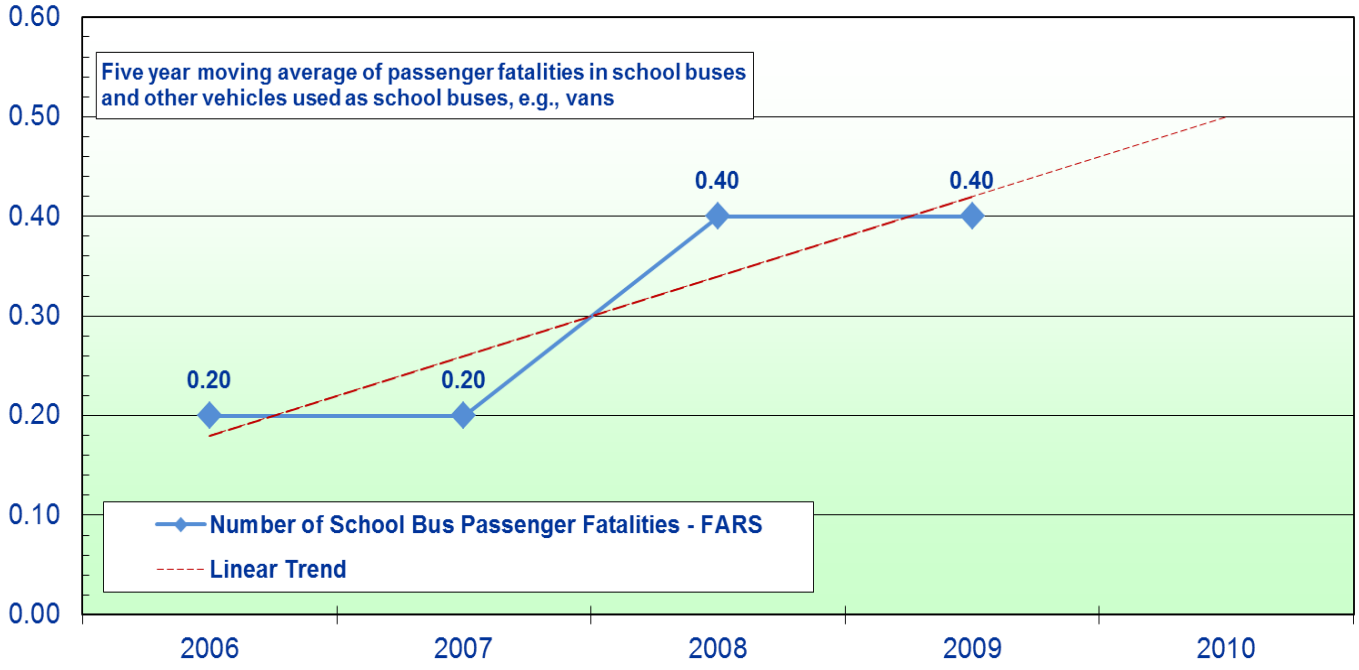


Figure 21. Performance Measure 38: School Bus Passenger Fatalities



DATA SOURCES & GLOSSARY FOR PERFORMANCE MEASURES

Performance Measure Data Sources	
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 2009 are from final FARS data sets. FARS crash and fatality data for periods after 2009 are not final and, therefore, are subject to change.
Texas Crash Record Information System (CRIS)	CRIS, operated by TxDOT, is the replacement for the legacy system (Texas Accident File).

Performance Measure Glossary	
Term	***Definition***
Alcohol-Related Crashes (or Casualties) ***Used for Performance Measures: 8 (FARS new definition, BAC ≥ .08)***	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 ***Used for Performance Measure: 9***	CRIS: A BAC result >0.00 g/dL or a positive substance test result was indicated for at least one driver, or "had been drinking," "under the influence of alcohol," "under the influence - drug" or "taking medication" was identified as a contributing factor
Intersection and Intersection-Related Crashes ***Used for Performance Measure: 24***	CRIS: A crash in which the first harmful event occurred on an approach to or exit from an intersection and resulted from an activity, behavior or control related to the movement of traffic units through the intersection. CRIS Codes: INTRST_RELAT_ID = 1 - Intersection, or 2 - Intersection Related.
Large Truck-Involved Crashes (or Fatalities)	CRIS: All crashes Involving at least one vehicle with a vehicle body type of "Semi-Trailer" or "Truck-Tractor." CRIS Codes: VEH_TYPE_ID

Performance Measure Glossary	
Term	***Definition***
Used for Performance Measures: 25 & 26	= 6 - Semi–Trailer, or 24 - Truck-Tractor).
Motor Vehicle-Related Bicycle Fatalities ***Used for Performance Measures: 23***	CRIS: A death of a pedalcyclist resulting from a crash involving a motor vehicle. Bicyclist deaths and injuries unrelated to motor vehicle crashes are not included. CRIS Codes: PERSN_TYPE_ID = 7 – Pedalcyclist.
Motor Vehicle-Related Pedestrian Fatalities ***Used for Performance Measure: 22***	FARS: All deaths of pedestrians resulting from a crash involving a motor vehicle.
Motorcyclist Fatalities ***Used for Performance Measures: 14 & 15***	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 ***Used for Performance Measure: 33***	CRIS: Crashes at at-grade railroad/highway crossings, whether or not a train was involved – not limited to collisions with trains. CRIS Codes: CRASH RAILROAD RELATED FLAG ID = Y, or HARM_EVNT = 3 - RR Train, or Physical Feature = 17, or OBJECT STRUCK = 10 - Hit Train Moving Forward) , or 11 - Hit Train Backing), or 12 - Hit Train Standing Still, or 13 - Hit Train-Action Unknown, or 24 - Hit Railroad Signal Pole or Post, or 25 - Hit Railroad Crossing Gates.
School Bus Passenger Fatalities ***Used for Performance Measure: 38***	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 ***Used for Performance Measures: All with crash or casualty severity classifications***	FARS & CRIS: 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) ***Used for Performance Measure: 28***	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. CRIS: Texas population data used for calculating population-based crash and casualty rates were obtained from the Texas State Data Center and Office of the State Demographer. Population-based crash and casualty rates through CY 2009 are based on Texas State Data Center population estimates. Population-based rates for 2010 and later use population 2010 U.S. Census count.
Vehicle Miles Traveled (VMT) ***Used for Performance Measures: 1 (FARS & CRIS), 2 & 3 FARS)***	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. CRIS: All annual VMT estimates used in this document are derived from TXDOT's Transportation Planning and Programming Division's (TPP) estimates of daily vehicle miles traveled These estimates include all vehicle miles on all roadways in Texas. Total VMT includes VMT on state, city and county-maintained roads. All mileage-based crash and casualty rates based on CRIS data use TPP VMT estimates as the denominator.
Work Zone Injuries and Fatalities	CRIS: Fatalities and serious injuries in crashes occurring in a Work Zone whether or not construction related. CRIS codes; CRASH

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

Section Three

PROGRAM AREA REPORTS

Planning and Administration PA - 01

Goals

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

Objectives

- No current quantifiable performance measures or objectives

Strategies

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

Project Descriptions

Task: ***Evaluation*** — ***Planning and Administration PA - 01***

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

Texas Transportation Institute — **2011-TTI-G-1YG-0057**

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

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Provide responses to special requests for data compilations, analyses and graphics	5	5	☑
▪ Provide compilation of annual Texas crash and casualty data to the Traffic Safety Section	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	PA	1	*Planned:*	$49,635.11			$5,574.79	$55,209.90
		1	*Actuals:*	$48,587.80			$5,465.21	$54,053.01

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

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

Texas Department of Transportation — **TRF-TS eGrants Project Management**

Title / Desc. ***eGrants Project Management Services***

Provide project management services for the continued enhancement and support of the TxDOT Traffic Safety Electronic Grants Management System (eGrants)

Participating Organizations	*Project #*
Texas Department of Transportation	TRF-TS eGrants Business Analysis
Agate Software, Inc.	TRF-TS eGrants Development
Agate Software, Inc.	TRF-TS eGrants Project Management

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	PA	3	*Planned:*	$342,696.00	$50,000.00			$392,696.00
		3	*Actuals:*	$287,696.00	$50,000.00			$337,696.00

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

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

Texas Department of Transportation **TRF-TS Traffic Safety Program**

Title / Desc. ***TRF-TS Traffic Safety Program Operations***

Conduct and manage the Texas Traffic Safety Program in order to identify traffic safety problem areas and implement programs to reduce the number and severity of traffic-related crahses, injuries, and fatalities.

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PA	1	Planned:		$3,205,399.18			$3,205,399.18
		1	Actuals:		$3,205,399.18			$3,205,399.18

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

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

Texas Transportation Institute **2011-TTI-G-1YG-0058**

Title / Desc. ***Planning and Implementation of Statewide Traffic Safety Conferences***

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

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

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PA	1	Planned:	$43,332.89			$4,852.32	$48,185.21
		1	Actuals:	$42,408.30			$167.17	$42,575.47

FY 2011 Traffic Safety Funds
Program Area Expenditure Summary

Planning and Administration

PA - 01

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

Alcohol and Other Drug Counter Measures AL - 02

Goals

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

Objectives

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

Strategies

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

Project Descriptions

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

Organization Name — *District* BRY — *Project Number*

Brazos County Attorney's Office — **2011-BrazosCA-G-MYG-Yr3-0228**

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

Regional Underage Drinking Task Force

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

Financial Information:

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

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

Organization Name — *District* DAL — *Project Number*

Collin County - District Attorney's Office — **2011-CollinDA-G-MYG-Yr2-0182**

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

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Increase the conviction rate of individuals suspected of DWI that refuse voluntary breath or blood tests	90 %	841 %	☑
▪ Decrease the number of alcohol related crashes in Collin County	534	403	☑
▪ Decrease the number of jury trials held in Collin County for the offense of DWI	110	103	☑
▪ Decrease the number of DWI jury trials in which police officers are required to testify in court	70 %	103 %	☐

Financial Information:

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

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

Organization Name — *District* HOU — *Project Number*

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

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

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Provide Blood Search Warrants to arresting DWI officers	500	1,357	☑
▪ Distribute Press Releases about No Refusal Weekends	12	7	☐
▪ Coordinate Weekends of No Refusal	41	42	☑
▪ Collect Data sets obtained pursuant to blood search warrants	12	12	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8FR	1	*Planned:*	$229,415.78			$25,490.65	$254,906.43
		1	*Actuals:*	$210,799.96			$3,467.55	$214,267.51

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

Organization Name — *District* HOU — *Project Number*

Montgomery County District Attorney's Office — **2011-MCDAO-G-1YG-0009**

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

To provide prosecutors, nurses, and equipment in a central location to draft blood search warrants and obtain blood samples from all DWI suspects arrested by police agencies in the area.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Provide reporting activities to TXDOT to evaluate the effectiveness of No Refusal Nights	12	37	☑
▪ Implement No Refusal nights from the current 15, an increase of 41 additional no refusal nights.	56	100	☑
▪ Implement training programs for hospitals and first responders on DWI and privacy laws	20	34	☑
▪ Evaluate No Refusal nights for effectiveness in targeting legally intoxicated drivers	56	110	☑
▪ Conduct publicity campaigns to educate the public, the media, and police groups	12	104	☑
▪ Conduct No Refusal DWI training programs for Local Schools and Public Organizations	10	24	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8FR	1	*Planned:*	$98,350.00			$50,775.11	$149,125.11
		1	*Actuals:*	$98,350.00			$58,198.70	$156,548.70

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

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

Texas Department of Transportation | **TRF-TS IDM Incentives**

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

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

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

Financial Information:

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

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

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

Texas Department of Transportation | **TRF-TS IDM STEP**

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

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

Performance Measures

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

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

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

Financial Information:

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

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

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

Sherry Matthews Advocacy Marketing — **2011-SMAM-G-1YG-0117**

Title / Desc. ***2010 NHTSA Impaired Driving Assessment***

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

Performance Objectives	Target	Actual	Met?
▪ Implement Impaired Driving Assessment	1	2	☑

Financial Information:

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

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

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

Texas Transportation Institute — **2011-TTI-G-MYG-Yr2-0043**

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

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

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

Financial Information:

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

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

Organization Name *District* BRY *Project Number*

Texas Transportation Institute **2011-TTI-G-MYG-Yr2-0185**

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

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Revise strategic planning tool to reflect the progress of the working group & plan activities	1	2	☑
▪ Provide technical assistance and support to the working group	10	7	☐
▪ Maintain the Brazos Valley Impaired Driving Working Group	1	4	☑
▪ Create & distribute educational materials for distribution within the county related to the working group	3	7	☑
▪ Coordinate meetings and activities for the Brazos Valley Impaired Driving Working Group	5	6	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$52,975.48			$5,914.50	$58,889.98
		1	*Actuals:*	$52,491.31			$12,333.49	$64,824.80

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

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

Texas Transportation Institute **2011-TTI-G-MYG-Yr3-0224**

Title / Desc. ***Technical Assistance & Working Group Facilitation for the Alcohol and Other Countermeasures Program***

Increase enforcement of DWI laws

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Revise Texas SFST Update curriculum to reflect any changes adopted by NHTSA	1	1	☑
▪ Revise internal NHTSA State Alcohol Self-Assessment document and submit it	1	1	☑
▪ Provide tech. asst. activities to the Alcohol & Other Drug Countermeasures/Youth Alcohol Program initiatives	10	13	☑
▪ Conduct impaired driving working group subcommittee meetings	2	2	☑
▪ Conduct Alcohol Program Partner's Meeting and one impaired driving working group meeting	1	2	☑
▪ Assist multi-disciplinary, statewide impaired driving working group	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$40,873.51			$4,586.18	$45,459.69
		1	*Actuals:*	$39,923.60			$4,483.12	$44,406.72

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

Organization Name *District* WAC *Project Number*

Hillcrest Baptist Medical Center-Hillcrest **2011-Hillcres-G-1YG-0030**

Title / Desc. ***TeenSafe***

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

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

Financial Information:

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

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

Organization Name *District* HOU *Project Number*

Mothers Against Drunk Driving **2011-MADD-G-1YG-0020**

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

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

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

Financial Information:

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

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

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

Mothers Against Drunk Driving **2011-MADD-G-1YG-0129**

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

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

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

Financial Information:

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

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

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

Sherry Matthews Advocacy Marketing — **2011-SMAM-G-1YG-0171**

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

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

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

Financial Information:

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

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

Organization Name — *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.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Produce Street Smarts 60-second TV news features	25	24	☐
▪ Produce English On the Road in Texas radio news features	5	5	☑
▪ Produce Reports documenting earned media program	4	4	☑
▪ Increase Number of stations airing On the Road in Texas & Street Smarts radio features	275	256	☐
▪ Increase Number of stations airing Street Smarts TV news features	30	22	☐
▪ Distribute Monthly sets of On the Road in Texas radio features	12	12	☑
▪ Distribute Sets of Street Smarts TV features	6	8	☑
▪ Distribute sets of Street Smarts radio features	5	2	☐

Financial Information:

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

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

Organization Name — *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.

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

Financial Information:

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

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

Organization Name — *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.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Produce Peer-to-peer educational kits	1,500	1,500	☑
▪ Produce Event-in-a-box kits	25	20	☐
▪ Implement Digital social media strategy	1	1	☑
▪ Conduct Spring outdoor paid media campaign	1	1	☑
▪ Conduct Fall paid media campaign/outreach program	1	1	☑

Financial Information:

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

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

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

Texas Alcoholic Beverage Commission **2011-TABC-G-1YG-0059**

Title / Desc. ***Spring Prevention II***

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Train law enforcement officers on Party Dispersal and Source Investigations	120	167	☑
▪ Provide $500 mini grants to Texas High Schools for a Drinking & Driving Prevention Program	35	35	☑
▪ Educate Texas high school students on Zero Tolerance Laws	10,000	17,622	☑
▪ Educate community members and parents on Zero Tolerance Laws	2,500	4,040	☑

Financial Information:

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

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

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

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

Financial Information:

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

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

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

Texas Municipal Courts Education Center — **2011-TMCEC-G-MYG-Yr3-0309**

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

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

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

Financial Information:

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

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

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

Texas Transportation Institute — **2011-TTI-G-1YG-0046**

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

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

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

Financial Information:

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

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

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

Texas Transportation Institute **2011-TTI-G-MYG-Yr2-0046**

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

To develop a video public service announcement that educates the public on impaired driving and reinforces what actions to take should they encounter an impaired driver on Texas roadways.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Utilize set of storyboards developed in FY10 to aid in the production of the video public service announcemt	1	1	☑
▪ Produce master video public service announcement to educate the public on alcohol impaired drivers	1	1	☑
▪ Distribute video public service announcement for dissemination over cable to the pilot community	1	1	☑
▪ Conduct meetings in a focus group format regarding the public awareness campaign	5	5	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$72,792.03			$8,205.82	$80,997.85
		1	*Actuals:*	$72,779.38			$8,883.70	$81,663.08

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

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

ThinkStreet **2011-ThinkSt-G-1YG-0038**

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.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Purchase Paid media flight	1	2	☑
▪ Purchase No Refusal paid media flight in July	1	1	☑
▪ Manage Months of PI&E campaign efforts	12	23	☑
▪ Manage Social networking site updates	5	5	☑
▪ Implement PR and Media relations effort	1	3	☑
▪ Distribute No Refusal recreational area banners to program partners	5	35	☑
▪ Distribute No Refusal press release in campaign markets.	1	1	☑
▪ Develop No Refusal video for earned media and outreach efforts	1	1	☑
▪ Develop Creative campaign with multiple elements	1	1	☑
▪ Coordinate Months of grassroots outreach efforts	8	9	☑
▪ Conduct Qualitative and quantitative studies	2	4	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8PM	1	*Planned:*	$1,476,047.50			$1,524,200.00	$3,000,247.50
		1	*Actuals:*	$1,469,112.84			$9,999,999.00	$11,469,111.84

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

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

ThinkStreet **2011-ThinkSt-G-1YG-0040**

Title / Desc. ***Llega a tu casa o a la cárcel. Tu escoge.. End up at home or end up in jail. You choose..***

An Impaired Driving education and awareness program targeted to Latinos and their influencers.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Purchase Paid media flights	4	4	☑
▪ Manage Months of PI&E campaign efforts	12	11	☐
▪ Implement PR and Media relations effort	1	3	☑
▪ Develop Creative campaign with multiple elements	1	2	☑
▪ Coordinate Months of grassroots outreach efforts	11	11	☑
▪ Conduct Quantitative telephone surveys (benchmark and follow-up) to measure awareness	2	3	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8PM	1	*Planned:*	$671,899.50			$318,000.00	$989,899.50
		1	*Actuals:*	$663,019.56			$3,669,689.00	$4,332,708.56

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

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

ThinkStreet **2011-ThinkSt-G-MYG-Yr2-0207**

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

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Purchase paid media schedule and solicit PSA media to support the campaign message	1	3	☑
▪ Implement public relations and media relations strategy	1	2	☑
▪ Implement grassroots outreach strategy to support campaign initiatives	1	2	☑
▪ Develop additional creative elements as needed to support the campaign.	1	3	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8PM	1	*Planned:*	$1,127,392.86			$241,706.25	$1,369,099.11
		1	*Actuals:*	$1,114,789.51			$4,006,580.00	$5,121,369.51

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

Organization Name *District* AUS *Project Number*

Travis County Attorney's UDPP **2011-Travis C-G-MYG-Yr3-0075**

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

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

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

Financial Information:

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

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

Organization Name **National Safety Council**

Division TRF-TS

Project Number **2011-NSC-G-MYG-Yr3-0007**

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

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

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

Financial Information:

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

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

Organization Name **Sam Houston State University**

Division TRF-TS

Project Number **2011-SHSU-G-3YG-0037**

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

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

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

Financial Information:

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

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

Organization Name **Sam Houston State University**

Division TRF-TS

Project Number **2011-SHSU-G-MYG-Yr3-0179**

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

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Revise Texas DRE Recertification curriculum maintaining IACP standards	1	1	☑
▪ Conduct DRE Work Group meeting to review the current DRE, A-RIDE, and DITEP program materials	1	1	☑
▪ Coordinate IACP/NHTSA Regional DRE State Coordinator Annual Meeting plan and host by	1	0	☐
▪ 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.)	4	2	☐
▪ Conduct DRE instructor update course to review DRE, DITEP, A-RIDE course materials and NHTSA/IACP updates	1	1	☑
▪ Revise set of DRE student and instructor policies	1	1	☑
▪ Update DRE, DITEP, A-RIDE standardized operating procedures manual	1	1	☑
▪ Train DRE instructors on the (8-hour) DITEP curriculum	10	4	☐
▪ Train Texas peace officers as DRE instructors in the NHTSA/IACP approved DRE Instructor course	12	8	☐
▪ Train DREs in the 8 hour Texas DRE Recertification course	60	139	☑
▪ Train Texas peace officers in the NHTSA/IACP approved DRE course	60	82	☑
▪ Train Texas peace officers in the NHTSA/IACP approved A-RIDE course	240	257	☑
▪ Train secondary educational professionals in the NHTSA/IACP approved DITEP training	500	706	☑
▪ Provide Texas prosecutors with DRE updates, materials, list of current DREs and DRE instructors	100	360	☑

Financial Information:

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

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

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

Sherry Matthews Advocacy Marketing — **2011-SMAM-G-MYG-Yr3-0237**

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

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Update conference website	1	2	☑
▪ Produce print collateral	1,300	800	☐
▪ Produce promotional materials	800	700	☐
▪ Produce conference signage	50	50	☑
▪ Produce awards presentations	10	9	☐
▪ Conduct Save A Life Summit	1	1	☑
▪ Conduct Online survey	1	1	☑
▪ Conduct conference evaluation	1	1	☑

Financial Information:

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

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

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

Texas Association of Counties — **2011-TAC-G-1YG-0083**

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

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

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

Financial Information:

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

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

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

Texas Center for the Judiciary | **2011-TCJ-G-MYG-Yr3-0085**

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

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

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

Financial Information:

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

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

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

Texas District and County Attorneys Association | **2011-TDCAA-G-MYG-Yr3-0196**

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

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

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

Financial Information:

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

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

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

Texas Justice Court Training Center | **2011-TJCTC-G-MYG-Yr2-0092**

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

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

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

Financial Information:

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

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

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

Texas Municipal Police Association | **2011-TMPA-G-1YG-0003**

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

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

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

Financial Information:

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

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

Organization Name — *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.

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

Financial Information:

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

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

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

Texas Transportation Institute — **2011-TTI-G-MYG-Yr2-0116**

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

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Produce technical memorandums/reports and provide to TxDOT related to BAC testing	7	6	☐
▪ Increase BAC reporting to TxDOT Traffic Records (CRIS)	40 %	40 %	☑
▪ Evaluate BAC/Drug reporting processes utilized by Medical Examiners offices in Texas	15	14	☐

Financial Information:

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

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

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

Texas Transportation Institute — **2011-TTI-G-MYG-Yr3-0066**

Title / Desc. ***Alcohol/Drug Expert Witness Program to Assist Prosecutors***

Improve adjudication of DWI, Intoxication Assault and Intoxication Manslaughter cases through improved training for prosecutors and training of alcohol/drug expert witnesses.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Produce set of plans and procedures for ongoing alcohol/drug expert witness program revisions and training	1	1	☑
▪ Implement alcohol/drug expert witness training programs for professionals	2	2	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$100,038.94			$11,257.29	$111,296.23
		1	*Actuals:*	$99,274.13			$11,197.11	$110,471.24

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

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

University of Houston/Downtown — **2011-UHD-G-MYG-Yr3-0122**

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

Police officer training course consisting of the legal and procedural use of in-car mobile video recording equipment for driving while intoxicated countermeasure.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Train 225 Texas peace officers in 9 courses on Mobile Video Instructor Training Course	225	230	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$144,742.60			$220,640.00	$365,382.60
		1	*Actuals:*	$144,118.20			$236,520.00	$380,638.20

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

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

University of Houston/Downtown — **2011-UHD-G-MYG-Yr3-0183**

Title / Desc. ***Underage Drinking Task Force Training***

An eight-hour police officer training program designed to teach officers how to create and manage a regional underage drinking task force in their community.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Train peace officers in 10 courses on Underage Drinking Task Force Training	100	107	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
410	K8	1	*Planned:*	$63,520.00			$28,000.00	$91,520.00
		1	*Actuals:*	$63,520.00			$30,816.00	$94,336.00

FY 2011 Traffic Safety Funds
Program Area Expenditure Summary

Alcohol and Other Drug Counter Measures — AL - 02

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

Emergency Medical Services EM - 03

Goals

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

Objectives

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

Project Descriptions

Task: ***Training*** ***Emergency Medical Services EM - 03***

Organization Name **Texas Engineering Extension Service - ESTI**

Division TRF-TS

Project Number **2011-TEEXESTI-G-MYG-Yr3-0117**

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

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

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

Financial Information:

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

FY 2011 Traffic Safety Funds
Program Area Expenditure Summary

Emergency Medical Services

EM - 03

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

Motorcycle Safety MC - 04

Goals

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

Objectives

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

Project Descriptions

Task: ***Program Management*** — ***Motorcycle Safety MC - 04***

Organization Name **Texas Transportation Institute** — *Division* TRF-TS — *Project Number* **2011-TTI-G-1YG-0054**

Title / Desc. ***Statewide Coordination of Motorcycle Safety Initiatives***

Coordinate activities of the Texas Motorcycle Safety Coalition and Board, which will implement strategies to reduce motorcycle crashes and related injuries and deaths in Texas.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Coordinate activities in support of the Texas Motorcycle Safety Coalition	18	29	☑
▪ Conduct activities in support of the Texas Motorcycle Safety Coalition	18	29	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	MC	1	*Planned:*	$47,093.34			$5,250.66	$52,344.00
		1	*Actuals:*	$47,093.34			$1,494.19	$48,587.53

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

Organization Name **Sherry Matthews Advocacy Marketing** — *Division* TRF-TS — *Project Number* **2011-SMAM-G-1YG-0091**

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

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Produce Out-of-home advertising components	4	4	☑
▪ Produce Sets of reflective stickers	2	2	☑
▪ Produce Set of interactive banners	1	1	☑
▪ Distribute Sets of outreach materials	6	6	☑
▪ Distribute Set of materials announcing the motorcycle awareness campaign	1	1	☑
▪ Develop Television public service announcements (PSAs)	2	2	☑
▪ Develop Radio public service announcements (PSAs)	2	2	☑
▪ Conduct Outreach media advisory	1	1	☑
▪ Conduct Motorcycle awareness paid media campaign	1	1	☑
▪ Conduct Media tour	1	1	☑

Project Notes

Match was not reported in GTS

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
2010	K6	1	*Planned:*	$999,944.00			$562,469.00	$1,562,413.00
		1	*Actuals:*	$993,987.52			$1,162,660.77	$2,156,648.29

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

Organization Name **Texas Transportation Institute**

Division TRF-TS

Project Number **2011-TTI-G-1YG-0055**

Title / Desc. ***Texas Law Enforcement Motorcycle Safety Awareness & Enforcement Training Course Implementation***

Conduct pilot course for the State of Texas Law Enforcement Motorcycle Safety and Awareness Training & produce classroom-based curriculum package.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct pilot testing for State of Texas Law Enforcement Motorcycle Safety and Awareness Training	1	4	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	MC	1	*Planned:*	$74,673.07			$8,322.79	$82,995.86
		1	*Actuals:*	$74,425.04			$1,109.54	$75,534.58

FY 2011 Traffic Safety Funds
Program Area Expenditure Summary

Motorcycle Safety

MC - 04

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

Occupant Protection OP - 05

Goals

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

Objectives

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

Strategies

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

Project Descriptions

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

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

Texas Department of Transportation | **TRF-TS CIOT Incentives**

Title / Desc. ***Click It Or Ticket Incentive Project***

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

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

Financial Information:

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

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

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

Texas Department of Transportation **TRF-TS CIOT STEP**

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

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

Performance Measures

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

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

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

Financial Information:

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

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

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

Texas Transportation Institute — **2011-TTI-G-1YG-0164**

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

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Provide memos reporting survey results	4	5	☑
▪ Conduct survey waves in 10 Click It Or Ticket cities	3	3	☑

Financial Information:

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

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

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

Texas Transportation Institute — **2011-TTI-G-MYG-Yr2-0048**

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

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Conduct survey of occupant restraint use among school age children (5-16 years old) in 18 Texas cities	1	1	☑
▪ Conduct survey of front seat occupant restraint use in 18 Texas cities	1	1	☑
▪ Conduct survey of child restraint use in 14 Texas cities	1	1	☑
▪ Conduct statewide survey in 22 Texas counties using survey sampling and protocol that is certified by NHTSA	1	1	☑

Financial Information:

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

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

Organization Name **Texas Transportation Institute**

Division TRF-TS

Project Number **2011-TTI-G-MYG-Yr3-0210**

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

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Evaluate Texas cities for the effectiveness of increased nighttime enforcement of safety belt law during CIOT	10	30	☑

Project Notes

Grant was terminated in May 2011

Financial Information:

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

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

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

Hillcrest Baptist Medical Center-HHS | **2011-HHS-G-1YG-0019**

Title / Desc. ***KidSafe***

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

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

Financial Information:

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

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

Organization Name | *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

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

Financial Information:

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

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

Organization Name — *District* WAC — *Project Number*

Scott and White Memorial Hospital — **2011-ScottWhi-G-MYG-Yr3-0273**

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

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

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

Financial Information:

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

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

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

Sherry Matthews Advocacy Marketing — **2011-SMAM-G-1YG-0168**

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

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Produce interactive campaign	1	1	☑
▪ Distribute set of materials to announce Click It or Ticket campaign	1	1	☑
▪ Distribute set of materials to announce Buckle Up in Your Truck campaign	1	1	☑
▪ Conduct paid media campaign	1	1	☑

Financial Information:

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

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

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

Sherry Matthews Advocacy Marketing **2011-SMAM-G-1YG-0169**

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

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Produce Click It or Ticket out-of-home advertising components	4	4	☑
▪ Distribute public information and education materials	317,450	317,450	☑
▪ Distribute set of broadcast PSAs in English and Spanish	1	1	☑
▪ Conduct paid media campaign	1	1	☑

Financial Information:

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

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

Organization Name **Texas AgriLife Extension Service**

Division TRF-TS

Project Number **2011-Texas Ag-G-MYG-Yr3-0138**

Title / Desc. ***Passenger Safety***

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

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

Financial Information:

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

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

Organization Name *District* HOU *Project Number*

Texas Children's Hospital **2011-TCH-G-1YG-0022**

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

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

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

Financial Information:

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

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

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

Texas Department of State Health Services — **2011-TDSHS-G-MYG-Yr2-0243**

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.

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

Financial Information:

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

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

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

ThinkStreet — **2011-ThinkSt-G-1YG-0170**

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

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Update informational landing page	1	1	☑
▪ Produce television, radio and outdoor impressions	0,000,000	0,000,000	☑
▪ Distribute sets of PI&E materials to program stakeholders	200	200	☑
▪ Distribute statewide press release	1	1	☑

Financial Information:

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

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

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

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

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

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

Financial Information:

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

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

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

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

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

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

Financial Information:

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

FY 2011 Traffic Safety Funds
Program Area Expenditure Summary

Occupant Protection

OP - 05

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

Pedestrian / Bicycle Safety PS - 06

Goals

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

Objectives

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

Strategies

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

Project Descriptions

Task: ***Public Information Campaigns*** ***Pedestrian / Bicycle Safety PS - 06***

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

Texas Department of Transportation **Pedestrian/Bicycle Safety Program**

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

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

Financial Information:

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

FY 2011 Traffic Safety Funds
Program Area Expenditure Summary

Pedestrian / Bicycle Safety

PS - 06

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

Police Traffic Services PT - 07

Goals

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

Objectives

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

Strategies

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

Project Descriptions

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

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

Texas Department of Transportation | **2011-STEP CMV**

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

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

Performance Measures

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

Participating Organizations	*Project #*
City of Houston - Police Department	2011-HoustonP-S-MYG-Yr3-0195

Financial Information:

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

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

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

Texas Department of Transportation | **2011-STEP Comprehensive**

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

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

Performance Measures

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

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

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

Financial Information:

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

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

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

Texas Department of Transportation | **2011-STEP Wave Comprehensive**

Title / Desc. ***STEP Wave Comprehensive***

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

Performance Measures

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

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

Financial Information:

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

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

Organization Name | *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.

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

Financial Information:

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

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

Organization Name **Texas Transportation Institute**

Division TRF-TS

Project Number **2011-TTI-G-3YG-0010**

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

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Identify TS stakeholders to determine needs for creation of an enhanced NHTSA DDACTS pilot training course	15	28	☑
▪ Educate traffic safety stakeholders and agencies in the enhanced NHTSA DDACTS pilot training program	15	23	☑

Financial Information:

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

FY 2011 Traffic Safety Funds
Program Area Expenditure Summary

Police Traffic Services

PT - 07

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

Speed Control SC - 08

Objectives

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

Project Descriptions

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

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

Texas Department of Transportation **2011-STEP Speed**

Title / Desc. ***STEP Speed***

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

Performance Measures

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

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

Financial Information:

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

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

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

Texas Department of Transportation **2011-STEP Wave Speed**

Title / Desc. ***STEP Wave Speed***

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

Performance Measures

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

Participating Organizations	*Project #*
City of Bulverde	2011-bulverde-S-1YG-0100
City of Selma	2011-SelmaPD-S-1YG-0085

Financial Information:

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

FY 2011 Traffic Safety Funds
Program Area Expenditure Summary

Speed Control

SC - 08

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

Traffic Records TR - 09

Objectives

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

Strategies

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

Project Descriptions

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

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

Texas Department of State Health Services - ISG **2011-TDSHS-IS-G-MYG-Yr2-0085**

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

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

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

Financial Information:

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

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

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

Texas Department of Transportation — **2011-TxDOT-TR-G-1YG-0120**

Title / Desc. ***CRASH Agency Report***

Provide technical support to law enforcement agencies using CRASH reporting software during the pilot phase, to include user management and data extracts.

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
408	K9	1	Planned:	$421,233.00				$421,233.00
		1	Actuals:	$421,233.00				$421,233.00

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

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

Texas Department of Transportation — **2011-TxDOT-TR-G-1YG-0159**

Title / Desc. ***CRASH Agency Report Tech Support***

CRASH Agency Report Tech Support

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
408	K9	1	Planned:	$109,243.50				$109,243.50
		1	Actuals:	$109,243.50				$109,243.50

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

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

Texas Department of Transportation — **2011-TxDOT-TR-G-1YG-0160**

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

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

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	TR	1	Planned:	$556,920.00				$556,920.00
		1	Actuals:	$83,600.00				$83,600.00

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

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

Texas Department of Transportation — **TRF-TS Crash Records and Data Analysis Operations and CRIS**

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

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

Participating Organizations	*Project #*
Texas Department of Transportation	TRF-TS Crash Data Analysis
Texas Department of Transportation	TRF-TS Crash Records

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	TR	2	Planned:		$3,831,453.00			$3,831,453.00
		2	Actuals:		$3,978,801.58			$3,978,801.58

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

Organization Name **TIBH Industries** — *Division* TRF-TS — *Project Number* **TIBH Industries Clerk III - Middle Rate**

Title / Desc. ***TIBH Industries Clerk III - Middle Rate***

TIBH Industries Clerk III - Middle RateSafety Information Systems Plan.

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	TR	1	Planned:		$50,000.00			$50,000.00
		1	Actuals:		$48,004.32			$48,004.32

Task: ***Training*** — ***Traffic Records TR - 09***

Organization Name **Texas Municipal Police Association** — *Division* TRF-TS — *Project Number* **2011-TMPA-G-MYG-Yr2-0210**

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

To provide training to all law enforcement agencies in "Crash" thus increasing timely reporting, data uniformity and accuracy.

Performance Objectives	Target	Actual	Met?
▪ Train Officers on the "CRASH" course curriculum	1,200	0	☐
▪ Teach Law enforcement personnel on the train-the-trainer "CRASH" course	50	0	☐
▪ Maintain Team of 3 "CRASH" instructors and one program assistant	1	0	☐
▪ Evaluate CRASH curriculum for students and train the trainers	1	0	☐
▪ Distribute CR3/CR100 Instructional video as handouts for training courses and conferences	100 %	0 %	☐
▪ Conduct Eight hour "CRASH" classes to students	35	0	☐
▪ Complete Printing of all course curriculum	1	0	☐
▪ Complete Evaluation summary report for TRF	1	0	☐

Project Notes

Grant was terminated in May 2011

Financial Information:

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

FY 2011 Traffic Safety Funds
Program Area Expenditure Summary

Traffic Records

TR - 09

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

Driver Education and Behavior DE - 10

Goals

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

Objectives

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

Strategies

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

Project Descriptions

Task: ***Evaluation*** — ***Driver Education and Behavior DE - 10***

Organization Name **Texas Transportation Institute** — *Division* TRF-TS — *Project Number* **2011-TTI-G-1YG-0165**

Title / Desc. ***Attitude and Awareness Survey of Texans and Traffic Safety***

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Provide final report documenting survey results	1	1	☑
▪ Conduct survey of Texans at DL offices throughout Texas	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	DE	1	*Planned:*	$46,379.93			$5,180.10	$51,560.03
		1	*Actuals:*	$45,228.01			$5,063.30	$50,291.31

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

Organization Name **Education Service Center, Region VI** — *Division* TRF-TS — *Project Number* **2011-ESCVI-G-MYG-Yr3-0149**

Title / Desc. ***Driver Awareness Program for Adults.***

This is a 6 hour safety program for adults identified as under educated by federal guidelines. We will teach Adult Basic Education, Adult Secondary Education & English as a Second Language learners.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Teach Adult Basic Education and ESL students in the Driver Awareness Program	2,000	2,080	☑
▪ Revise Teacher resource binder to consist of lessons, activities, and answer keys	1	18	☑
▪ Identify Adult Basic Education and ESL classes that will offer the six hour program	75	96	☑
▪ Complete Plan of Administrative and General Grant Requirements	1	1	☑
▪ Analyze Participant Evaluations to determine the overall affectiveness of the Driver Awareness Program	1,500	1,822	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	DE	1	*Planned:*	$81,164.30			$44,203.56	$125,367.86
		1	*Actuals:*	$78,485.41			$62,925.30	$141,410.71

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

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

Sherry Matthews Advocacy Marketing — **2011-SMAM-G-1YG-0131**

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

To support statewide traffic safety public information and education efforts.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Support statewide public education & information efforts	1	1	☑
▪ Produce Street Smarts TV news features	2	2	☑
▪ Distribute Sets of "Street Smarts" TV features	2	1	☐
▪ Coordinate administration of traffic safety campaigns	1	1	☑
▪ Conduct paid media campaigns	2	2	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	DE	1	*Planned:*		$2,097,926.00		$370,223.00	$2,468,149.00
		1	*Actuals:*		$2,097,922.13		$533,530.00	$2,631,452.13

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

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

Texas Department of Transportation — **TRF-TS Driver Education and Behaviour - Local Events**

Title / Desc. ***Driver Education and Behavior - Local Event Campaign***

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

Participating Organizations	*Project #*
Texas Department of Transportation	TRF-TS Driver Education & Behaviour - AMA
Texas Department of Transportation	TRF-TS Driver Education & Behaviour - FTW
Texas Department of Transportation	TRF-TS Driver Education & Behaviour - SAT

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	DE	3	*Planned:*		$58,000.00			$58,000.00
		3	*Actuals:*		$46,828.07			$46,828.07

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

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

Texas Education Agency — **2011-TEA-G-MYG-Yr3-0129**

Title / Desc. ***Traffic Safety Education Prevention Program (Grades 6th-8th)***

The development of a Texas Safety Education Prevention Program (Grades 6th-8th) to be aligned with the core subjects' Texas Essential Knowledge and Skills for Texas middle school students.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Coordinate teacher workshops for the Traffic Safety Education Prevention Program (Grades 6th-8th)	4	0	☐

Project Notes

Grant was terminated. Negative amount is refund from previous year.

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	PT	1	*Planned:*	$73,160.00			$10,440.00	$83,600.00
		1	*Actuals:*	($400.31)				($400.31)

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

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

Texas Municipal Courts Education Center **2011-TMCEC-G-MYG-Yr3-0320**

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

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

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

Financial Information:

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

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

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

Texas Transportation Institute — **2011-TTI-G-MYG-Yr3-0258**

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

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

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

Financial Information:

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

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

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

ThinkStreet — **2011-ThinkSt-G-1YG-0036**

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

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Purchase paid media flight in April	1	1	☑
▪ Implement PR and Media relations effort	1	2	☑
▪ Develop social netowking site	1	1	☑
▪ Develop Creative campaign with multiple elements	1	1	☑
▪ Coordinate Months of grassroots outreach efforts	4	7	☑

Financial Information:

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

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

Organization Name **ThinkStreet** — *Division* TRF-TS — *Project Number* **2011-ThinkSt-G-1YG-0130**

Title / Desc. ***FY 2011 Operating Funds***

Traffic Safety planning operational budget.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Support Texas Traffic Safety Program in accordance with blanket purchase order #B442009020122000	1	2	☑
▪ Manage landing page updates	2	2	☑
▪ Implement public relations and media relations efforts	2	1	☐
▪ Coordinate grassroots outreach campaign to high schools	1	1	☑
▪ Conduct focus group studies to estabish a baseline and measure campaign awareness	2	1	☐
▪ Conduct observational belt use survey	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	DE	1	*Planned:*		$749,927.00		$90,250.00	$840,177.00
		1	*Actuals:*		$728,464.74		$410,000.00	$1,138,464.74

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

Organization Name **Austin Independent School District** — *District* AUS — *Project Number* **2011-AISD-G-1YG-0034**

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.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Certify students in Driver's Education and provide certificates of completion to each	210	301	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	DE	1	*Planned:*	$16,736.99			$17,893.04	$34,630.03
		1	*Actuals:*	$16,380.73			$21,256.65	$37,637.38

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

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

Education Service Center, Region VI — **2011-ESCVI-G-MYG-Yr2-0079**

Title / Desc. ***Texas Traffic SAFETY Education Staff Improvement Program. Safety Alliance For Educating Texas Youth.***

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.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Train Driver Education Instructors	300	470	☑
▪ Develop Set of content materials to use as training aids for classroom and skid monster activities	1	10	☑
▪ Conduct Teen Driver Education Workshops for Teachers	8	30	☑
▪ Complete Plan of Administrative and General Grant Requirements	1	1	☑
▪ Analyze Instructor evaluations to determine the overall effectiveness of the staff improvement Program	300	714	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	DE	1	*Planned:*	$59,436.60			$36,399.97	$95,836.57
		1	*Actuals:*	$59,436.60			$49,789.80	$109,226.40

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

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

Texas Education Agency — **2011-TEA-G-MYG-Yr2-0106**

Title / Desc. ***TX Licensed Driver Education Schools Driver Education Curriculum & Student-Completer Data Submission***

Project offers financial support to licensed driver education schools to incorporate the Program of Organized Instruction in their driver education curriculum & provide student-completer data.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Manage evaluation process for mini-grants to licensed driver education schools for DE curriculum	150	0	☐
▪ Manage application process for mini-grants to licensed driver education schools for field testing curriculum	150	0	☐

Project Notes

Grant was terminated. Negative amount is refund from previous year.

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	PT	1	*Planned:*	$285,701.00			$33,527.00	$319,228.00
		1	*Actuals:*	($60,500.00)				($60,500.00)

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

Organization Name **Texas Education Agency**

Division TRF-TS

Project Number **2011-TEA-G-MYG-Yr3-0270**

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

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Coordinate workshops for defensive driving (driving safety) instructors and personnel	6	0	☐
▪ Complete administrative and general grant requirements	1	0	☐

Project Notes

Grant was terminated

Financial Information:

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

FY 2011 Traffic Safety Funds
Program Area Expenditure Summary

Driver Education and Behavior

DE - 10

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

Railroad / Highway Crossing RH - 11

Goals

- To reduce KAB crashes at railroad/highway crossings

Objectives

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

Project Descriptions

Task: ***Public Information Campaigns*** ***Railroad / Highway Crossing RH - 11***

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

Texas Department of Transportation **Railroad/Highway Crossing Program**

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

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

Financial Information:

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

FY 2011 Traffic Safety Funds
Program Area Expenditure Summary

Railroad / Highway Crossing

RH - 11

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

Roadway Safety RS - 12

Goals

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

Objectives

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

Strategies

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

Project Descriptions

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

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

Texas Engineering Extension Service - ITSI **2011-TEEXEUPW-G-1YG-0018**

Title / Desc. ***Highway Safety Training***

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Train participants in Installation and Maintenance of Signs courses	70	74	☑
▪ Train participants in Installation and Maintenance of Pavement Markings courses	70	72	☑
▪ Conduct Installation and Maintenance of Signs courses	3	4	☑
▪ Conduct Installation and Maintenance of Pavement Markings courses	3	5	☑
▪ Complete administrative and general grant requirements	100 %	0 %	☐

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	RS	1	*Planned:*	$27,343.66			$25,430.00	$52,773.66
		1	*Actuals:*	$22,335.35			$27,355.42	$49,690.77

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

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

Texas Engineering Extension Service - ITSI — **2011-TEEXEUPW-G-1YG-0033**

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

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

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Train participants in Work Zone Traffic Control courses	875	972	☑
▪ Train participants in Flagging in Work Zones courses	525	717	☑
▪ Train participants in Work Zone Traffic Control Refresher courses	438	721	☑
▪ Conduct Work Zone Traffic Control courses	35	40	☑
▪ Conduct Flagging in Work Zones courses	21	34	☑
▪ Conduct Work Zone Traffic Control Refresher courses	18	31	☑
▪ Complete administrative and general grant requirements	100 %	0 %	☐

Financial Information:

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

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

Organization Name — *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.

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

Financial Information:

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

FY 2011 Traffic Safety Funds
Program Area Expenditure Summary

Roadway Safety

RS - 12

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

Safe Communities SA - 13

Goals

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

Objectives

- Achieve a minimum of 8 Safe Communities Coalitions

Project Descriptions

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

Organization Name *District* DAL *Project Number*

Injury Prevention Center of Greater Dallas **2011-IPCOGD-G-MYG-Yr3-0171**

Title / Desc. ***Dallas Tweens: Safe and Secure***

The aim of the proposed intervention is to increase properly restrained youth ages 8 to 12 in Southeast Dallas through a culturally-competant, community-integrated program.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Implement tween occupant safety intervention	1	7	☑
▪ Develop final evaluation report	1	2	☑
▪ Conduct pre-intervention and ongoing observations	2,400	2,640	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	SA	1	*Planned:*	$45,866.33			$27,350.11	$73,216.44
		1	*Actuals:*	$45,866.32			$72,306.66	$118,172.98

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

Organization Name — *District* CRP — *Project Number*

Texas A&M University-Corpus Christi — **2011-TAMUCC-G-MYG-Yr3-0307**

Title / Desc. ***Safe Communities Safe Driving Public Education Campaign***

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

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

Financial Information:

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

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

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

Texas Transportation Institute — **2011-TTI-G-MYG-Yr3-0255**

Title / Desc. ***Management of Texas Safe Communities Program***

Provide management support to implement community traffic safety programs.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Provide video exemplifying successful SC coalition meetings	1	2	☑
▪ Provide set of criteria for Safe Community Coalitions	1	1	☑
▪ Produce e-newsletters to send to SC coalitions	6	2	☐
▪ Identify process used to create, manage, and sustain the SATJ coalition	1	1	☑

Financial Information:

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

FY 2011 Traffic Safety Funds
Program Area Expenditure Summary

Safe Communities

SA - 13

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

School Bus SB - 14

Goals

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

Objectives

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

Project Descriptions

Task: ***Training*** ***School Bus SB - 14***

Organization Name **Education Service Center, Region VI**

Division TRF-TS

Project Number **2011-ESCVI-G-MYG-Yr3-0152**

Title / Desc. ***School Bus Safety Training 101***

Revision of Project material and continue to implement safety units to 500 school bus drivers and hold Train the Trainer workshops to the remaining Education Service Centers.

Performance Objectives	*Target*	*Actual*	*Met?*
▪ Teach School Bus Drivers in Bus Safety 101	500	864	☑
▪ Identify Set of content materials to be utilized in the various Bus Safety training sessions	1	6	☑
▪ Complete Plan of Administrative and General Grant Requirements	1	1	☑

Financial Information:

Fund	*Source*	*# Projects*		*Federal Funding*	*State Funding*	*Program Income*	*Local Match*	*Project Total*
402	SB	1	*Planned:*	$89,552.80			$16,329.08	$105,881.88
		1	*Actuals:*	$87,526.48			$35,979.72	$123,506.20

FY 2011 Traffic Safety Funds
Program Area Expenditure Summary

School Bus

SB - 14

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

Section Four

PAID MEDIA REPORT

FY 2011 Fall Impaired Driving Prevention Campaign

Faces of Drunk Driving Impaired Driving Prevention Campaign

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

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

Still from "Before and After"

Paid Media

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

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

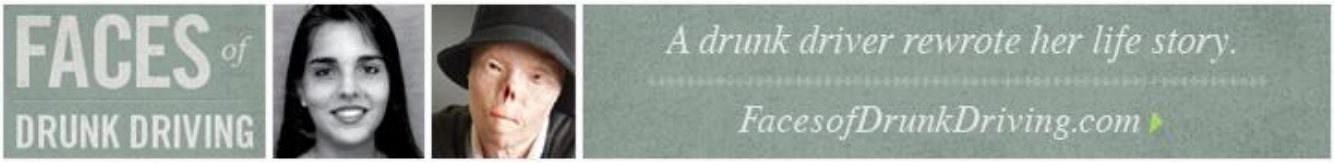
Media	Budget	Description
Spot TV	$225,033	2,639 spots; 6 markets
Interactive	$72,065	Online video ads and companion banners on *Hulu.com* and the BBE Network statewide
Total	**$297,098**	

Added Value

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

Interactive

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



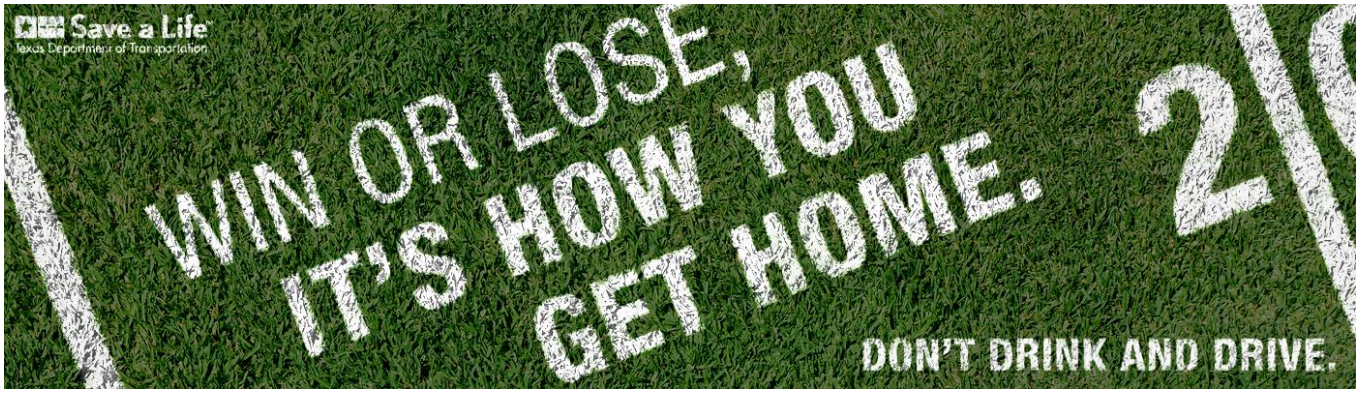
Web Banner

Educational Kit Distribution

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

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

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



Super Bowl *Don't drink and Drive* campaign

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

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

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

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

Earned Media

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

Poster

QR Code

Paid Media

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

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

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

Added Value

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

Interactive

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

Web Banner

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

FALL 2011 Impaired Driving Prevention Campaign

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

Paid Media, Fall Impaired Driving Prevention, Beginning September 2011

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

Statewide Outdoor Campaign

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

Dallas Cowboys Media Partnership

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

Halloween Haunted House Outreach Activities

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

Haunted House Banner

Overall Value of Mini Campaigns

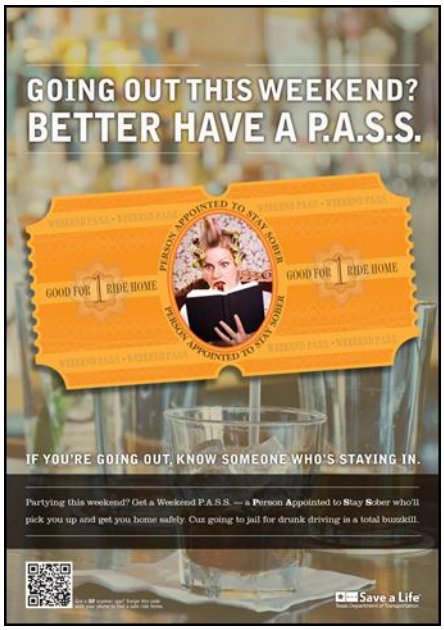
Added value from media vendors totaled $157,346 for the Fall 2010 campaign and $207,047 for the Super Bowl campaign. Combined with the $296,624 earned media value from public relations activities across all DWI-prevention mini campaigns, efforts garnered more than $661,017 in match funds.

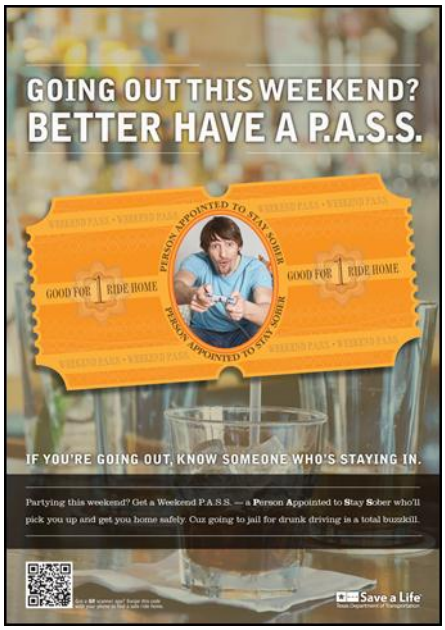
FY 2011 WEEKEND P.A.S.S. CAMPAIGN

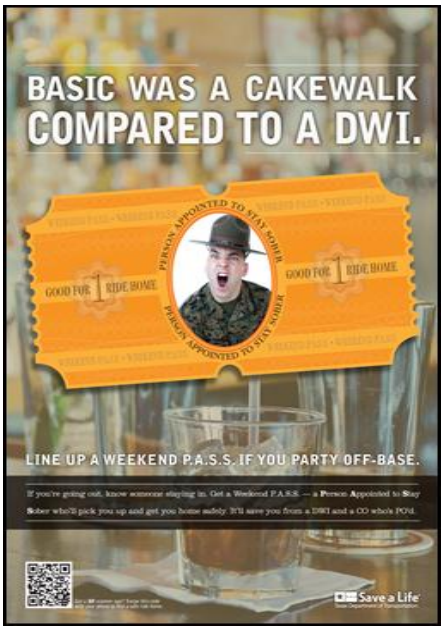
It's no surprise that most alcohol-related crashes and fatalities occur on weekends. In Texas in 2009, 63 percent of alcohol-related crashes and 65 percent of fatal alcohol-related crashes happened on weekends (Friday through Sunday). In a TxDOT benchmark research study performed in 2011, 49 percent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

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

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







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

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

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

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

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

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

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

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

Paid Media Overview

Weekend P.A.S.S.

Primary Target:	Adults 21-34
Markets:	Austin, Dallas-Fort Worth, El Paso, Houston, Rio Grande Valley, San Antonio
Media:	Spot Radio Internet
Flight Dates:	February – July 2011 (one week paid media, three weeks PSA per month)

No Refusal Weekend

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

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

Added Value

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

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

Paid Media

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

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

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

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

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

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

FY 2011 ANNUAL HOLIDAY *DESIGNATE A DRIVER* CAMPAIGN

FY 2011 Annual Holiday Designate a Driver Campaign

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

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

Paid Media

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

Paid Media, Designate a Driver, December 2010

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

Added Value

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

Interactive

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

Social Media

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

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

Stills from "Workshop After Hours" online video

Stills from "Keys for the Holidays" online game

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

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

Web Banners

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

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

Earned Media

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

Employer-Based Outreach

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

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

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

Point-of-Sale Messaging

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

Additional Efforts

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

Overall Campaign Value

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

FY 2011 Hispanic Impaired Driving Prevention Campaign

Campaign Overview

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

TOMA ➡ MANEJA ➡ CÁRCEL

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

- In 2009 in Texas, 14,643 Hispanic drivers were involved in alcohol-related crashes. Of these, 72 percent were under the influence of alcohol, representing 38.7 percent of all DUI drivers involved in crashes. SOURCE: TxDOT's Crash Record Information System (CRIS)

- 17.78 percent of US-born Hispanics and 13.38 percent of foreign-born Hispanics believe it is "acceptable to drive when feeling the effects of alcohol a little bit."

- Benchmark research conducted by TxDOT in 2010 found that 72 percent of the Spanish-speakers interviewed did not believe there is a specific law governing drinking and driving. And 63 percent of those interviewed were not familiar with the blood alcohol concentration (BAC) concept.

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

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

Paid Media Overview

Primary Target: Hispanic Males 18-49

Secondary Target: Hispanic Adults 18-49

Markets & Spanish-language Media:

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

Media Flight Dates: November 15-28, 2010 (Thanksgiving)
April 11-24, 2011 (Easter)
June 20 – July 3, 2011 (July 4th)
September 12-25, 2011 (Diez y Seis de Septiembre)

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

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

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

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

Community Outreach

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

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

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

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

Earned Media

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

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

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

Overall Campaign Value

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

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

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

FY 2011 Football Game Day Impaired Driving Prevention

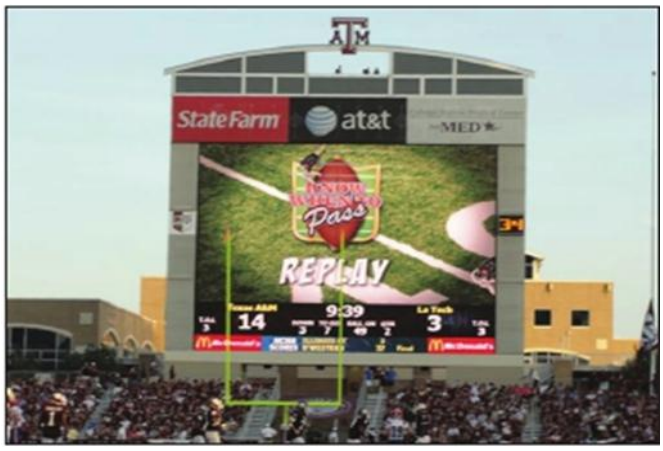
Campaign Overview

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

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

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

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



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

Paid Media Overview

Primary Demo: Men 21-54

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

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

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

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

Television Spots

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

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

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

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

Added Value

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

Earned Media

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

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

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

Overall Campaign Value

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

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

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

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

FY 2011 College Who's Driving Tonight? Campaign

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

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

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

Paid Media

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

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

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

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

Paid Media Added Value

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

Interactive Marketing

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

WhosDrivingTonight.com

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

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

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

University Outreach

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

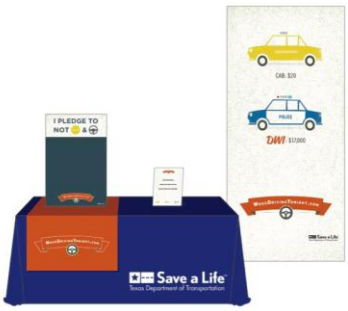
The peer-to-peer educational kits included a revised booklet with instructions and DWI facts, new and revised posters, new decals, designated driver sign-up sheets, and customizable sober ride program flyers. TxDOT established partnerships for the distribution of 1,500 kits at seven major Texas universities.

Peer-to-Peer Educational Kit Posters

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

Local Outreach Toolkit

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



Local Event Mockup

FY 2011 CLICK IT OR TICKET SAFETY BELT ENFORCEMENT CAMPAIGN

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

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

Earned Media

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

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

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

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

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

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

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

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

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

Paid Media

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

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

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

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

Interactive

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

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

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

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

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

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

Added Value

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

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

Overall Campaign Value

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

FY 2011 Teen Click It or Ticket

Campaign Overview

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

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

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

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

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

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

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

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

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

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

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

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

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

Paid Media Overview

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

Markets: Statewide; 19 TV markets and 21 radio markets

Media: Spot Television
Spot Radio
Internet
Channel One

Flight Dates: February 7th-20th, 2011

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

Added Value

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

Partnership

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

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

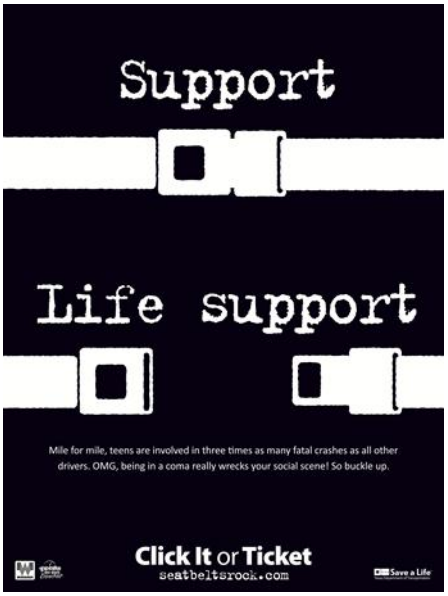
Earned Media

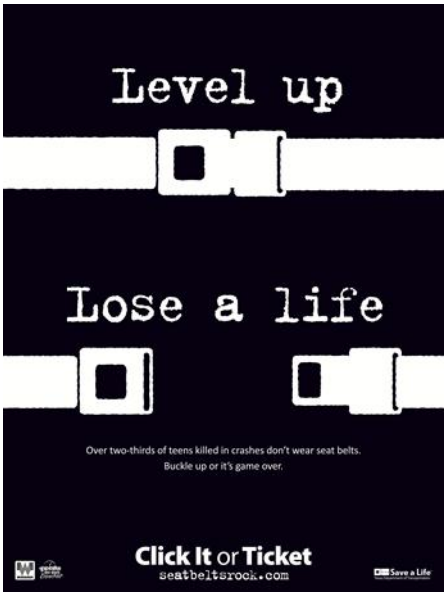
A statewide media release, a series of desk-side briefings and aggressive story pitching resulted in broadcast, newspaper and online coverage — achieving $2,145,431 in earned media value and more than 59,105,498 impressions.

Overall Campaign Value

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

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





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

FY 2011 Child Passenger Safety Campaign

Campaign Overview

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

In 2009, 52 percent of Texas children under eight years old who were fatally injured in a crash were unrestrained (where restraint use was known and applicable). The 2010 Child Restraint Use Survey developed by the Texas Transportation Institute (TTI) also noted that 30 percent of children observed in child safety seats were restrained in an incorrect, unsafe manner — up 2 percent from the 2009 study. The 2011 Child Restraint Use Survey from TTI found that 10.5 percent of children were riding with no restraints at all. Campaign partners that routinely conduct child safety seat check-up events actually place improper restraint use as high as 90 percent. The 2011 TTI Child Restraint Use Survey placed Brownsville, Lubbock, Waco, Houston, El Paso, Beaumont, Dallas and Amarillo as the worst child restraint violators (markets with restraint use under 89 percent).

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

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

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

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

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

Paid Media Overview

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

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

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

Media Flight Dates: September 5 – September 30, 2011

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

Added Value

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

Partnerships

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

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

groups across the state. Aggressive public relations and grassroots efforts continued to build on existing partnerships, as well as established relationships with pediatric physician associations and daycare centers to further spread the word to parents, caregivers, and influencers. A multi-panel bilingual brochure was produced that unfolded to five feet in "height," providing a built-in measuring stick and guide as to the appropriate safety seat for a child's age and height. More than 4,000 daycare centers statewide received "Buckle 'em up. Buckle 'em right." information and a link to a website containing the brochures, posters, TV, and radio spots. More than 20,000 brochures were sent to existing partners across Texas.

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

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

Earned Media

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

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

Overall Campaign Value

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

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

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

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

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

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

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

PAID MEDIA

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

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

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

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

Added Value

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

Interactive

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

"Choose Your Ride" Website. TxDOT revamped and optimized *TexasDWI.org t*o make it even easier for Texans to plan a sober ride with the RideFinder. Based on the user's location, the RideFinder offers up transportation solutions including taxi company phone numbers, bus routes, limo rental companies, and even pedicabs. The website, produced in English and Spanish, also incorporated information about DWI penalties and highlighted the Labor Day enforcement crackdown. During the campaign, more than 44,000 people came to the site to use the RideFinder.

TexasDWI.org

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

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

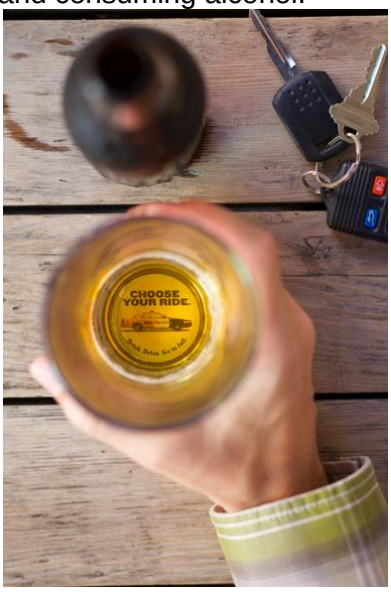
Digital Jukeboxes. TxDOT placed "Choose Your Ride" ads on the Ecast network of touch-screen digital jukeboxes, reaching Texans when they were out drinking alcohol at bars and clubs. Bar goers were able to click through to a localized cab finder application and could send taxi company phone

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

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

Alternative Media

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



Pint Glass

Poster

Earned Media

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

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

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

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

Overall Campaign Value

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

"No Refusal" JULY 2011 Campaign Support

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

FY 2011 Distracted Driving Prevention Campaign

Campaign Overview

"Talk. Text. Crash." — It says it all. Cell phone use by the driver of a vehicle, whether talking or texting, dramatically increases the motorist's odds of being involved in a crash. During National Distracted Driving Awareness Month in April 2011, TxDOT launched a public awareness and education campaign to educate Texans on the dangers of distracted driving. As defined by the National Highway Traffic Safety Administration (NHTSA), a distracted driver is a driver conversing with passengers, eating, smoking, manipulating dashboard controls, reaching for something inside the vehicle, and/or talking or texting on a cell phone. Federal statistics suggest that distracted driving contributes to as much as 20 percent of all fatal crashes and that cell phones constitute the primary source of driver distraction. Researchers point to two numbers to illustrate the magnitude of the texting while driving problem: An estimated five billion text messages are sent each day in the United States, and at least 20 percent of all drivers have admitted to texting while driving. In Texas in 2010, more than 100,000 vehicles were involved in crashes where distraction in a vehicle, driver inattention or cell phone use was cited; 408 of those crashes were fatal. Teenagers are especially susceptible: 42 percent of urban teens and 48 percent of rural teens text while driving.

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

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

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

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

Following are several radio script examples:

Announcer:

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

Announcer:

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

Announcer:

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

Posters in English and Spanish were distributed to partners statewide.

Paid Media Overview

Primary Target: Adults 16-24

Markets: Statewide

Media: Radio, Internet

Flight Dates: April 3rd - 30th, 2011 (2 weeks paid, 2 weeks PSA)

Media	Budget	Description	Impressions
Radio	$209,304.00	Schedules on 102 radio stations in 22 markets	15,752,000
Sports Marketing	$14,911.00	Texas Rangers baseball one month sponsorship, comprising radio spots on Rangers network statewide, in-stadium ads during games and press event at the Ballpark	781,912
TOTAL	**$224,215.00**		**16,533,912**

Added Value

Added value elements negotiated as part of the media buy included matching PSAs for radio, material distribution, on-air sponsorships, bonus spots, streaming radio spots, social media updates, on-air interviews, inclusion in station e-blasts and space for the Nationwide Insurance interactive distracted driving display at events. The Texas Rangers provided a package discount along with advertising and media coverage in games from April throughout the remainder of the season as well as hosted a press event at the Ballpark in Arlington. Paid media generated 16,533,912 impressions and achieved $322,215 in added value placements.

Partnership

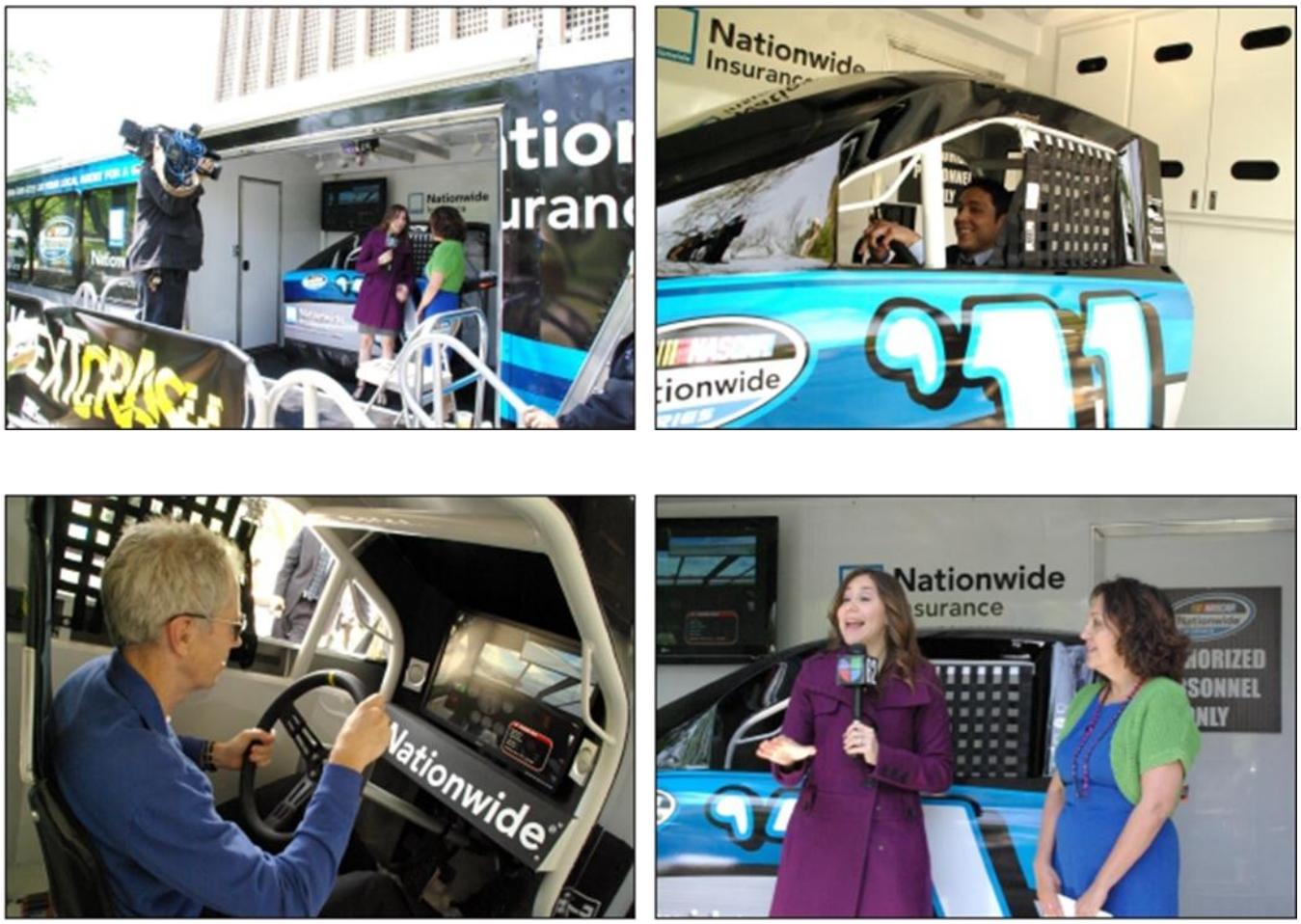
Through a partnership with Nationwide Insurance, the campaign undertook a four-city tour featuring Nationwide's distracted driving simulator. The simulator allows drivers to get behind the wheel of car that they steer through a simulated street scene video. They are then asked to call or text an attending staff member while driving through the simulated scene, presenting a sobering, hands-on experience and graphic revelation regarding the impact of cell phone use on driving skills. The simulator was featured at the kick-off press conference in Austin and then at on-campus events at the University of Texas-San Antonio and the University of Houston.

The Texas Rangers Baseball Club also stepped up to the plate in Dallas and held a press event at The Ballpark in Arlington prior to a home game. Television crews taped former Ranger star catcher Jim Sundberg in the simulator. And pitching ace Derek Holland (who had recently lost a good friend in a distracted driving crash) recorded a series of radio spots reminding Ranger fans of the dangers of texting while driving. Nationwide Insurance donated the use of the distracted driving simulator and paid for printing of the bumper stickers.

Nationwide Insurance funded production of 250,000 bumper stickers.

Earned Media

Earned media generated 57,386,261 impressions in FY 2011. Public relations and earned media efforts resulted in $2,696,118, including more than 150 broadcast mentions in 18 markets across Texas as well as online news stories, newspaper articles and radio news items.



Nationwide's Distracted Driving Simulator enabled Texans to safely experience the consequences of driving while talking or texting on a cell phone.

Overall Campaign Value

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

Their help, supported by media (added value and earned media) resulted in an impressive $3,005,333 of match value and generated a total of 73,920,173 impressions for Talk.Text.Crash. in fiscal year 2011.

Combining $322,215 of added value media with $2,696,118 in earned media, plus over $20,000 in donations, the Talk.Text.Crash. campaign yielded more than $3,018,333 in value for the $315,000 investment: an amazing 9.6 to 1 return on investment.

FY 2011 MOTORCYCLE AWARENESS CAMPAIGN

FY 2011 MOTORCYCLE AWARENESS CAMPAIGN

Motorcyclists are particularly vulnerable when riding on our streets and highways—66 percent of motorcycle crashes injure or kill the motorcyclist. And according to the TxDOT Crash Records Information System, the number of motorcyclists killed on Texas roadways has more than doubled over the past decade. For this reason, TxDOT has launched a public education campaign aimed at making Texas drivers more aware of motorcyclists. The campaign tagline is: “Look twice for motorcycles. Because seeing them is saving them.”

EARNED MEDIA

TxDOT kicked off the 2011 motorcycle awareness campaign with a press event Tuesday, April 12 on the plaza of the Long Center for the Performing Arts in Austin. Motorcycle safety advocates, law enforcement, traffic safety officials, other partners, and motorcycle riders of every type came together to announce the start of the campaign.

Fred Underwood, Texas Transportation Commissioner speaks at the April 18th press event, set against a backdrop of motorcycles in many shapes and sizes.

To support earned media activities, TxDOT conducted broadcast and print media tours in six media markets, including Austin, Dallas/Fort Worth, El Paso, Houston, the Rio Grande Valley and San Antonio. TxDOT produced and distributed a broadcast video package with event footage and outreach activities, which aired on news stations across the state, helping garner TxDOT $455,056 in earned broadcast coverage. TxDOT also developed a print news release and distributed it to more than 500 newspapers across Texas bringing in more than $79,630 in earned media value. Combined, the campaign totaled $534,686 in earned media value.

Paid Media

The paid media campaign, which ran from April 18 to May 1, targeted adult drivers from 18 to 44. Motorcycle awareness messages were relayed in both English and Spanish through new TV and radio PSAs, new billboards, fillboards on gas pump handles, and interactive ads with online video. TxDOT placed $502,146 in paid media for the statewide *Look Twice for Motorcycles* campaign in the following outlets:

Paid Media, Look Twice for Motorcycles, April 18–May 1, 2011

Media	Budget	Description
Spot TV	$242,056	3,392 spots in 6 markets
Radio	$133,922	2,530 spots in 6 markets
Outdoor	$101,918	21 boards in 6 markets 752 fillboards and 376 pumptoppers in 94 gas stations
Interactive	$24,250	Over 3.6 million impressions served through pre-roll and in-banner video with companion banner ads
Total	**$502,146**	

New Broadcast Creative.
This year, new 30-second and 15-second TV public service announcements were concepted and produced in both English and Spanish. Titled "Invisible," the spot captured a dramatic traffic crash with an unseen object, illustrating how motorcyclists are difficult to see if drivers aren't paying special attention. In addition, 60-second "Thank You Letter" radio public service announcements were also concepted and produced in both English and Spanish.

"Invisible" 30-second TV PSA

Interactive

To extend the reach of the new "Invisible" television PSA, interactive media included pre-roll and in-banner online video with companion banners, totaling more than 3.26 million impressions. Digital ads clicked through to www.LookLearnLive.org.

Web Banner

Added Value

Special partnerships with media vendors contributed greatly to added value totals for this year's campaign. Altogether, local television stations, radio stations, outdoor companies, and other media partners donated media services valued at over $533,584.

Overall Campaign Value

Combining the $533,584 in added value from media partners with $534,686 of earned media value, the 2011 *Look Twice for Motorcycles* public education campaign garnered $1,068,270 in total added value during the 2011 campaign.

FY 2011 SAVE A LIFE SUMMIT: IMPAIRED DRIVING IN FOCUS

FY11 Save a Life Summit: Impaired Driving in Focus

Texas has a drinking and driving problem. While traffic deaths overall have declined, alcohol remains the number one cause of fatal crashes in the state—a third of the deaths on our roads are caused by impaired drivers. In 2009, more than 27,000 alcohol-related crashes resulted in nearly 1,000 fatalities and 17,700 injuries on Texas roadways. That's why TxDOT narrowed the focus of the Save a Life Summit to address the single issue of impaired driving, bringing together thought leaders in the field and stakeholders from around the state to share ideas, best practices, and new developments.

TxDOT hosted the 2011 Save a Life Summit August 24–26, at the Crowne Plaza Hotel Riverwalk in the heart of San Antonio. The conference allowed leaders and field personnel to share the challenges, success stories, innovative tools, new solutions and real-life strategies to prevent drinking and driving in communities across the state. In addition to collaboration and information sharing at the annual awards luncheon, participants also received recognition for their efforts to prevent alcohol-related traffic crashes, injuries and fatalities in their communities.

General Sessions

- Tackling the Problem of Impaired Driving
  Georgia Chakiris, National Highway Traffic Safety Administration
  Susan D. Reed, Bexar County District Attorney, San Antonio
- DWI and Risk Perception: Why Do People Still Drink and Drive
  David Ropeik, Author, Risk! A Practical Guide For Deciding What's Really Safe And What's Really Dangerous In The World Around You
- Impaired Driving in Focus
  Terry A. Pence, Texas Department of Transportation
  Janet Lea, Sherry Matthews Advocacy Marketing
- Creative Solutions to DWI
  Warren Diepraam, Montgomery County District Attorney's Office
  Paul Bachand and Art Mabry, South Dakota's "24/7 Sobriety" Program
  Dr. Larry Gentilello, UT Southwestern Medical School, Dallas
- MADD's New Direction
  Jan Withers, Mothers Against Drunk Driving
- Putting the Brakes on Drunk Driving
  Officer Michael Thornton, San Antonio Police Department
  Chief William McManus, San Antonio Police Department

Workshops

- "24/7 Sobriety" Program
- Using Social Media To Combat Alcohol Misuse
- From The Bench: The Judge's Perspective
- Preventing Underage Drinking
- Recognizing Substance Abuse
- College Drinking 101
- Texas's "No Refusal" Enforcement Strategy
- LEADRS DWI and BAC Reporting
- Danger On Two Wheels: Motorcycle Impairment
- Recognizing Drug and Alcohol Abuse
- DWI Mobile Video Recording For Law Enforcement
- Perspectives From The Drinker And The Seller
- Tips For Courtroom DWI Testimony
- Know Your News: Media Training

Conference Website

TxDOT designed and developed a conference website where more than 330 traffic safety advocates registered, volunteered, submitted workshop ideas, and nominated both individuals and organizations for awards—all with the click of a mouse. After the conference, speaker presentations and event photos were uploaded to the website.

Conference Evaluation

Hundreds of session evaluation forms were distributed, collected and reviewed before sending the feedback to each speaker, along with Certificates of Appreciation. In addition to the "on the spot" evaluation forms, TxDOT also developed and conducted an overall conference evaluation online. The overall conference experience received an average rating of 3.66 (on a 4.0 scale) by Summit attendees. Many traffic safety professionals reported that they love the annual conference because they return to their jobs rejuvenated and motivated to continue their lifesaving work.

FY 2011 MATCH PROGRAM: ON THE ROAD IN TEXAS AND STREET SMARTS

For more than a decade, TxDOT has leveraged broadcast news segments to deliver driving tips and reminders, traffic law information, and dozens of traffic safety issues to millions of Texans, many of whom located in rural listening areas.

Street Smarts and Listos Para Manejar: 60-Second TV News Feature

In 2011, capitalizing on the popularity with stations of the Street Smarts TV News Features, TxDOT distributed "news minute" segments to network affiliates throughout in the state in English and Spanish. Local crews were involved from different regions across Texas to highlight personal stories about real people in their own communities, giving this series a local relevance and perspective. In addition to DPS Troopers, traffic safety and law experts were incorporated to bring fresh faces to the series.

TxDOT researched, developed, and produced 26 new 60-second English *Street Smarts* TV features and 26 60-second Spanish *Listos Para Manejar* TV news features on topics ranging from work zone safety to texting and driving dangers. An additional 10 60-second Spanish *Listos Para Manejar* TV news features were produced. TxDOT also secured free airplay for its new English and Spanish traffic safety TV news features on 25 television stations across Texas.

Stills from *Street Smarts* televisions features

On the Road in Texas and Los Caminos de Texas: Long-Format Radio Features

Since 1999 TxDOT's *On the Road in Texas* radio features, and its Spanish equivalent *Los Caminos de Texas,* have been educating Texans across the state on how to drive friendly and safely. News features about school bus safety, child passenger safety, underage drinking, pedestrian and bicycle safety, sharing the road with trucks, driver distractions, aggressive driving, motorcycle safety and literally dozens of other traffic issues have aired on radio stations throughout the state. In each spot, Department of Public Safety (DPS) Troopers serve as the voice of authority, informing listeners about everything from distracted driving to dangerous road conditions.

The *On the Road in Texas* inventory of 60-second radio news features now includes:

- More than 360 English spots
- More than 200 Spanish spots

In 2011, TxDOT distributed monthly *On the Road in Texas* English features and *Los Caminos de Texas* Spanish features to the Lone Star News Network, delivering timely driving tips, information on

traffic laws, and reminders about dozens of specific traffic safety issues. A network of **233 radio stations** throughout Texas played the spots regularly.

To maintain factual accuracy in its library of spots in the 2011 fiscal year, TxDOT also revised 3 English and 2 Spanish traffic safety radio news features.

Street Smarts and Listos Para Manejar: Short-Format Radios News Feature

TxDOT also offered 30-second versions of its traffic safety radio features to meet the request of radio stations in the state's largest metropolitan areas. This urban radio program, dubbed *Street Smarts,* targets a younger audience with features on driving under the influence, distracted driving, and speeding.

In 2011, TxDOT distributed *Street Smarts* radio features to 21 large-market and 56 mi-size-market radio stations.

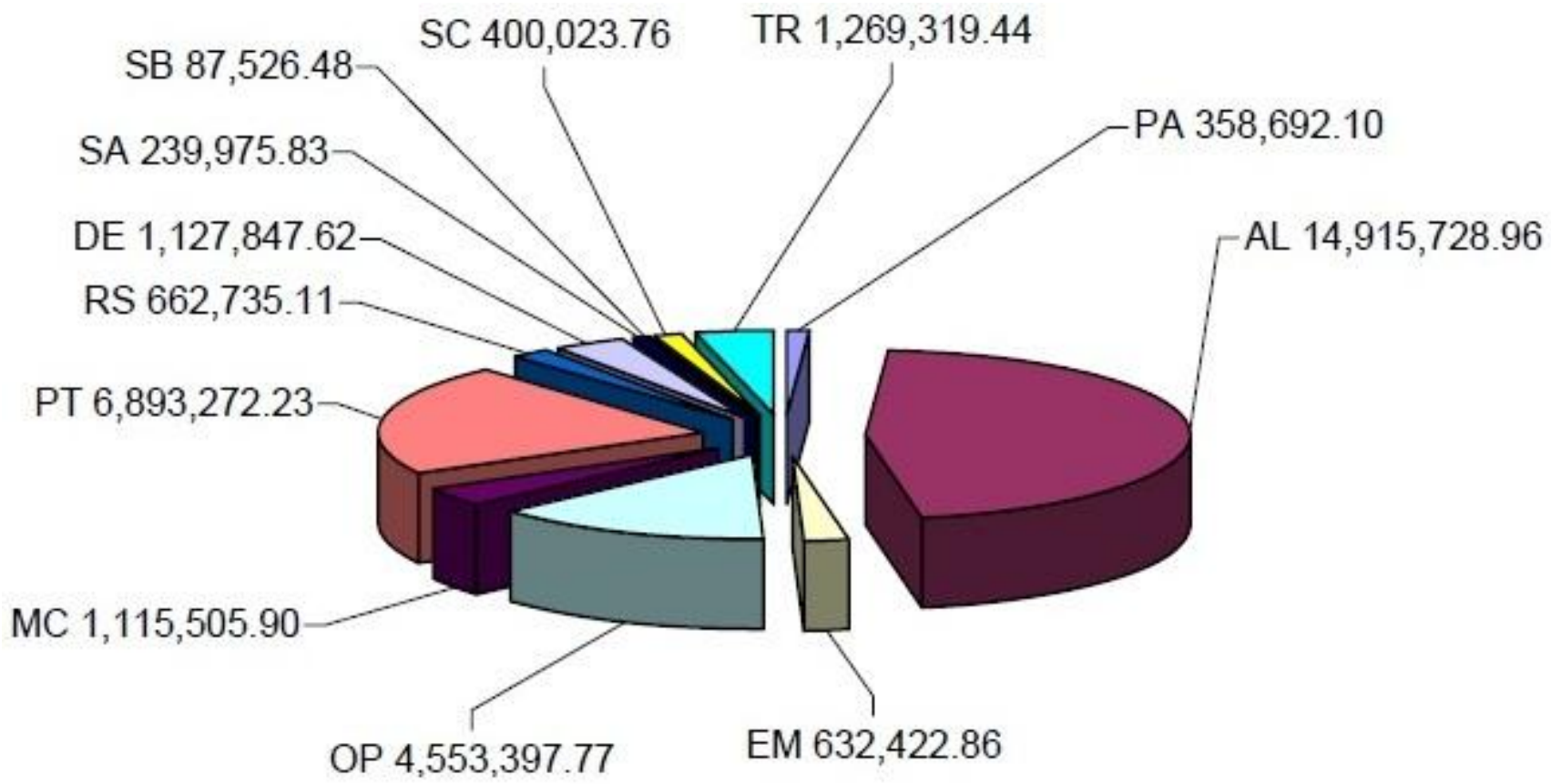
Overall Value

Thanks to longstanding relationships with TV and radio stations across the state, TxDOT was able to secure airplay—at no cost to TxDOT—on a total of 333 radio and TV stations. The *On the Road in Texas* and *Street Smarts* series generated a combined value of **$4,017,717.22 in free coverage** for traffic safety messages.

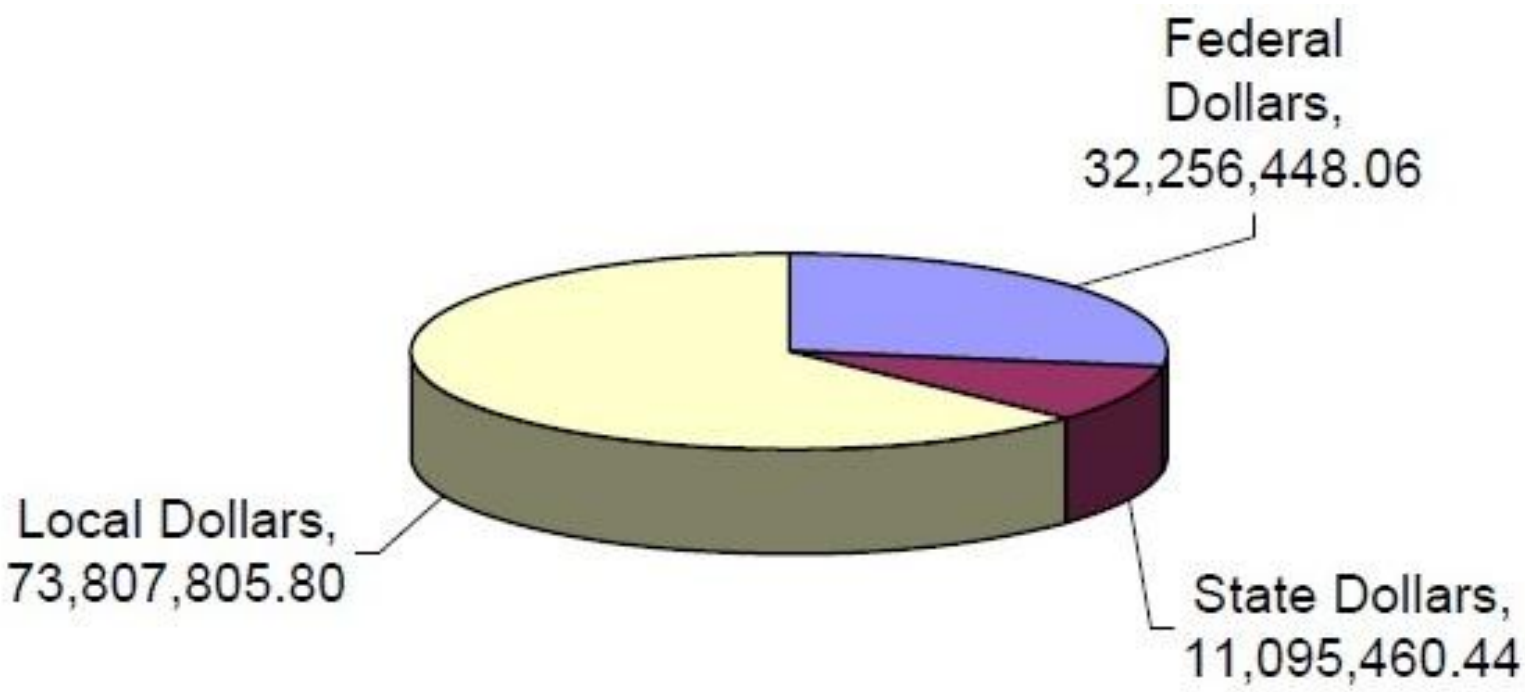
Section Five

FINANCIAL SUMMARY

FEDERAL EXPENDITURES BY PROGRAM AREA FOR FY 2011



TOTAL TRAFFIC SAFETY EXPENDITURES FOR FY 2011



FY 2011 Traffic Safety Funds
Traffic Safety Program Expenditure Summary

Program Area		# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
				402	405	2011	408	410	2010	STATE	INCOME	LOCAL	
Planning and Administration	Planned:	6	$3,646,490.29	$380,664.00						$3,255,399.18		$10,427.11	
	Actual:	6	$3,619,723.66	$358,692.10						$3,255,399.18		$5,632.38	
Alcohol and Other Drug Counter Measures	Planned:	124	$31,117,592.94	$1,169,970.59				$16,107,677.43		$242,050.00	$7,875.00	$13,590,019.92	$56,000.00
	Actual:	110	$56,667,080.62	$1,153,019.19				$13,776,102.72		$568,517.51	$12,350.00	$41,157,091.20	$51,866.92
Emergency Medical Services	Planned:	1	$1,475,366.63	$794,598.08								$680,768.55	
	Actual:	1	$3,638,882.73	$632,422.86								$3,006,459.87	
Motorcycle Safety	Planned:	3	$1,697,752.86	$121,766.41					$999,944.00			$576,042.45	
	Actual:	3	$2,280,770.40	$121,518.38					$993,987.52			$1,165,264.50	
Occupant Protection	Planned:	79	$12,900,894.42	$1,919,348.91	$1,629,267.00	$1,153,623.95				$441,166.14	$10,000.00	$7,747,488.42	$60,000.00
	Actual:	65	$20,142,266.60	$1,889,896.80	$1,602,703.39	$1,060,797.58				$371,522.91		$15,217,345.92	$58,119.03
Pedestrian / Bicycle Safety	Planned:	0	$0.00	$0.00								$0.00	
	Actual:												
Police Traffic Services	Planned:	58	$13,498,587.82	$7,229,692.46								$6,268,895.36	$6,500,239.30
	Actual:	57	$13,716,741.02	$6,893,272.23								$6,823,468.79	$6,187,027.56
Speed Control	Planned:	12	$639,533.78	$433,997.47								$205,536.31	$433,997.47
	Actual:	12	$628,004.48	$400,023.76								$227,980.72	$400,023.76
Traffic Records	Planned:	8	$5,943,015.55	$556,920.00			$1,412,426.52			$3,278,801.65		$694,867.38	
	Actual:	8	$5,173,349.69	$83,600.00			$1,185,719.44			$3,276,805.97		$627,224.28	
Driver Education and Behavior	Planned:	15	$5,739,517.50	$1,561,067.11						$2,909,650.02		$1,231,760.37	$81,164.30
	Actual:	15	$8,395,059.05	$1,127,847.62						$2,873,214.94		$4,393,996.49	$78,485.41
Railroad / Highway Crossing	Planned:	0	$0.00	$0.00								$0.00	
	Actual:												
Roadway Safety	Planned:	3	$1,596,006.94	$700,564.77								$895,442.17	
	Actual:	3	$1,670,469.80	$662,735.11								$1,007,734.69	
Safe Communities	Planned:	3	$332,974.86	$240,743.79								$92,231.07	$99,002.82
	Actual:	3	$379,603.07	$239,975.83								$139,627.24	$98,942.06
School Bus	Planned:	1	$105,881.88	$89,552.80								$16,329.08	$89,552.80
	Actual:	1	$123,506.20	$87,526.48								$35,979.72	$87,526.48
TOTALS:	Planned:	313	$78,693,615.47	$15,198,886.39	$1,629,267.00	$1,153,623.95	$1,412,426.52	$16,107,677.43	$999,944.00	$10,127,066.99	$17,875.00	$32,009,808.19	$7,538,993.63
	Actual:	284	$116,435,457.32	$13,650,530.36	$1,602,703.39	$1,060,797.58	$1,185,719.44	$13,776,102.72	$993,987.52	$10,345,460.51	$12,350.00	$73,807,805.80	$7,179,767.67

Note: No expsenses were incurred for Funding Source 406

Section Six

BEST PRACTICES

OVERVIEW

Texas has identified best practices employed by projects within the Traffic Safety Program. These are practices which significantly increased the effectiveness and efficiency of the project in meeting the goals of the program. When shared, these best practices can hopefully help improve other projects within the Texas program, as well as similar programs in other states.

CITY OF AUSTIN

Organization:	**City of Austin Police Department**
Project Title:	**STEP 2009 Comprehensive**
Project ID:	**2011-AustinPD-S-MYG-Yr3-0031**
Noteworthy Practices:	The Austin Police Department is committed to arresting and prosecuting those who choose to drink and drive. APD has a dedicated DWI enforcement unit to concentrate its patrol efforts on apprehending drunk drivers. Not only did APD have a year-long STEP Comprehensive grant with TxDOT to conduct DWI enforcement but also conducted STEP Impaired Driving Mobilization during four holiday seasons. To further reduce the number of DWI-related crashes, injuries and fatalities, APD continues to conduct No Refusal Weekends to remind all drivers that the odds of getting arrested and successfully prosecuted when driving while intoxicated go up drastically during this period. A search warrant is written and presented to a judge asking for a sample of the suspect's blood when a suspected drunk driver refuses to submit to giving a sample of their breath or blood. No Refusal weekends occur about six times a year. This STEP grant is very effective in Austin. The APD STEP grant coordinator and officers work very hard to make this a successful grant, as can be seen from the number of citations handed out during STEP. The APD STEP grant coordinator provides excellent leadership to the officers and maintains the STEP working schedules.
Evidence of Success:	This STEP grant is very effective in Austin. The APD STEP grant coordinator and officers work very hard to make this a successful grant, as can be seen from the number of citations handed out during STEP. The APD STEP grant coordinator provides excellent leadership to the officers and maintains the STEP working schedules. All STEP elements exceeded target numbers

TxDOT Traffic Safety Community Project

Organization:	**Texas Department of Transportation (TxDOT) –Traffic Safety San Antonio**
Project Title:	**Community Project Fiesta 2011**
Project ID:	**2012-TxDOT-TR-G-1YG-0165**
Noteworthy Practices:	The TxDOT San Antonio district office received received $19,000.00 in community project state funding. The Traffic Safety Specialist (TSS) assigned to the district used the funding for a local community project known as FIESTA. The community event is also known as a two week street celebration with high increase of alcohol sale permits, crashes and fatalities. TSS used $17,000.00 of allocated funding towards discounted city-wide taxi service and $2,000.00 towards public information and education materials. TSS collaborates with members of the San Antonio Traffic Jam Coalition to generate additional support and matching funds for the community project. This year the coalition members generated $38,850.00 towards the discounted citywide taxi service for a combined amount of $55,850.00. One goal was to encourage locals and visitors to use alternative transportation if their plans include alcohol drinking by issuing 1,000 discounted or in some cases free taxi service vouchers. TxDOT's final count was 3,000 which totaled 2,000 more vouchers or lives saved than last year's project. The second goal was to increase public awareness thru media. TxDOT received TV, Radio, and Print media every day on the project for the duration of the community event.
Evidence of Success:	For the first time in Fiesta history ZERO alcohol-related fatalities during the two week long FIESTA community event.

University of Texas Arlington

Organization:	**University of Texas Arlington**
Project Title:	**Texas City/County Work Zone Training Program**
Project ID:	**2011-UTatArli-G-3YG-0032**
Noteworthy Practices:	UT-Arlington instructors served as marketing agents and made in person and phone calls to various cities and counties to increase interest in this program.
Evidence of Success:	UT-Arlington was able to execute 92 classes despite a 30% mandated budget cut midway through the fiscal year. To be consistent with the mandated cut and subsequent reduced budget, we would have been expected to execute 75-80 classes. The use of instructors as marketing assets and a map indicating previous areas served helped us more efficiently schedule and deliver classes in this resource constrained period.

CITY OF DALLAS

Organization:	**City of Dallas**
Project Title:	**STEP Multi-Year Yr3 - 2011**
Project ID:	**2011-Dallas-S-MYG-Yr3-0274**
Noteworthy Practices:	The Dallas Police Department, being one of the largest in the nation, has taken elaborate measures to ensure both an acceptable level of performance and fiscal accountability of the TxDOT traffic safety grants awarded to it. The department has developed STEP policies and procedures that provide guidance for both Supervisory and officer duties. The department is audit intensive and has taken great strides to reduce the possibility of errors being reported on the RFRs submitted to TxDOT. Sergeant Sanchez audits all payroll records by the department and is the liaison between the department and the City's finance office. All records are compared with the City's records to ensure no discrepancies exist before RFRs are submitted to TxDOT. Internal audits are also performed randomly on all payroll records as well as on citations issued to detect any fraudulent activities. The department's back-up documentation to support officer's salaries paid through the grant (Time and Attendance reports and Daily Activity reports) are completed, well documented and retained in the Dallas Police Department files. Sergeant Junger has created an Access database to track officer's hours worked and salary information while working the STEP project. The department can enter officer's hours worked and salary information after a STEP shift and the department immediately knows the exact budget balance of the grant. Due to the number of officers in the department, and the number of grants/programs operating at any given time, the database is a tremendous help to the department as it can track all STEP expenditures before the paperwork is submitted to the City's finance division. The department watches individual officer's performance carefully while working the STEP grant. Each officer's STEP indicator is calculated and compared to the average STEP indicator of all officers working the grant. If an officer is more than 20% below the average, the officer is placed on probation and given a reduced workload for the grant. If the officer's performance still does not improve, the officer will be restricted from working the grant. Supervisors cover every STEP shift and monitor officers performance in the field, including conducting spot checks of all citations issued. It is important to note that supervisors are not paid through the grant. The department has developed a detailed Dallas Police Department Officer STEP Daily Report Form, which is currently in use by all officers working STEP.
Evidence of Success:	The department had excellent performance for FY 2011. They exceeded all grant objectives/performance measures for this project. At the end of the grant period the STEP Indicator was 3.58, well above the target goal of 3.0. Like previous years, the department did extraordinarily well in exceeding the projected number of presentations, media exposures and community events proposed in the grant. The department developed a spreadsheet that details the PI&E activities being conducted and attaches it to each performance report. The spreadsheet is an excellent document to substantiate the PI&E activities being conducted and this spreadsheet has been copied by many other STEP subgrantees.

TEXAS MUNICIPAL POLICE ASSOCIATION

Organization:	**Texas Municipal Police Association**
Project Title:	**Texas Law Enforcement Advanced DUI/DWI Reporting System (TX LEADRS) Maintenance & Integration**
Project ID:	**2011-TMPA-G-1YG-0003**
Noteworthy Practices:	Benchmarks were utilized thereby allowing and achieving a higher than normal mark for all goals and accomplishments. With oversight from the Texas Municipal Police Association, the Texas Law Enforcement Advanced DUI/DWI Reporting System (LEADRS) integrations are now fully operational and easier than before. From this shift, Record Management Systems are requesting integrations as a result of their law enforcement agencies requiring this specific reporting application. The LEADRS team used the SMART principal as its primary strategy. **Specific** in identifying the needs of the customer, **Measurable** using current statistical norms to measure goals, **Achievable** goals using our current resources, **Realistic** goal setting, not going for the extreme or the unattainable, **Timely**; always made sure that a deadline for each goal was set and accomplished. The LEADRS team set a plan of action by using a system of communication and professional organizational assets. The teams set of objectives were communicated to each team member and with this knowledge all team members worked diligently to accomplished and exceed beyond what was required. Customer service – providing outstanding customer service to all traffic safety partners and organizations. Trainings – Provide the most professional training possible. Performance Testing - provide benchmark results with application load, database sizing, and hardware stress capacity of the TX LEADRS web-based application. Deliverables – Effectively managing all changes. Identifying Risk Management – Ensuring the successful outcome of the project.
Evidence of Success:	LEADRS evidence of success can best be measured by its number of cases entered. Each year we continue to grow and in FY11 we reached all-time high of 10,645 cases. LEADRS obtains more than 10 percent of all DWI (cases) data, which is more than any current Record Management System in the State of Texas. LEADRS not only meets its objectives but significantly exceeds them as demonstrated in the objectives report.

MONTGOMERY COUNTY TEXAS

Organization:	**Montgomery County District Attorney's Office**
Project Title:	**Search Warrants Stop Drunk Drivers**
Project ID:	**2011-MCDAO-G-1YG-0009**
Noteworthy Practices:	On each "No Refusal" scheduled date, a prosecutor and nurse were present at the MCSO Conroe jail for search warrants/blood draws. Additionally, on certain dates, a prosecutor and nurse were positioned at a second location which is announced prior to the event. The MCSO BAT Van was placed at strategic locations during the events to assist in getting a breath test as soon as possible. The Hawk Eye HGN video system was located at the MCSO Bat Van during these events. Additionally, throughout the year, the D.A.'s Office offered several free DWI training sessions to first responders, hospitals, law enforcement and victim advocate groups. The Texas Department of Transportation's Dynamic Message Signs (DMS) were used on various "No Refusal" events and at various locations in Montgomery County. The Montgomery County D.A.'s Office assisted in the planning and execution of "Texas' First Statewide No Refusal" project in July 2011. Also, the program achieved increased law enforcement efforts because of the work of the prosecutors and police officers in the ride-along program. More officers showed an interest in DWI enforcement.
Evidence of Success:	The Montgomery County No Refusal Program and its architect, Warren Diepraam, were recognized by the Governor's Highway Safety Association on September 27, 2011 in Cincinnati, Ohio. The number of Intoxication Manslaughters has decreased to 3 for the year, which represents a 70% reduction from historical levels, and the average refusal rate for No Refusal nights was down to 25% from historical rates.

TEXAS DEPARTMENT OF STATE HEALTH SERVICE

Organization:	**Texas Department of State Health Service**
Project Title:	**Statewide Child Passenger Safety Education and Distribution Program**
Project ID:	**2011-TDSHS-G-MYG-Yr2-0243**
Noteworthy Practices:	The Texas Department of State Health Services-Safe Riders program has been working in collaboration with Texas Department of Transportation (TxDOT) for the past 25 years. For this quarter century of time, Safe Riders has been funded by TxDOT to serve as the lead organization in Child Passenger Safety (CPS) efforts in Texas. In that time we have accomplished a great deal.
Evidence of Success:	For Fiscal Year 2011, the following activities are of note. In addition to our funded grant objectives, Safe Riders has taken on the task of educating the public in general about hyperthermia in Texas. Hyperthermia educational presentations have been conducted while completing grant objectives in all parts of the state. Education materials are shared with local community programs wherever Safe Riders staff travel. The coordinator for Safe Riders is a member of the Never Leave Your Child Alone in a Car (NLYCA) task force and steering committee. Many other organizations also participate in this endeavor as part of enhancing the occupant protection message. Safe Riders has assembled an inventory of fitting station kits that are to be mailed out to CPS technicians in late August 2011. The kits contain everything necessary to conduct a successful fitting station event. Kits contain safety seat checklist forms, updated recall lists, locking clips, LATCH manuals, clip boards, tape, hand sanitizer, pens, etc. These kits will be available for a short time to assist in conducting CPS events the way the Safe Riders program does. It is hoped that the kits will inspire other organizations to model their programs after Safe Riders. In June 2011, Safe Riders conducted a child passenger safety course specific to DSHS regional staff. This course was highly sought after as a way of assigning status to these employees as certified technicians. They represent a new direction for regional employees of DSHS to take as injury prevention/child passenger safety advocates. Many of the services that DSHS offers to the communities of Texas take place after an illness or trauma has occurred. These regional offices will be sharing their staff time as leaders in their regions to prevent these same injuries from occurring and preventing injuries. Safe Riders manage Texas's statewide child restraint distribution program. This features training and equipping local agencies to provide child restraints and CPS education to low-income families throughout Texas and we provide child restraints to TxDOT subgrantees via an efficient ordering and monitoring system.

Section Seven

TRAFFIC SAFETY OUTLOOK

CONTINUED FOCUS ON ALCOHOL-RELATED FATALITIES

From 2008 – 2010, Texas experienced a reduction in fatalities from year to year. Alcohol continues to be a major contributing factor in traffic crashes and fatalities. In October 2011, Texas was awarded $12.8 million dollars in Section 410 funds dedicated to reducing alcohol-related fatalities. These additional funds will increase statewide high visibility DWI enforcement and paid media efforts.

IMPAIRED DRIVING ASSESSMENT

Texas, in conjunction with NHTSA, underwent an Impaired Driving Assessment in FY 2011. TRF-TS chose to conduct the assessment in order to obtain technical assistance on the approach the State of Texas uses to address the problem of impaired driving. As mentioned previously, Texas was designated as a high fatality state by NHTSA based upon the rate of alcohol-related fatalities. The Impaired Driving Assessment is a process other states have used to successfully address the high fatality rate status.

Texas will continue to address all findings and review NHTSA recommendations with the goal to implement changes as deemed feasible.

SHARE THE ROAD

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

STRATEGIC PLANNING

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

In addition, the following agencies and organizations assisted TxDOT in completing an alcohol self assessment as a state that identified strategies needed to address impaired driving problems in Texas. These agencies included the following: Texas District and County Attorney's Association, Texas Center for the Judiciary, Texas Department of Criminal Justice (TDCJ), TxDPS, NHTSA Region 6, Texas Alcoholic Beverage Commission, DSHS-Community Mental Health and Substance Abuse and Environmental Epidemiology and Injury, Higher Education Center for Alcohol and Drug Prevention, MADD, Brazos County, Sam Houston State University, TTI, Sherry Matthews Advocacy Marketing, Texas Education Agency, University of Texas Health Science Center at San Antonio, Texas A&M University-Center for Alcohol/Drug Education, Texas Municipal Police Association, Texans Standing Tall, and Texas Commission on Law Enforcement Officer Standards and Education (TCLEOSE).

IMPROVED CRASH REPORTING

TxDOT will continue to develop and enhance a newly launched web application to streamline crash data reporting; launched on October 17, 2011. Crash records are now easier to transfer and will allow law enforcement agencies to be able to send reports to the TxDOT electronically.

TxDOT implemented the Crash Reporting and Analysis for Safer Highways (CRASH) internet application to speed up the transfer of motor vehicle crash data from law enforcement agencies to the Crash Records Information System (CRIS), an automated database used to compile and track crash data statewide.

TxDOT received its first electronic crash report the Travis County Sheriff's office. Until recently, all law enforcement personnel were required to manually complete the Texas Peace Officer's Crash Report form (CR-3) and mail it to TxDOT.

CONTINUED ENHANCEMENTS TO EGRANTS

TxDOT's Traffic Safety Electronic Grants Management system, or eGrants, is a web-based solution for the application, scoring and ongoing management of the grants within the Texas Traffic Safety Program. With eGrants you can electronically:

- ☑ Create and submit grant proposals
- ☑ Manage your grant project
- ☑ Submit performance reports
- ☑ Submit requests for reimbursement

TRF-TS continues to enhance eGrants, as described below:

<u>FY 2011 Enhancements</u>

- *Implement a new eGrants User Interface*
- *Deploy the FIMS interface to allow for the automatic updating of payment status of each RFR*

<u>FY 2012 Enhancements</u>

- *Proposal review process flow.*
- *Spell checker functionality.*
- *Quick access to help functions; user guides, manuals, etc.*
- *Improve the creation of PDF forms.*

TRAFFIC SAFETY PROGRAM CENTRALIZATION

The strategic goal of centralization is standardized business objectives. The objectives are better team collaboration and communication. Through the use of standard methodologies, field staff mentoring, and capturing best practices, the Traffic Safety program will perform at a higher level than ever before and produce maximum results. With the increase in staffing levels, the Traffic Safety team will be in a better posture to support the demands of the program across the state of Texas. Centralization will also result in stronger district, division, and regional partnerships.

Appendix A

PROJECT CROSS REFERENCES

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Brazos County Attorney's Office	AL	410	K8	Planned:	$61,600.82			$53,864.20	**$115,465.02**
2011-BrazosCA-G-MYG-Yr3-0228				Actual:	$43,612.29			$57,074.94	**$100,687.23**
Collin County - District Attorney's Office	AL	410	K8FR	Planned:	$75,046.50			$15,416.68	**$90,463.18**
2011-CollinDA-G-MYG-Yr2-0182				Actual:	$45,704.56			$9,388.93	**$55,093.49**
Harris County District Attorney	AL	410	K8FR	Planned:	$229,415.78			$25,490.65	**$254,906.43**
2011-HarrisDA-G-3YG-0026				Actual:	$210,799.96			$3,467.55	**$214,267.51**
Montgomery County District Attorney's Office	AL	410	K8FR	Planned:	$98,350.00			$50,775.11	**$149,125.11**
2011-MCDAO-G-1YG-0009				Actual:	$98,350.00			$58,198.70	**$156,548.70**
2011-STEP CMV									***Group Project***
City of Houston - Police Department	PT	402	PT	Planned:	$249,548.90			$253,749.33	**$503,298.23**
2011-HoustonP-S-MYG-Yr3-0195 *CMV*				Actual:	$249,364.74			$310,298.22	**$559,662.96**

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.
	1,175		4,255				1,915	1,915	1,915									5,000		12	

2011-STEP CMV Subtotals					
# of Projects: 2	Planned:	$249,548.90		$253,749.33	**$503,298.23**
1	Actual:	$249,364.74		$310,298.22	**$559,662.96**

Performance Data Summary:

Crashes related to... 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.
	1,175		4,255				1,915	1,915	1,915									5,000		12	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2011-STEP Comprehensive									***Group Project***
City of Tyler	PT	402	PT	*Planned:*	$45,150.00			$25,363.00	**$70,513.00**
2011-Tyler PD-S-1YG-0030	***DWI Speed OP ITC***			*Actual:*	$45,121.32			$26,076.93	**$71,198.25**

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.
90	1,700	1,150	1,600	300		70				1,200	60		900					500		4	

City of Dallas - Police Department	PT	402	PT	*Planned:*	$839,995.80			$581,552.14	**$1,421,547.94**
2011-Dallas-S-MYG-Yr3-0274	***DWI Speed OP ITC***			*Actual:*	$804,247.50			$586,748.32	**$1,390,995.82**

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.
1,992	4,799	7,419	17,515	2,102		350				24,171	379		8,933					5,000		40	

City of Frisco	PT	402	PT	*Planned:*	$48,911.05			$27,804.75	**$76,715.80**
2011-FriscoPD-S-MYG-Yr3-0275	***DWI Speed OP***			*Actual:*	$35,740.36			$20,319.68	**$56,060.04**

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.
40	345		1,745	400		125				3,100	75							1,500		12	

City of Lubbock Police Department	PT	402	PT	*Planned:*	$49,628.00			$49,628.00	**$99,256.00**
2011-Lubbock -S-1YG-0004	***DWI Speed***			*Actual:*	$48,628.99			$48,628.99	**$97,257.98**

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.
375	3,725		4,856							11,300	130										

City of Arlington	PT	402	PT	*Planned:*	$155,553.45			$85,135.86	**$240,689.31**
2011-Arlingto-S-1YG-0055	***DWI Speed OP***			*Actual:*	$152,728.89			$83,589.17	**$236,318.06**

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.
500	1,200		4,399	1,000		100				10,800	60						6,000	6,000		8	

City of Pasadena - Police Department	PT	402	PT	*Planned:*	$86,447.44			$46,541.99	**$132,989.43**
2011-PasadePD-S-1YG-0019	***DWI Speed OP ITC***			*Actual:*	$84,899.30			$45,714.62	**$130,613.92**

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	Presentations	Media Exp.
150	450	800	3,450	1,300		500				3,250	55		2,200					2,000		4	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2011-STEP Comprehensive									***Group Project***
Texas Department of Public Safety	PT	402	PT	*Planned:*	$988,529.14			$1,113,544.61	**$2,102,073.75**
2011-TDPS-S-1YG-0063	***DWI Speed OP***			*Actual:*	$969,493.90			$1,143,311.48	**$2,112,805.38**

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.
760	1,284		22,404	10,550		1,200				17,000	1,200							5,000		12	

Harris County Sheriff's Office	PT	402	PT	*Planned:*	$229,230.84			$229,230.84	**$458,461.68**
2011-HarrisCo-S-3YG-0013	***DWI Speed OP***			*Actual:*	$228,981.09			$228,981.09	**$457,962.18**

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.
686	7,852		6,342	3,000		270				10,000	600							3,250		6	

City of Texarkana	PT	402	PT	*Planned:*	$12,611.50			$18,881.44	**$31,492.94**
2011-TexarkPD-S-1YG-0064	***DWI Speed OP ITC***			*Actual:*	$11,984.27			$17,945.90	**$29,930.17**

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.
32	295	300	380	155		35				550	12		70				1,000	1,100		5	

City of New Braunfels - Police Department	PT	402	PT	*Planned:*	$76,658.00			$37,426.77	**$114,084.77**
2011-NewBrau-S-1YG-0065	***DWI Speed OP ITC***			*Actual:*	$76,234.52			$37,564.29	**$113,798.81**

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.
60	610	460	1,700	200		25				2,750	50		150				6,000	10,000		25	

City of Euless Police Department	PT	402	PT	*Planned:*	$47,724.00			$32,225.32	**$79,949.32**
2011-Euless-S-1YG-0070	***DWI Speed OP ITC***			*Actual:*	$47,692.56			$32,675.18	**$80,367.74**

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.
39	100	165	1,349	145		20				950	38		1,675					1,000		25	

City of Denton	PT	402	PT	*Planned:*	$77,000.00			$42,084.00	**$119,084.00**
2011-DentonPD-S-1YG-0071	***DWI Speed OP ITC***			*Actual:*	$73,882.42			$41,468.97	**$115,351.39**

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	600	850	2,000	300		15				3,800	40		425					2,500		6	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2011-STEP Comprehensive									***Group Project***
City of Haltom City - Police Department	PT	402	PT	*Planned:*	$42,621.60			$24,643.28	**$67,264.88**
2011-HaltomPD-S-MYG-Yr3-0259	***Speed OP***			*Actual:*	$42,596.18			$24,638.50	**$67,234.68**

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.
	250		1,700	400		100				4,000								2,500		4	

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Armstrong County Sheriff's Department	PT	402	PT	*Planned:*	$13,612.72			$8,752.25	**$22,364.97**
2011-Armstron-S-1YG-0076	***DWI Speed***			*Actual:*	$11,783.31			$8,429.07	**$20,212.38**

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	10		588							1,480	8							300		5	

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
City of Seabrook Police Department	PT	402	PT	*Planned:*	$25,697.55			$15,225.07	**$40,922.62**
2011-Seabrook-S-MYG-Yr3-0250	***Speed ITC***			*Actual:*	$23,601.88			$1,661.45	**$25,263.33**

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.
	70	70	585							1,400			166					2,000		8	

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
City of Bedford	PT	402	PT	*Planned:*	$22,890.00			$12,359.85	**$35,249.85**
2011-Bedford-S-1YG-0018	***Speed OP ITC***			*Actual:*	$21,033.48			$11,689.67	**$32,723.15**

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.
	130	112	800	150						1,400			400					500		4	

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
City of San Antonio - Police Department	PT	402	PT	*Planned:*	$840,000.00			$491,677.09	**$1,331,677.09**
2011-SanAntPD-S-1YG-0017	***DWI Speed ITC***			*Actual:*	$840,000.00			$657,336.35	**$1,497,336.35**

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.
2,676	7,818	11,103	31,928							29,775	1,900		11,890				2,500	10,000		12	

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
City of Decatur Police Department	PT	402	PT	*Planned:*	$21,786.35			$19,647.38	**$41,433.73**
2011-DecaturP-S-1YG-0013	***DWI Speed OP***			*Actual:*	$16,018.04			$670.56	**$16,688.60**

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	Presentations	Media Exp.
	40		1,200	900		200				1,400	36							500		4	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2011-STEP Comprehensive									***Group Project***
City of La Porte Police Department	PT	402	PT	*Planned:*	$39,855.08			$25,624.52	**$65,479.60**
2011-LaPorte-S-1YG-0009	***Speed ITC***			*Actual:*	$39,836.13			$26,281.14	**$66,117.27**

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.
	26	52	1,770							2,500			1,100					1,500		5	

City of Odessa - Police Department	PT	402	PT	*Planned:*	$49,391.77			$26,605.93	**$75,997.70**
2011-Odessa-S-1YG-0006	***Speed OP ITC***			*Actual:*	$45,427.84			$25,258.54	**$70,686.38**

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.
	950	975	1,169	325		15				2,330			335					2,000		5	

City of Longview Police Department	PT	402	PT	*Planned:*	$43,430.36			$23,391.80	**$66,822.16**
2011-LongviPD-S-1YG-0073	***DWI Speed OP***			*Actual:*	$42,951.52			$23,138.15	**$66,089.67**

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.
95	935		1,608	800		40				3,327	34							1,500		4	

City of Keller	PT	402	PT	*Planned:*	$27,696.00			$19,928.51	**$47,624.51**
2011-KellerPD-S-1YG-0102	***Speed OP ITC***			*Actual:*	$27,624.08			$21,771.74	**$49,395.82**

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.
	60	60	850	150		45				2,250			270					3,000		12	

City of Harlingen Police Department	PT	402	PT	*Planned:*	$53,552.00			$29,433.73	**$82,985.73**
2011-Harlinge-S-1YG-0101	***DWI Speed OP ITC***			*Actual:*	$47,119.06			$36,211.83	**$83,330.89**

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.
65	40	100	2,200	225		200				3,600	80		500				800	2,000		4	

City of Irving	PT	402	PT	*Planned:*	$89,777.50			$49,099.83	**$138,877.33**
2011-Irving-S-MYG-Yr3-0149	***DWI Speed OP***			*Actual:*	$89,777.50			$49,530.17	**$139,307.67**

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.
206	1,000		2,615	800		75				5,500	125							2,000		6	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2011-STEP Comprehensive									***Group Project***
City of North Richland Hills	PT	402	PT	*Planned:*	$63,320.00			$52,099.98	**$115,419.98**
2011-NRichlan-S-MYG-Yr3-0159	***DWI Speed***			*Actual:*	$54,661.60			$33,564.16	**$88,225.76**

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.
12	400		1,346							1,335	150							1,000		4	

City of Port Arthur Police Department	PT	402	PT	*Planned:*	$25,971.60			$14,614.01	**$40,585.61**
2011-PortArth-S-1YG-0107	***Speed OP***			*Actual:*	$25,971.60			$18,463.71	**$44,435.31**

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.
	387		750	600		80				900							750	7,500		6	

City of Cedar Park	PT	402	PT	*Planned:*	$42,182.95			$28,110.49	**$70,293.44**
2011-CdrPrkPD-S-MYG-Yr3-0206	***DWI Speed OP ITC***			*Actual:*	$35,578.78			$23,710.25	**$59,289.03**

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.
10	225	100	1,120	75		20				2,500	20		200				1,000	1,000		5	

City of Grand Prairie - Police Department	PT	402	PT	*Planned:*	$154,375.01			$118,938.80	**$273,313.81**
2011-GrandPra-S-MYG-Yr3-0073	***DWI Speed OP ITC***			*Actual:*	$152,253.53			$117,308.36	**$269,561.89**

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.
171	608	356	4,869	1,805		270				5,415	54		2,707								

City of Wylie	PT	402	PT	*Planned:*	$41,151.50			$22,380.36	**$63,531.86**
2011-Wylie-S-MYG-Yr2-0091	***DWI Speed OP ITC***			*Actual:*	$13,265.07			$7,340.90	**$20,605.97**

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	Presentations	Media Exp.
33	76	120	1,455	130		10				1,900	100		235					1,500		6	

City of Murphy	PT	402	PT	*Planned:*	$13,869.00			$7,512.37	**$21,381.37**
2011-MurphyPD-S-MYG-Yr3-0020	***Speed ITC***			*Actual:*	$12,446.40			$6,824.45	**$19,270.85**

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.
	4	58	522							1,250			157					1,000		5	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2011-STEP Comprehensive									***Group Project***
City of Allen	PT	402	PT	*Planned:*	$40,041.00			$22,511.45	**$62,552.45**
2011-AllenPD-S-MYG-Yr3-0029	***DWI Speed OP***			*Actual:*	$40,041.00			$7,285.43	**$47,326.43**

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.
19	214		1,420	410		55				3,345	27							2,500		5	

City of Dallas	PT	402	PT	*Planned:*	$245,133.00			$180,807.94	**$425,940.94**
2011-Dallasco-S-MYG-Yr3-0262	***DWI Speed OP***			*Actual:*	$232,442.18			$175,727.78	**$408,169.96**

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.
42	108		5,404	2,100		240				13,500	161							2,500		5	

City of McAllen Police Department	PT	402	PT	*Planned:*	$42,001.00			$22,651.00	**$64,652.00**
2011-McAllenP-S-MYG-Yr3-0050	***DWI Speed OP ITC***			*Actual:*	$35,773.12			$19,294.00	**$55,067.12**

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.
141	706	429	1,891	450		120				750	140		775				2,000	2,000		4	

Town of Flower Mound	PT	402	PT	*Planned:*	$34,322.67			$19,236.25	**$53,558.92**
2011-FlowerPD-S-MYG-Yr3-0106	***DWI Speed OP***			*Actual:*	$23,411.90			$13,134.21	**$36,546.11**

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.
10	3		1,125	1,045		13				2,297	12							500		9	

City of Rowlett - Police Department	PT	402	PT	*Planned:*	$36,176.70			$19,942.45	**$56,119.15**
2011-RowletPD-S-MYG-Yr3-0110	***DWI Speed OP ITC***			*Actual:*	$29,728.37			$20,755.86	**$50,484.23**

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.
5	20	110	805	100		5				855	74		35					1,000		6	

City of Pharr - Police Department	PT	402	PT	*Planned:*	$64,760.55			$36,346.93	**$101,107.48**
2011-PharrPD-S-MYG-Yr3-0116	***DWI Speed OP***			*Actual:*					

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.
70	700		1,500	200		100				1,500	100							5,000		6	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2011-STEP Comprehensive									***Group Project***
City of Houston - Police Department	PT	402	PT	*Planned:*	$590,450.00			$1,741,061.46	**$2,331,511.46**
2011-HoustonP-S-MYG-Yr3-0248	***DWI Speed OP ITC***			*Actual:*	$590,450.00			$2,045,718.61	**$2,636,168.61**

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	Presentations	Media Exp.
1,592	16,678	9,865	16,837	7,190		1,243				16,897	480		3,662					4,000		4	

City of Austin - Police Department	PT	402	PT	*Planned:*	$376,356.70			$215,801.68	**$592,158.38**
2011-AustinPD-S-MYG-Yr3-0031	***DWI Speed OP ITC***			*Actual:*	$376,356.70			$215,801.68	**$592,158.38**

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.
735	7,350	1,400	8,495	350		28				20,300	90		840				1,500	100,000		10	

City of McKinney	PT	402	PT	*Planned:*	$71,816.54			$85,950.34	**$157,766.88**
2011-McKinney-S-MYG-Yr3-0223	***DWI Speed OP ITC***			*Actual:*	$71,816.54			$88,687.85	**$160,504.39**

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.
13	260	649	3,800	700		680				3,350	165		1,500					2,000		5	

Town of Addison - Police Department	PT	402	PT	*Planned:*	$14,980.00			$8,084.07	**$23,064.07**
2011-AddisonP-S-1YG-0052	***Speed OP ITC***			*Actual:*	$8,866.62			$177.42	**$9,044.04**

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.
	20	20	600	62		11				1,350			225					1,500		5	

City of Corpus Christi Police Department	PT	402	PT	*Planned:*	$84,905.50			$46,157.01	**$131,062.51**
2011-CorpusPD-S-MYG-Yr3-0227	***DWI Speed***			*Actual:*	$67,648.15			$38,354.53	**$106,002.68**

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.
190	3,038		3,100							5,616	185							3,800		5	

City of Webster	PT	402	PT	*Planned:*	$19,240.00			$23,779.59	**$43,019.59**
2011-Webster-S-1YG-0092	***DWI Speed***			*Actual:*	$8,218.95			$801.90	**$9,020.85**

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.
10	380		520							1,100	25							2,500		8	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2011-STEP Comprehensive									***Group Project***
City of Midland	PT	402	PT	*Planned:*	$21,747.24			$11,779.31	**$33,526.55**
2011-Midland-S-1YG-0091	***DWI ITC***			*Actual:*	$21,383.74			$12,678.71	**$34,062.45**

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	700								60		600					500		4	

City of Brownsville - Police Department	PT	402	PT	*Planned:*	$53,014.11			$15,453.31	**$68,467.42**
2011-BrownsPD-S-1YG-0084	***DWI Speed OP***			*Actual:*	$43,231.27			$14,613.37	**$57,844.64**

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	900		1,536	525		350				1,700	185						500	500		4	

City of Garland	PT	402	PT	*Planned:*	$174,995.00			$115,496.48	**$290,491.48**
2011-GarlandP-S-MYG-Yr3-0187	***DWI Speed OP ITC***			*Actual:*	$174,995.00			$185,228.78	**$360,223.78**

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	5,363	1,710		72				5,200	120		3,510					3,000		5	

City of Georgetown	PT	402	PT	*Planned:*	$25,200.95			$14,206.91	**$39,407.86**
2011-Georgeto-S-MYG-Yr3-0222	***DWI Speed OP ITC***			*Actual:*	$23,897.72			$13,473.10	**$37,370.82**

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.
21	184	315	840	40		20				1,100	11		400					2,500		4	

2011-STEP Comprehensive Subtotals	*# of Projects:* 46	*Planned:*	$6,163,761.17			$5,858,730.15	**$12,022,491.32**
	46	*Actual:*	$5,869,842.38			$6,258,586.85	**$12,128,429.23**

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.
14,791	106,750	39,338	222,493	54,494		8,572				310,993	9,666		43,860				22,050	211,450		335	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2011-STEP Speed									***Group Project***
City of Deer Park Police Department	SC	402	SC	*Planned:*	$49,000.00			$26,777.15	**$75,777.15**
2011-DeerPark-S-1YG-0012 *Speed*				*Actual:*	$49,000.00			$31,093.98	**$80,093.98**

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.
	127		1,304							3,915								5,000		12	

City of Mesquite	SC	402	SC	*Planned:*	$44,385.95			$25,648.75	**$70,034.70**
2011-Mesquite-S-MYG-Yr3-0109 *Speed*				*Actual:*	$43,839.73			$29,649.81	**$73,489.54**

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.
	525		1,000							3,150								2,000		5	

City of Sugar Land	SC	402	SC	*Planned:*	$76,394.91			$8,856.72	**$85,251.63**
2011-Sugarlan-S-3YG-0009 *Speed*				*Actual:*	$76,394.91			$12,317.09	**$88,712.00**

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.
	500		2,368							7,697								4,000		5	

County of Denton	SC	402	SC	*Planned:*	$24,258.04			$13,526.92	**$37,784.96**
2011-DentonCo-S-MYG-Yr3-0243 *Speed*				*Actual:*	$19,706.21			$14,779.98	**$34,486.19**

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.
	99		830							2,580								2,000		5	

Harrison County	SC	402	SC	*Planned:*	$40,381.46			$44,770.31	**$85,151.77**
2011-Harrison-S-1YG-0050 *Speed*				*Actual:*	$29,284.81			$52,434.52	**$81,719.33**

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		1,100							3,080							2,000	2,500		12	

City of Farmers Branch - Police Department	SC	402	SC	*Planned:*	$48,985.00			$27,243.11	**$76,228.11**
2011-Farmers -S-MYG-Yr3-0113 *Speed*				*Actual:*	$45,764.19			$29,403.28	**$75,167.47**

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		1,082							3,390								1,500		5	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2011-STEP Speed									***Group Project***
City of Lewisville	SC	402	SC	*Planned:*	$40,414.76			$21,802.58	**$62,217.34**
2011-LewisvPD-S-MYG-Yr3-0266 *Speed*				*Actual:*	$40,414.76			$24,986.91	**$65,401.67**

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.
	678		1,260							4,200								2,500		5	

City of Cleveland - Police Department	SC	402	SC	*Planned:*	$27,684.08			$7,222.00	**$34,906.08**
2011-Clevelan-S-1YG-0099 *Speed*				*Actual:*	$13,694.09			$7,322.00	**$21,016.09**

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.
	50		1,248							3,750								1,000		4	

City of Waskom	SC	402	SC	*Planned:*	$13,968.97			$10,764.81	**$24,733.78**
2011-Waskom-S-1YG-0069 *Speed*				*Actual:*	$13,968.97			$12,802.60	**$26,771.57**

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		594							2,020							1,200	2,400		8	

City of Texas City Police Department	SC	402	SC	*Planned:*	$43,943.20			$4,914.70	**$48,857.90**
2011-TexasCit-S-MYG-Yr3-0141 *Speed*				*Actual:*	$43,943.20			$5,708.36	**$49,651.56**

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.
	380		1,690							4,225								500		4	

2011-STEP Speed Subtotals	*# of Projects:* 10	*Planned:*	$409,416.37			$191,527.05	**$600,943.42**
	10	*Actual:*	$376,010.87			$220,498.53	**$596,509.40**

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.
	3,200		12,476							38,007							3,200	23,400		65	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2011-STEP Wave Comprehensive									***Group Project***
City of DeSoto	PT	402	PT	*Planned:*	$11,056.19			$5,996.89	**$17,053.08**
2011-DeSotoPD-S-MYG-Yr3-0176	***Speed Wave OP Wave***			*Actual:*	$9,636.46			$5,630.20	**$15,266.66**

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.
			294	140		12				700								1,000		4	

City of Port Isabel - Police Department	PT	402	PT	*Planned:*	$15,953.30			$35,506.97	**$51,460.27**
2011-PortIsab-S-1YG-0078	***DWI Wave Speed Wave***			*Actual:*	$4,260.68			$275.02	**$4,535.70**

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.
			781							261	111						500	500		6	

City of Benbrook Police Department	PT	402	PT	*Planned:*	$11,060.28			$5,956.01	**$17,016.29**
2011-Benbrook-S-1YG-0010	***Speed Wave OP Wave***			*Actual:*	$8,882.45			$4,811.12	**$13,693.57**

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.
			320	135		8				752								1,000		4	

City of Willis	PT	402	PT	*Planned:*	$8,424.00			$4,834.80	**$13,258.80**
2011-Willis P-S-MYG-Yr3-0100	***Speed Wave OP Wave***			*Actual:*	$8,423.99			$518.69	**$8,942.68**

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.
			544	650		30				680								600		6	

City of Beaumont Police Department	PT	402	PT	*Planned:*	$13,931.68			$7,558.75	**$21,490.43**
2011-Beaumont-S-1YG-0033	***Speed Wave OP Wave***			*Actual:*	$13,144.83			$8,130.73	**$21,275.56**

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.
			465	405		125				690								5,500		5	

City of Dalworthington Gardens	PT	402	PT	*Planned:*	$8,968.25			$5,956.56	**$14,924.81**
2011-Dalworth-S-1YG-0029	***DWI Wave Speed Wave OP Wave***			*Actual:*	$7,848.94			$5,219.33	**$13,068.27**

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.
			400	215		15				605	12							1,500		8	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2011-STEP Wave Comprehensive									***Group Project***
Town of Pantego Police Department	PT	402	PT	*Planned:*	$9,328.71			$5,088.08	**$14,416.79**
2011-PantegoP-S-1YG-0041	***Speed Wave OP Wave***			*Actual:*	$8,804.91			$666.50	**$9,471.41**

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.
				335	319		72				425								2,500		6	

City of Nacogdoches	PT	402	PT	*Planned:*	$8,206.82			$4,426.11	**$12,632.93**
2011-Nacogdoc-S-1YG-0045	***DWI Wave Speed Wave OP Wave***			*Actual:*	$6,818.18			$3,734.78	**$10,552.96**

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.
				259	170		18				335	2							400		6	

2011-STEP Wave Comprehensive Subtotals	*# of Projects:* 8	*Planned:*	$86,929.23	$75,324.17	**$162,253.40**
	8	*Actual:*	$67,820.44	$28,986.37	**$96,806.81**

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.
				3,398	2,034		280				4,448	125						500	13,000		45	

2011-STEP Wave Speed									***Group Project***
City of Bulverde	SC	402	SC	*Planned:*	$10,881.10			$5,286.77	**$16,167.87**
2011-bulverde-S-1YG-0100	***Speed Wave***			*Actual:*	$10,333.89			$5,286.77	**$15,620.66**

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.
				408							1,125								7,500		35	

City of Selma	SC	402	SC	*Planned:*	$13,700.00			$8,722.49	**$22,422.49**
2011-SelmaPD-S-1YG-0085	***Speed Wave***			*Actual:*	$13,679.00			$2,195.42	**$15,874.42**

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.
				540							1,390								1,000		4	

2011-STEP Wave Speed Subtotals	*# of Projects:* 2	*Planned:*	$24,581.10	$14,009.26	**$38,590.36**
	2	*Actual:*	$24,012.89	$7,482.19	**$31,495.08**

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.
				948							2,515								8,500		39	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
TRF-TS CIOT Incentives									***Group Project***
City of Windcrest - Police Department	OP	402	OP	*Planned:*	$4,000.00				**$4,000.00**
2011-WindcrestPD-INC-CIOT-00014				*Actual:*	$3,983.00				**$3,983.00**
City of Bay City	OP	402	OP	*Planned:*	$4,000.00				**$4,000.00**
2011-BayCityPD-INC-CIOT-00002				*Actual:*	$3,634.00				**$3,634.00**
City of Midlothian - Police Department	OP	402	OP	*Planned:*	$4,000.00				**$4,000.00**
2011-MidlothianPD-INC-CIOT-00009				*Actual:*	$4,000.00			$2,086.00	**$6,086.00**
City of Kyle - Police Department	OP	402	OP	*Planned:*	$4,000.00				**$4,000.00**
2011-KylePD-INC-CIOT-00008				*Actual:*	$3,980.00				**$3,980.00**
City of Glenn Heights Police Department	OP	402	OP	*Planned:*	$4,000.00				**$4,000.00**
2011-GlennPD-INC-CIOT-00015				*Actual:*	$4,000.00			$234.88	**$4,234.88**
City of Whitney - Police Department	OP	402	OP	*Planned:*	$4,000.00				**$4,000.00**
2011-WhitneyPD-INC-CIOT-00013				*Actual:*	$4,000.00				**$4,000.00**
City of Vidor Police Department	OP	402	OP	*Planned:*	$4,000.00				**$4,000.00**
2011-VidorPD-INC-CIOT-00012				*Actual:*	$4,000.00			$0.05	**$4,000.05**
City of Dilley - Police Department	OP	402	OP	*Planned:*	$4,000.00				**$4,000.00**
2011-DilleyPD-INC-CIOT-00005				*Actual:*	$4,000.00			$49.88	**$4,049.88**
City of Cleveland - Police Department	OP	402	OP	*Planned:*	$4,000.00				**$4,000.00**
2011-ClevelandPD-INC-CIOT-00003				*Actual:*	$4,000.00				**$4,000.00**
Llano County Sheriff's Office	OP	402	OP	*Planned:*	$4,000.00				**$4,000.00**
2011-LlanoCoSO-INC-CIOT-00001				*Actual:*	$4,000.00			$40.00	**$4,040.00**
City of Elgin - Police Department	OP	402	OP	*Planned:*	$4,000.00				**$4,000.00**
2011-ElginPD-INC-CIOT-00006				*Actual:*	$4,000.00				**$4,000.00**
City of Miles - Police Department	OP	402	OP	*Planned:*	$4,000.00				**$4,000.00**
2011-MilesPD-INC-CIOT-00010				*Actual:*	$4,000.00			$5,983.10	**$9,983.10**
City of Palmhurst - Police Department	OP	402	OP	*Planned:*	$4,000.00				**$4,000.00**
2011-PalmhurstPD-INC-CIOT-00011				*Actual:*	$4,000.00			$639.00	**$4,639.00**

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
TRF-TS CIOT Incentives									***Group Project***
City of Crane - Police Department	OP	402	OP	*Planned:*	$4,000.00				**$4,000.00**
2011-CranePD-INC-CIOT-00004				*Actual:*	$3,995.00				**$3,995.00**
City of Freer - Police Department	OP	402	OP	*Planned:*	$4,000.00				**$4,000.00**
2011-FreerPD-INC-CIOT-00007				*Actual:*	$2,527.03			$72.36	**$2,599.39**
TRF-TS CIOT Incentives Subtotals	*# of Projects:*	15		*Planned:*	$60,000.00				**$60,000.00**
		15		*Actual:*	$58,119.03			$9,105.27	**$67,224.30**

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
TRF-TS CIOT STEP									***Group Project***
Harris County Sheriff's Office	OP	402	OP	*Planned:*		$24,999.81			**$24,999.81**
2011-HarrisCo-CIOT-00006				*Actual:*		$24,932.94			**$24,932.94**

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.
Harris County Sheriff's Office				351	700		100														1	

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
El Paso County Sheriff's Office	OP	402	OP	*Planned:*		$11,999.95			**$11,999.95**
2011-ElPasoCO-CIOT-00018				*Actual:*		$9,388.02			**$9,388.02**

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.
El Paso County Sheriff's Office				200	275		100														1	

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
City of Garland	OP	402	OP	*Planned:*		$9,000.00			**$9,000.00**
2011-GarlandPD-CIOT-00005				*Actual:*		$8,985.08			**$8,985.08**

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.
City of Garland				180	300		75												2,000		1	

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
City of McKinney	OP	402	OP	*Planned:*		$6,984.95			**$6,984.95**
2011-McKinney-CIOT-00020				*Actual:*		$6,509.21			**$6,509.21**

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.
City of McKinney				223	350		50												500		1	

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
City of Dallas - Police Department	OP	402	OP	*Planned:*		$39,978.00			**$39,978.00**
2011-Dallas-CIOT-00008				*Actual:*		$37,650.83		$13,144.28	**$50,795.11**

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.
City of Dallas - Police Department				634	1,056		212												500		1	

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
City of Mesquite	OP	402	OP	*Planned:*		$6,996.81			**$6,996.81**
2011-Mesquite-CIOT-00031				*Actual:*		$6,996.81			**$6,996.81**

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.
City of Mesquite				127	163		50												500		1	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
TRF-TS CIOT STEP									***Group Project***
City of Odessa - Police Department	OP	402	OP	*Planned:*		$4,963.24			**$4,963.24**
2011-Odessa-CIOT-00021				*Actual:*		$4,589.60			**$4,589.60**

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	Presentations	Media Exp.
			83	140		29												300		1	

City of Killeen - Police Department	OP	402	OP	*Planned:*		$6,653.70			**$6,653.70**
2011-KilleenPD-CIOT-00010				*Actual:*		$2,947.70		$564.79	**$3,512.49**

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	300		20														1	

City of Amarillo Police Department	OP	402	OP	*Planned:*		$9,000.00			**$9,000.00**
2011-AmarilloPD-CIOT-00007				*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 Laredo	OP	402	OP	*Planned:*		$8,997.81		$117.50	**$9,115.31**
2011-LaredoPD-CIOT-00012				*Actual:*		$8,311.44			**$8,311.44**

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 Wichita Falls Police Department	OP	402	OP	*Planned:*		$5,997.00			**$5,997.00**
2011-WichitaPD-CIOT-00015				*Actual:*		$5,574.72			**$5,574.72**

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.
			139	215		20														1	

City of Lubbock Police Department	OP	402	OP	*Planned:*		$8,840.00			**$8,840.00**
2011-Lubbock PD-CIOT-00017				*Actual:*		$5,944.52			**$5,944.52**

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.
			200	400		25														1	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
TRF-TS CIOT STEP									***Group Project***
City of Lewisville	OP	402	OP	*Planned:*		$5,999.80			**$5,999.80**
2011-LewisvPD-CIOT-00033				*Actual:*		$5,999.80			**$5,999.80**

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	162		26												500		1	

Cameron County Sheriff's Office	OP	402	OP	*Planned:*		$9,988.19			**$9,988.19**
2011-CameronCo-CIOT-00009				*Actual:*					
City of Austin - Police Department	OP	402	OP	*Planned:*		$29,000.00			**$29,000.00**
2011-AustinPD-CIOT-00039				*Actual:*		$29,000.00			**$29,000.00**

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.
			487	925		50												100		1	

City of Grand Prairie - Police Department	OP	402	OP	*Planned:*		$8,999.85			**$8,999.85**
2011-GrandPra-CIOT-00003				*Actual:*		$5,139.71			**$5,139.71**

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.
			145	210		32												1,000		1	

City of San Angelo	OP	402	OP	*Planned:*		$4,000.00		$1,117.35	**$5,117.35**
2011-SanAngeloPD-CIOT-00035				*Actual:*		$2,817.56		$1,013.88	**$3,831.44**
City of Waco	OP	402	OP	*Planned:*		$7,000.30			**$7,000.30**
2011-WacoPD-CIOT-00016				*Actual:*		$6,341.73		$0.36	**$6,342.09**

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.
			102	188		18														1	

City of El Paso - Police Department	OP	402	OP	*Planned:*		$18,991.48			**$18,991.48**
2011-ElPasoPD-CIOT-00023				*Actual:*		$15,666.07			**$15,666.07**

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.
			342	540		45														1	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
TRF-TS CIOT STEP									***Group Project***
City of Corpus Christi Police Department	OP	402	OP	*Planned:*		$9,000.00			**$9,000.00**
2011-CorpusPD-CIOT-00040				*Actual:*		$9,000.00			**$9,000.00**

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 Corpus Christi Police Department				170	300		50												200		1	

City of Plano	OP	402	OP	*Planned:*		$9,918.18			**$9,918.18**
2011-PlanoPD-CIOT-00037				*Actual:*		$6,347.32			**$6,347.32**

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 Plano				170	250		100												250		1	

City of McAllen Police Department	OP	402	OP	*Planned:*		$6,958.00			**$6,958.00**
2011-McAllenPD-CIOT-00022				*Actual:*		$3,887.05			**$3,887.05**

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 McAllen Police Department				142	260		24														1	

City of Arlington	OP	402	OP	*Planned:*		$11,999.68			**$11,999.68**
2011-Arlington-CIOT-00002				*Actual:*		$7,376.48			**$7,376.48**

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 Arlington				190	316		26												400		1	

City of Pasadena - Police Department	OP	402	OP	*Planned:*		$6,954.00			**$6,954.00**
2011-PasadePD-CIOT-00029				*Actual:*		$6,403.56			**$6,403.56**

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				131	275		118												200		1	

Hidalgo County Sheriff's Office	OP	402	OP	*Planned:*		$11,980.47			**$11,980.47**
2011-HidalgoCOSO-CIOT-00024				*Actual:*		$11,449.89			**$11,449.89**

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.
Hidalgo County Sheriff's Office				315	240		240														1	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
TRF-TS CIOT STEP									***Group Project***
City of Irving	OP	402	OP	*Planned:*		$6,200.00			**$6,200.00**
2011-Irving-CIOT-00025				*Actual:*		$4,779.81			**$4,779.81**

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	180		7												200		1	

City of Sugar Land	OP	402	OP	*Planned:*		$5,000.00		$129.68	**$5,129.68**
2011-Sugarland-CIOT-00026				*Actual:*		$3,803.63		$98.73	**$3,902.36**

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.
			104	228		20														1	

City of Denton	OP	402	OP	*Planned:*		$6,971.00			**$6,971.00**
2011-DentonPD-CIOT-00038				*Actual:*		$6,971.00			**$6,971.00**

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.
			146	250		5												100		1	

City of Bryan - Police Department	OP	402	OP	*Planned:*		$3,990.38			**$3,990.38**
2011-BryanPD-CIOT-00019				*Actual:*		$3,683.17		$136.10	**$3,819.27**

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.
			66	90		25														1	

City of Tyler	OP	402	OP	*Planned:*		$4,994.64			**$4,994.64**
2011-Tyler PD-CIOT-00030				*Actual:*		$4,799.13			**$4,799.13**

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.
			72	110		8												80		1	

Montgomery County Sherrifs Office	OP	402	OP	*Planned:*		$9,061.20			**$9,061.20**
2011-MontgoSO-CIOT-00032				*Actual:*		$2,581.46			**$2,581.46**

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.
			196	390		10												400		1	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
TRF-TS CIOT STEP									***Group Project***
City of Beaumont Police Department	OP	402	OP	*Planned:*		$6,884.33			**$6,884.33**
2011-Beaumont-CIOT-00034				*Actual:*					

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 Fort Worth	OP	402	OP	*Planned:*		$13,999.85			**$13,999.85**
2011-Fortworth-CIOT-00036				*Actual:*		$13,819.97			**$13,819.97**

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	Presentations	Media Exp.
			195	265		115														1	

City of San Antonio - Police Department	OP	402	OP	*Planned:*		$40,000.00			**$40,000.00**
2011-SanAntPD-CIOT-00011				*Actual:*		$33,704.68			**$33,704.68**

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.
			748	1,200		300														1	

City of Brownsville - Police Department	OP	402	OP	*Planned:*		$8,942.52			**$8,942.52**
2011-BrownsPD-CIOT-00027				*Actual:*		$8,832.44		$96.57	**$8,929.01**

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.
			146	200		65												100		1	

City of Houston - Police Department	OP	402	OP	*Planned:*		$49,921.00			**$49,921.00**
2011-HoustonPD-CIOT-00028				*Actual:*		$48,287.58			**$48,287.58**

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.
			830	1,494		166												3,000		1	

TRF-TS CIOT STEP Subtotals	*# of Projects:* 50	*Planned:*	$441,166.14	$1,364.53	**$442,530.67**
	36	*Actual:*	$371,522.91	$15,054.71	**$386,577.62**

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.
			7,636	12,770		2,298												12,430		34	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
TRF-TS IDM Incentives									***Group Project***
City of Lampasas - Police Department	AL	402	AL	*Planned:*	$4,000.00				**$4,000.00**
2011-LampasasPD-INC-IDM-00001				*Actual:*	$4,000.00			$145.00	**$4,145.00**
City of Hitchcock - Police Department	AL	402	AL	*Planned:*	$4,000.00				**$4,000.00**
2011-HitchcockPD-INC-IDM-00008				*Actual:*	$4,000.00			$2,780.00	**$6,780.00**
City of Cameron - Police Department	AL	402	AL	*Planned:*	$4,000.00				**$4,000.00**
2011-CameronPD-INC-IDM-00011				*Actual:*	$3,953.24				**$3,953.24**
City of Morgan's Point - Police Department	AL	402	AL	*Planned:*	$4,000.00				**$4,000.00**
2011-MorgansPtPD-INC-IDM-00012				*Actual:*	$4,000.00			$1,205.00	**$5,205.00**
City of Rising Star - Police Department	AL	402	AL	*Planned:*	$4,000.00				**$4,000.00**
2011-RisingStarPD-INC-IDM-00013				*Actual:*	$4,000.00			$1.51	**$4,001.51**
City of Sunset Valley - Police Department	AL	402	AL	*Planned:*	$4,000.00				**$4,000.00**
2011-SUNSETPD-INC-IDM-00010				*Actual:*	$4,000.00			$5.67	**$4,005.67**
Victoria County Sheriff's Office	AL	402	AL	*Planned:*	$4,000.00				**$4,000.00**
2011-VictoriaCoSO-INC-IDM-00002				*Actual:*	$4,000.00			$101.70	**$4,101.70**
City of Boerne - Police Department	AL	402	AL	*Planned:*	$4,000.00				**$4,000.00**
2011-BoernePD-INC-IDM-00014				*Actual:*	$4,000.00			$29.28	**$4,029.28**
The University of Texas of the Permian Basin	AL	402	AL	*Planned:*	$4,000.00				**$4,000.00**
2011-UTPermian-INC-IDM-00007				*Actual:*	$3,942.98				**$3,942.98**
City of Kemah - Police Department	AL	402	AL	*Planned:*	$4,000.00				**$4,000.00**
2011-KemahPD-INC-IDM-00003				*Actual:*	$4,000.00			$244.13	**$4,244.13**
City of Colleyville - Police Department	AL	402	AL	*Planned:*	$4,000.00				**$4,000.00**
2011-colley-INC-IDM-00005				*Actual:*					
El Paso County Sheriff's Office	AL	402	AL	*Planned:*	$4,000.00				**$4,000.00**
2011-ElPasoCO-INC-IDM-00006				*Actual:*	$3,971.19				**$3,971.19**
Plainview Police Department	AL	402	AL	*Planned:*	$4,000.00				**$4,000.00**
2011-PlainviewPD-INC-IDM-00009				*Actual:*	$4,000.00				**$4,000.00**

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
TRF-TS IDM Incentives									***Group Project***
City of Angleton - Police Department	AL	402	AL	*Planned:*	$4,000.00				**$4,000.00**
2011-Angleton-INC-IDM-00004				*Actual:*	$3,999.51				**$3,999.51**
TRF-TS IDM Incentives Subtotals	*# of Projects:*	14		*Planned:*	$56,000.00				**$56,000.00**
		14		*Actual:*	$51,866.92			$4,512.29	**$56,379.21**

Performance Data Summary:

Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests							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
TRF-TS IDM STEP									***Group Project***
City of El Paso - Police Department	K8HV	410	K8HV	*Planned:*	$66,000.00			$23,767.15	**$89,767.15**
2011-ElPasoPD-S-IDM-00034				*Actual:*	$58,043.97			$7,998.86	**$66,042.83**

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.

City of Lewisville	K8HV	410	K8HV	*Planned:*	$11,996.67			$4,016.44	**$16,013.11**
2011-LewisvPD-S-IDM-00020				*Actual:*	$11,996.67			$5,251.72	**$17,248.39**

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.

Wharton County Sheriff Office	K8HV	410	K8HV	*Planned:*	$9,395.85			$3,850.00	**$13,245.85**
2011-WhartonCOSO-S-IDM-00033				*Actual:*	$5,768.85			$4,398.96	**$10,167.81**

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.

City of Dallas - Police Department	K8HV	410	K8HV	*Planned:*	$99,983.85			$34,506.93	**$134,490.78**
2011-Dallas-S-IDM-00006				*Actual:*	$99,983.85			$34,506.93	**$134,490.78**

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.

City of Plano	K8HV	410	K8HV	*Planned:*	$26,227.50			$8,742.50	**$34,970.00**
2011-PlanoPD-S-IDM-00016				*Actual:*	$6,227.06			$2,075.66	**$8,302.72**

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 Killeen - Police Department	K8HV	410	K8HV	*Planned:*	$10,977.42			$3,766.69	**$14,744.11**
2011-KilleenPD-S-IDM-00007				*Actual:*	$6,159.86			$2,885.68	**$9,045.54**

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.

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
TRF-TS IDM STEP									***Group Project***
Montgomery County Sherrifs Office	K8HV	410	K8HV	*Planned:*	$13,179.54			$4,483.03	**$17,662.57**
2011-MontgoSO-S-IDM-00017				*Actual:*	$11,715.41			$3,910.61	**$15,626.02**

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 Mesquite	K8HV	410	K8HV	*Planned:*	$9,192.16			$3,084.11	**$12,276.27**
2011-Mesquite-S-IDM-00023				*Actual:*	$8,156.99			$275.90	**$8,432.89**

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.

City of Grand Prairie - Police Department	K8HV	410	K8HV	*Planned:*	$19,999.63			$6,684.42	**$26,684.05**
2011-GrandPra-S-IDM-00004				*Actual:*	$13,775.21			$1,114.41	**$14,889.62**

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.

City of Amarillo Police Department	K8HV	410	K8HV	*Planned:*	$30,000.00			$10,000.00	**$40,000.00**
2011-AmarilloPD-S-IDM-00021				*Actual:*	$12,509.79			$2,018.93	**$14,528.72**

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 Austin - Police Department	K8HV	410	K8HV	*Planned:*	$70,000.00			$23,333.76	**$93,333.76**
2011-AustinPD-S-IDM-00003				*Actual:*	$65,397.37			$17,071.88	**$82,469.25**

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.

City of Corpus Christi Police Department	K8HV	410	K8HV	*Planned:*	$35,000.00			$12,970.00	**$47,970.00**
2011-CorpusPD-S-IDM-00008				*Actual:*	$10,537.48			$3,971.54	**$14,509.02**

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
TRF-TS IDM STEP									***Group Project***
City of Irving	K8HV	410	K8HV	*Planned:*	$29,810.00			$10,239.35	**$40,049.35**
2011-Irving-S-IDM-00001				*Actual:*	$29,810.00			$19,876.57	**$49,686.57**

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.

Tom Green County	K8HV	410	K8HV	*Planned:*	$18,000.00			$5,999.72	**$23,999.72**
2011-Tomgreen-S-IDM-00031				*Actual:*	$17,835.00			$7,182.54	**$25,017.54**

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.

Ellis County Sheriff's Office	K8HV	410	K8HV	*Planned:*	$21,000.00			$6,998.89	**$27,998.89**
2011-EllisCOSO-S-IDM-00036				*Actual:*	$19,453.36			$4,467.02	**$23,920.38**

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.

El Paso County Sheriff's Office	K8HV	410	K8HV	*Planned:*	$49,992.34			$17,423.47	**$67,415.81**
2011-ElPasoCO-S-IDM-00037				*Actual:*	$42,888.28			$3,778.41	**$46,666.69**

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 San Antonio - Police Department	K8HV	410	K8HV	*Planned:*	$30,000.00			$10,595.20	**$40,595.20**
2011-SanAntPD-S-IDM-00047				*Actual:*	$28,905.81			$10,596.40	**$39,502.21**

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.

City of Pasadena - Police Department	K8HV	410	K8HV	*Planned:*	$11,962.82			$4,020.18	**$15,983.00**
2011-PasadePD-S-IDM-00022				*Actual:*	$9,076.00			$3,025.77	**$12,101.77**

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
TRF-TS IDM STEP									***Group Project***
Hunt County Sheriff's Office	K8HV	410	K8HV	*Planned:*	$14,795.07			$4,975.89	**$19,770.96**
2011-Hunt-S-IDM-00028				*Actual:*	$11,479.77			$5,484.84	**$16,964.61**
City of Deer Park Police Department	K8HV	410	K8HV	*Planned:*	$7,500.00			$2,500.00	**$10,000.00**
2011-DeerPark-S-IDM-00014				*Actual:*	$5,492.60			$1,807.96	**$7,300.56**
City of Beaumont Police Department	K8HV	410	K8HV	*Planned:*	$9,822.60			$3,380.44	**$13,203.04**
2011-Beaumont-S-IDM-00013				*Actual:*	$8,031.13			$2,767.03	**$10,798.16**
City of Brownsville - Police Department	K8HV	410	K8HV	*Planned:*	$25,023.27			$10,162.78	**$35,186.05**
2011-BrownsPD-S-IDM-00012				*Actual:*	$10,687.85			$5,237.47	**$15,925.32**
City of Victoria - Police Department	K8HV	410	K8HV	*Planned:*	$7,776.36			$2,653.80	**$10,430.16**
2011-VictoriaPD-S-IDM-00009				*Actual:*	$3,423.75			$530.30	**$3,954.05**
Collin County Sheriff's Office	K8HV	410	K8HV	*Planned:*	$19,653.27			$6,811.68	**$26,464.95**
2011-CollinSO-S-IDM-00024				*Actual:*	$13,141.10			$2,175.73	**$15,316.83**

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
TRF-TS IDM STEP									***Group Project***
City of Garland	K8HV	410	K8HV	*Planned:*	$29,098.80			$10,001.26	**$39,100.06**
2011-GarlandPD-S-IDM-00011				*Actual:*	$28,992.69			$7,102.25	**$36,094.94**

Performance Data:

Crashes related to... 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 Pharr - Police Department	K8HV	410	K8HV	*Planned:*	$7,995.00			$2,839.82	**$10,834.82**
2011-PharrPD-S-IDM-00005				*Actual:*					

City of Donna Police Department	K8HV	410	K8HV	*Planned:*	$7,000.00			$2,375.51	**$9,375.51**
2011-DonnaPD-S-IDM-00026				*Actual:*	$947.84			$537.49	**$1,485.33**

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.

Jefferson County Sherriff's Office	K8HV	410	K8HV	*Planned:*	$20,933.97			$7,200.00	**$28,133.97**
2011-JeffersonCoSO-S-IDM-00015				*Actual:*	$14,489.23			$4,968.93	**$19,458.16**

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 Houston - Police Department	K8HV	410	K8HV	*Planned:*	$200,000.00			$79,220.21	**$279,220.21**
2011-HoustonPD-S-IDM-00029				*Actual:*	$189,411.11			$78,704.07	**$268,115.18**

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.

Wichita County Sheriff's Office	K8HV	410	K8HV	*Planned:*	$18,847.90			$6,458.61	**$25,306.51**
2011-WichitaSO-S-IDM-00030				*Actual:*	$6,201.29			$3,121.89	**$9,323.18**

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.

Harrison County	K8HV	410	K8HV	*Planned:*	$12,446.26			$4,992.00	**$17,438.26**
2011-Harrison-S-IDM-00010				*Actual:*	$11,477.74			$2,606.22	**$14,083.96**

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
TRF-TS IDM STEP									***Group Project***
City of McKinney	K8HV	410	K8HV	*Planned:*	$12,600.00			$5,040.00	**$17,640.00**
2011-McKinney-S-IDM-00025				*Actual:*	$12,522.49			$1,382.72	**$13,905.21**

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.

Cameron County Sheriff's Office	K8HV	410	K8HV	*Planned:*	$34,973.52			$14,255.80	**$49,229.32**
2011-CameronCo-S-IDM-00032				*Actual:*					
Texas Department of Public Safety	K8HV	410	K8HV	*Planned:*	$1,996,033.60			$1,649,110.86	**$3,645,144.46**
2011-TDPS-S-IDM-00002				*Actual:*	$1,122,674.59	$394,762.01		$1,771,701.00	**$3,289,137.60**

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	Presentations	Media Exp.

City of McAllen Police Department	K8HV	410	K8HV	*Planned:*	$12,965.00			$4,345.00	**$17,310.00**
2011-McAllenPD-S-IDM-00019				*Actual:*	$12,965.00			$4,912.83	**$17,877.83**

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.

TRF-TS IDM STEP Subtotals	*# of Projects:*	48	*Planned:*	$3,000,182.40			$2,010,805.50	**$5,010,987.90**
		34	*Actual:*	$1,910,179.14	$394,762.01		$2,027,448.52	**$4,332,389.67**

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.

Enforcement Task Summary

			Federal Funds	State Funding	Prog. Income	Local Match	Project Total
	# Projects: 222	*Planned:*	**$11,018,650.27**	**$500,000.00**		**$11,763,886.60**	**$23,282,536.47**
	222	*Actual:*	**$9,005,683.22**	**$766,284.92**		**$9,010,103.07**	**$18,782,071.21**

Project Cross-Reference by Task

Evaluation Projects

Organization / Project Number	*PA*	*Fund*	*Source*		*Federal Funds*	*State Funding*	*Prog. Income*	*Local Match*	*Project Total*
Sherry Matthews Advocacy Marketing	AL	410	K8	*Planned:*	$35,000.00			$3,890.00	**$38,890.00**
2011-SMAM-G-1YG-0117				*Actual:*	$32,619.11			$5,058.52	**$37,677.63**
Texas Department of State Health Services - ISG	TR	408	K9	*Planned:*	$394,768.14			$548,357.45	**$943,125.59**
2011-TDSHS-IS-G-MYG-Yr2-0085				*Actual:*	$394,768.14			$548,357.59	**$943,125.73**
Texas Transportation Institute	PA	402	PA	*Planned:*	$49,635.11			$5,574.79	**$55,209.90**
2011-TTI-G-1YG-0057				*Actual:*	$48,587.80			$5,465.21	**$54,053.01**
Texas Transportation Institute	OP	402	OP	*Planned:*	$48,025.89			$5,372.50	**$53,398.39**
2011-TTI-G-1YG-0164				*Actual:*	$47,901.90			$1,718.28	**$49,620.18**
Texas Transportation Institute	DE	402	DE	*Planned:*	$46,379.93			$5,180.10	**$51,560.03**
2011-TTI-G-1YG-0165				*Actual:*	$45,228.01			$5,063.30	**$50,291.31**
Texas Transportation Institute	AL	410	K8	*Planned:*	$103,826.22			$11,588.44	**$115,414.66**
2011-TTI-G-MYG-Yr2-0043				*Actual:*	$103,676.93			$11,576.10	**$115,253.03**
Texas Transportation Institute	OP	402	OP	*Planned:*	$243,396.64			$27,362.26	**$270,758.90**
2011-TTI-G-MYG-Yr2-0048				*Actual:*	$240,961.70			$27,099.91	**$268,061.61**
Texas Transportation Institute	OP	402	OP	*Planned:*	$56,338.39			$6,480.17	**$62,818.56**
2011-TTI-G-MYG-Yr3-0210				*Actual:*	$56,305.70			$6,530.34	**$62,836.04**

			Federal Funds	*State Funding*	*Prog. Income*	*Local Match*	*Project Total*
Evaluation Task Summary	*# Projects:* 8	*Planned:*	**$977,370.32**			**$613,805.71**	**$1,591,176.03**
	8	*Actual:*	**$970,049.29**			**$610,869.25**	**$1,580,918.54**

Project Cross-Reference by Task

Program Management Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Texas Department of Transportation	TR	408	K9	Planned:	$421,233.00				**$421,233.00**
2011-TxDOT-TR-G-1YG-0120				Actual:	$421,233.00				**$421,233.00**
Texas Department of Transportation	TR	408	K9	Planned:	$109,243.50				**$109,243.50**
2011-TxDOT-TR-G-1YG-0159				Actual:	$109,243.50				**$109,243.50**
Texas Department of Transportation	TR	402	TR	Planned:	$556,920.00				**$556,920.00**
2011-TxDOT-TR-G-1YG-0160				Actual:	$83,600.00				**$83,600.00**
Texas Department of Transportation	PA	402	PA	Planned:		$3,205,399.18			**$3,205,399.18**
TRF-TS Traffic Safety Program				Actual:		$3,205,399.18			**$3,205,399.18**
Texas Transportation Institute	MC	402	MC	Planned:	$47,093.34			$5,250.66	**$52,344.00**
2011-TTI-G-1YG-0054				Actual:	$47,093.34			$1,494.19	**$48,587.53**
Texas Transportation Institute	PA	402	PA	Planned:	$43,332.89			$4,852.32	**$48,185.21**
2011-TTI-G-1YG-0058				Actual:	$42,408.30			$167.17	**$42,575.47**
Texas Transportation Institute	AL	410	K8	Planned:	$52,975.48			$5,914.50	**$58,889.98**
2011-TTI-G-MYG-Yr2-0185				Actual:	$52,491.31			$12,333.49	**$64,824.80**
Texas Transportation Institute	AL	410	K8	Planned:	$40,873.51			$4,586.18	**$45,459.69**
2011-TTI-G-MYG-Yr3-0224				Actual:	$39,923.60			$4,483.12	**$44,406.72**
TIBH Industries	TR	402	TR	Planned:		$50,000.00			**$50,000.00**
TIBH Industries Clerk III - Middle Rate				Actual:		$48,004.32			**$48,004.32**
TRF-TS Crash Records and Data Analysis Operations and CRIS									***Group Project***
Texas Department of Transportation	TR	402	TR	Planned:		$563,306.45			**$563,306.45**
TRF-TS Crash Data Analysis				Actual:		$563,306.45			**$563,306.45**
Texas Department of Transportation	TR	402	TR	Planned:		$2,665,495.20			**$2,665,495.20**
TRF-TS Crash Records				Actual:		$2,665,495.20			**$2,665,495.20**
TRF-TS Crash Records and Data Analysis Operations and CRIS Subtotals	*# of Projects:* 2 / 2			Planned:		$3,228,801.65			**$3,228,801.65**
				Actual:		$3,228,801.65			**$3,228,801.65**

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

Program Management Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
TRF-TS eGrants Project Management									***Group Project***
Agate Software, Inc.	PA	402	PA	*Planned:*		$50,000.00			**$50,000.00**
TRF-TS eGrants Development				*Actual:*		$50,000.00			**$50,000.00**
Agate Software, Inc.	PA	402	PA	*Planned:*	$20,000.00				**$20,000.00**
TRF-TS eGrants Project Management				*Actual:*					
Texas Department of Transportation	PA	402	PA	*Planned:*	$267,696.00				**$267,696.00**
TRF-TS eGrants Business Analysis				*Actual:*	$267,696.00				**$267,696.00**
TRF-TS eGrants Project Management Subtotals	*# of Projects:* 3			*Planned:*	$287,696.00	$50,000.00			**$337,696.00**
	3			*Actual:*	$267,696.00	$50,000.00			**$317,696.00**

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.*

Program Management Task Summary

			Federal Funds	State Funding	Prog. Income	Local Match	Project Total
# Projects: 14		*Planned:*	**$1,614,367.72**	**$7,136,852.18**		**$20,603.66**	**$8,771,823.56**
14		*Actual:*	**$1,083,689.05**	**$7,282,205.08**		**$18,477.97**	**$8,384,372.10**

Project Cross-Reference by Task

Public Information Campaigns Projects

Organization / Project Number	*PA*	*Fund*	*Source*		*Federal Funds*	*State Funding*	*Prog. Income*	*Local Match*	*Project Total*
Education Service Center, Region VI	DE	402	DE	*Planned:*	$81,164.30			$44,203.56	**$125,367.86**
2011-ESCVI-G-MYG-Yr3-0149				*Actual:*	$78,485.41			$62,925.30	**$141,410.71**
Hillcrest Baptist Medical Center-HHS	OP	2011	K3	*Planned:*	$198,095.00			$114,750.56	**$312,845.56**
2011-HHS-G-1YG-0019				*Actual:*	$197,256.75			$234,325.27	**$431,582.02**
Hillcrest Baptist Medical Center-Hillcrest	AL	402	AL	*Planned:*	$159,600.34			$143,845.42	**$303,445.76**
2011-Hillcres-G-1YG-0030				*Actual:*	$158,339.85			$151,649.57	**$309,989.42**
Injury Prevention Center of Greater Dallas	SA	402	SA	*Planned:*	$45,866.33			$27,350.11	**$73,216.44**
2011-IPCOGD-G-MYG-Yr3-0171				*Actual:*	$45,866.32			$72,306.66	**$118,172.98**
Mothers Against Drunk Driving	AL	410	K8FR	*Planned:*	$274,076.10			$175,649.00	**$449,725.10**
2011-MADD-G-1YG-0020				*Actual:*	$201,115.80			$483,740.54	**$684,856.34**
Mothers Against Drunk Driving	AL	410	K8FR	*Planned:*	$799,150.00			$210,000.00	**$1,009,150.00**
2011-MADD-G-1YG-0129				*Actual:*	$618,583.60			$1,398,825.00	**$2,017,408.60**
Scott and White Memorial Hospital	OP	2011	K3	*Planned:*	$222,053.40			$62,286.34	**$284,339.74**
2011-ScottWhi-G-3YG-0038				*Actual:*	$200,585.82			$2,702.14	**$203,287.96**
Scott and White Memorial Hospital	OP	2011	K3	*Planned:*	$58,748.25			$7,200.00	**$65,948.25**
2011-ScottWhi-G-MYG-Yr3-0273				*Actual:*	$49,193.90			$8,264.90	**$57,458.80**
Sherry Matthews Advocacy Marketing	MC	2010	K6	*Planned:*	$999,944.00			$562,469.00	**$1,562,413.00**
2011-SMAM-G-1YG-0091				*Actual:*	$993,987.52			$1,162,660.77	**$2,156,648.29**
Sherry Matthews Advocacy Marketing	DE	402	DE	*Planned:*		$2,097,926.00		$370,223.00	**$2,468,149.00**
2011-SMAM-G-1YG-0131				*Actual:*		$2,097,922.13		$533,530.00	**$2,631,452.13**
Sherry Matthews Advocacy Marketing	OP	405	K2PM	*Planned:*	$1,629,267.00			$4,795,154.00	**$6,424,421.00**
2011-SMAM-G-1YG-0168				*Actual:*	$1,602,703.39			$8,155,677.00	**$9,758,380.39**
Sherry Matthews Advocacy Marketing	OP	402	OP	*Planned:*	$126,000.00			$22,236.00	**$148,236.00**
2011-SMAM-G-1YG-0169				*Actual:*	$125,994.51			$48,076.00	**$174,070.51**
Sherry Matthews Advocacy Marketing	AL	410	K8HV	*Planned:*	$1,650,000.00			$3,300,000.00	**$4,950,000.00**
2011-SMAM-G-1YG-0171				*Actual:*	$1,489,257.17			$3,917,799.00	**$5,407,056.17**
Sherry Matthews Advocacy Marketing	AL	402	AL	*Planned:*	$425,835.40			$443,216.44	**$869,051.84**
2011-SMAM-G-3YG-0025				*Actual:*	$425,802.59			$1,054,350.00	**$1,480,152.59**
Sherry Matthews Advocacy Marketing	AL	410	K8PM	*Planned:*	$1,512,859.00			$1,577,762.00	**$3,090,621.00**
2011-SMAM-G-3YG-0029				*Actual:*	$1,404,903.37			$9,040,561.00	**$10,445,464.37**
Sherry Matthews Advocacy Marketing	AL	410	K8PM	*Planned:*	$400,000.00			$179,710.00	**$579,710.00**
2011-SMAM-G-3YG-0030				*Actual:*	$345,215.47			$703,914.00	**$1,049,129.47**
Texas A&M University-Corpus Christi	SA	402	SA	*Planned:*	$53,136.49			$49,039.88	**$102,176.37**
2011-TAMUCC-G-MYG-Yr3-0307				*Actual:*	$53,075.74			$51,432.81	**$104,508.55**

Project Cross-Reference by Task

Public Information Campaigns Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Texas AgriLife Extension Service	OP	402	OP	Planned:	$182,887.99			$100,616.01	**$283,504.00**
2011-Texas Ag-G-MYG-Yr3-0138				Actual:	$182,537.53			$281,447.14	**$463,984.67**
Texas Alcoholic Beverage Commission	AL	410	K8	Planned:	$64,773.51			$32,982.97	**$97,756.48**
2011-TABC-G-1YG-0059				Actual:	$61,851.71			$68,158.41	**$130,010.12**
Texas Children's Hospital	OP	2011	K3	Planned:	$156,028.90		$10,000.00	$192,450.76	**$358,479.66**
2011-TCH-G-1YG-0022				Actual:	$129,175.74			$321,550.03	**$450,725.77**
Texas Department of State Health Services	OP	402	OP	Planned:	$770,000.00			$626,854.12	**$1,396,854.12**
2011-TDSHS-G-MYG-Yr2-0243				Actual:	$745,376.43			$747,141.38	**$1,492,517.81**
Texas Department of Transportation	PS	402	PS	Planned:					
Pedestrian/Bicycle Safety Program				Actual:					
Texas Department of Transportation	RH	402	RH	Planned:					
Railroad/Highway Crossing Program				Actual:					
Texas Education Agency	DE	402	PT	Planned:	$73,160.00			$10,440.00	**$83,600.00**
2011-TEA-G-MYG-Yr3-0129				Actual:	($400.31)				**($400.31)**
Texas Municipal Courts Education Center	AL	402	AL	Planned:	$164,260.00		$5,850.00	$160,359.17	**$330,469.17**
2011-TMCEC-G-MYG-Yr3-0309				Actual:	$164,251.60			$523,927.93	**$688,179.53**
Texas Municipal Courts Education Center	DE	402	DE	Planned:	$118,798.00			$64,601.30	**$183,399.30**
2011-TMCEC-G-MYG-Yr3-0320				Actual:	$118,793.51			$87,479.78	**$206,273.29**
Texas Municipal Police Association	PT	402	PT	Planned:	$671,141.02			$74,571.54	**$745,712.56**
2011-TMPA-G-3YG-0003				Actual:	$648,003.70			$219,061.66	**$867,065.36**
Texas Transportation Institute	AL	410	K8	Planned:	$41,283.24			$13,799.26	**$55,082.50**
2011-TTI-G-1YG-0046				Actual:	$34,238.32			$16,057.22	**$50,295.54**
Texas Transportation Institute	AL	410	K8	Planned:	$72,792.03			$8,205.82	**$80,997.85**
2011-TTI-G-MYG-Yr2-0046				Actual:	$72,779.38			$8,883.70	**$81,663.08**
Texas Transportation Institute	SA	402	SA	Planned:	$141,740.97			$15,841.08	**$157,582.05**
2011-TTI-G-MYG-Yr3-0255				Actual:	$141,033.77			$15,887.77	**$156,921.54**
Texas Transportation Institute	DE	402	DE	Planned:	$564,690.29			$116,424.40	**$681,114.69**
2011-TTI-G-MYG-Yr3-0258				Actual:	$563,220.81			$529,120.66	**$1,092,341.47**
ThinkStreet	DE	402	DD	Planned:	$315,000.00			$416,208.00	**$731,208.00**
2011-ThinkSt-G-1YG-0036				Actual:	$307,202.86			$2,694,831.00	**$3,002,033.86**
ThinkStreet	AL	410	K8PM	Planned:	$1,476,047.50			$1,524,200.00	**$3,000,247.50**
2011-ThinkSt-G-1YG-0038				Actual:	$1,469,112.84			$9,999,999.00	**$11,469,111.84**
ThinkStreet	AL	410	K8PM	Planned:	$671,899.50			$318,000.00	**$989,899.50**
2011-ThinkSt-G-1YG-0040				Actual:	$663,019.56			$3,669,689.00	**$4,332,708.56**

Project Cross-Reference by Task

Public Information Campaigns Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
ThinkStreet	DE	402	DE	Planned:		$749,927.00		$90,250.00	**$840,177.00**
2011-ThinkSt-G-1YG-0130				Actual:		$728,464.74		$410,000.00	**$1,138,464.74**
ThinkStreet	OP	2011	K3	Planned:	$430,000.00			$418,500.00	**$848,500.00**
2011-ThinkSt-G-1YG-0170				Actual:	$418,451.34			$3,143,963.00	**$3,562,414.34**
ThinkStreet	OP	402	OP	Planned:	$432,700.00			$1,298,100.00	**$1,730,800.00**
2011-ThinkSt-G-3YG-0031				Actual:	$432,700.00			$2,147,427.00	**$2,580,127.00**
ThinkStreet	AL	410	K8PM	Planned:	$1,127,392.86			$241,706.25	**$1,369,099.11**
2011-ThinkSt-G-MYG-Yr2-0207				Actual:	$1,114,789.51			$4,006,580.00	**$5,121,369.51**
Travis County Attorney's UDPP	AL	410	K8	Planned:	$201,338.98			$195,219.00	**$396,557.98**
2011-Travis C-G-MYG-Yr3-0075				Actual:	$178,388.64			$409,710.96	**$588,099.60**
University Medical Center of El Paso	OP	2011	K3	Planned:	$88,698.40			$68,761.17	**$157,459.57**
2011-UMCEP-G-1YG-0063				Actual:	$66,134.03			$67,263.55	**$133,397.58**
Project Celebration									***Group Project***
TxDOT-Ft. Worth	AL	402	AL	Planned:		$14,250.00			**$14,250.00**
2011-PC-Tx-FTW-00012				Actual:		$9,812.50			**$9,812.50**
TxDOT-Houston	AL	402	AL	Planned:		$14,000.00			**$14,000.00**
2011-PC-Tx-HOU-00013				Actual:		$12,500.00			**$12,500.00**
TxDOT-Abilene	AL	402	AL	Planned:		$10,200.00			**$10,200.00**
2011-PC-Tx-ABL-00001				Actual:		$6,650.00			**$6,650.00**
TxDOT-Amarillo	AL	402	AL	Planned:		$7,000.00			**$7,000.00**
2011-PC-Tx-AMA-00002				Actual:		$3,850.00			**$3,850.00**
TxDOT-Atlanta	AL	402	AL	Planned:		$8,500.00			**$8,500.00**
2011-PC-Tx-ATL-00003				Actual:		$7,950.00			**$7,950.00**
TxDOT-Austin	AL	402	AL	Planned:		$10,000.00			**$10,000.00**
2011-PC-Tx-AUS-00004				Actual:		$7,500.00			**$7,500.00**
TxDOT-Beaumont	AL	402	AL	Planned:		$9,000.00			**$9,000.00**
2011-PC-Tx-BMT-00005				Actual:		$7,700.00			**$7,700.00**
TxDOT-Brownwood	AL	402	AL	Planned:		$7,100.00			**$7,100.00**
2011-PC-Tx-BWD-00006				Actual:		$5,150.00			**$5,150.00**

Project Cross-Reference by Task

Public Information Campaigns Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Project Celebration									***Group Project***
TxDOT-Bryan	AL	402	AL	*Planned:*		$8,500.00			**$8,500.00**
2011-PC-Tx-BRY-00007				*Actual:*		$8,489.00			**$8,489.00**
TxDOT-Childress	AL	402	AL	*Planned:*		$8,250.00			**$8,250.00**
2011-PC-Tx-CHS-00008				*Actual:*		$3,000.00			**$3,000.00**
TxDOT-Dallas	AL	402	AL	*Planned:*		$12,450.00			**$12,450.00**
2011-PC-Tx-DAL-00010				*Actual:*		$11,100.00			**$11,100.00**
TxDOT-El Paso	AL	402	AL	*Planned:*		$12,500.00			**$12,500.00**
2011-PC-Tx-ELP-00011				*Actual:*		$10,000.00			**$10,000.00**
TxDOT-San Angelo	AL	402	AL	*Planned:*		$6,250.00			**$6,250.00**
2011-PC-Tx-SJT-00020				*Actual:*		$3,000.00			**$3,000.00**
TxDOT-Yoakum	AL	402	AL	*Planned:*		$9,200.00			**$9,200.00**
2011-PC-Tx-YKM-00025				*Actual:*		$7,495.00			**$7,495.00**
TxDOT-Wichita Falls	AL	402	AL	*Planned:*		$8,200.00			**$8,200.00**
2011-PC-Tx-WFS-00024				*Actual:*		$7,500.00			**$7,500.00**
TxDOT-Waco	AL	402	AL	*Planned:*		$10,300.00			**$10,300.00**
2011-PC-Tx-WAC-00023				*Actual:*		$6,750.00			**$6,750.00**
TxDOT-CorpusChristi	AL	402	AL	*Planned:*		$10,000.00			**$10,000.00**
2011-PC-Tx-CRP-00009				*Actual:*		$9,200.00			**$9,200.00**
TxDOT-San Antonio	AL	402	AL	*Planned:*		$13,250.00			**$13,250.00**
2011-PC-Tx-SAT-00021				*Actual:*		$11,840.00			**$11,840.00**
TxDOT-Laredo	AL	402	AL	*Planned:*		$8,250.00			**$8,250.00**
2011-PC-Tx-LRD-00014				*Actual:*		$1,200.00			**$1,200.00**
TxDOT-Pharr	AL	402	AL	*Planned:*		$10,500.00			**$10,500.00**
2011-PC-Tx-PHR-00019				*Actual:*		$1,200.00			**$1,200.00**
TxDOT-Paris	AL	402	AL	*Planned:*		$9,100.00			**$9,100.00**
2011-PC-Tx-PAR-00018				*Actual:*		$6,550.00			**$6,550.00**

Project Cross-Reference by Task

Public Information Campaigns Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Project Celebration									***Group Project***
TxDOT-Odessa	AL	402	AL	*Planned:*		$6,250.00			**$6,250.00**
2011-PC-Tx-ODA-00017				*Actual:*		$3,875.00			**$3,875.00**
TxDOT-Lufkin	AL	402	AL	*Planned:*		$10,000.00			**$10,000.00**
2011-PC-Tx-LKF-00016				*Actual:*		$8,182.00			**$8,182.00**
TxDOT-Lubbock	AL	402	AL	*Planned:*		$10,000.00			**$10,000.00**
2011-PC-Tx-LBB-00015				*Actual:*		$6,762.00			**$6,762.00**
TxDOT-Tyler	AL	402	AL	*Planned:*		$9,000.00			**$9,000.00**
2011-PC-Tx-TYL-00022				*Actual:*		$6,500.00			**$6,500.00**
Project Celebration Subtotals	*# of Projects:*	25		*Planned:*		$242,050.00			**$242,050.00**
		25		*Actual:*		$173,755.50			**$173,755.50**

Performance Data Summary:	Crashes related to...			*Enforce. Hours*	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					*Other Citations*	*Other Arrests*	PI&E Materials		*Comm. Events*	*Present ations*	*Media Exp.*
	Alcohol	*Speed*	*ITC*		*Adult*	*Teen*	*Child*	*HMV*	*Seatbelt*	*Speed*	*Speed*	*DWI*	*DUI Minor*	*ITC*	*HMV*			*Prod.*	*Dist.*			

TRF-TS Driver Education and Behaviour - Local Events									***Group Project***
Texas Department of Transportation	DE	402	DE	*Planned:*		$19,000.00			**$19,000.00**
TRF-TS Driver Education & Behaviour - AMA				*Actual:*		$7,014.65			**$7,014.65**
Texas Department of Transportation	DE	402	DE	*Planned:*		$23,797.02			**$23,797.02**
TRF-TS Driver Education & Behaviour - SAT				*Actual:*		$23,797.02			**$23,797.02**
Texas Department of Transportation	DE	402	DE	*Planned:*		$19,000.00			**$19,000.00**
TRF-TS Driver Education & Behaviour - FTW				*Actual:*		$16,016.40			**$16,016.40**
TRF-TS Driver Education and Behaviour - Local Events Subtotals	*# of Projects:*	3		*Planned:*		$61,797.02			**$61,797.02**
		3		*Actual:*		$46,828.07			**$46,828.07**

Performance Data Summary:	Crashes related to...			*Enforce. Hours*	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					*Other Citations*	*Other Arrests*	PI&E Materials		*Comm. Events*	*Present ations*	*Media Exp.*
	Alcohol	*Speed*	*ITC*		*Adult*	*Teen*	*Child*	*HMV*	*Seatbelt*	*Speed*	*Speed*	*DWI*	*DUI Minor*	*ITC*	*HMV*			*Prod.*	*Dist.*			

	Federal Funds	State Funding	Prog. Income	Local Match	Project Total

Project Cross-Reference by Task

Public Information Campaigns Projects

Organization / Project Number	*PA*	*Fund*	*Source*		*Federal Funds*	*State Funding*	*Prog. Income*	*Local Match*	*Project Total*
Public Information Campaigns Task Summary			*# Projects:* 42	*Planned:*	**$16,400,428.80**	**$3,105,853.00**	**$15,850.00**	**$18,073,186.16**	**$37,595,317.96**
			42	*Actual:*	**$15,501,028.18**	**$3,046,970.44**		**$56,450,919.15**	**$74,998,917.77**

Project Cross-Reference by Task

Training Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Austin Independent School District	DE	402	DE	Planned:	$16,736.99			$17,893.04	**$34,630.03**
2011-AISD-G-1YG-0034				Actual:	$16,380.73			$21,256.65	**$37,637.38**
Education Service Center, Region VI	DE	402	DE	Planned:	$59,436.60			$36,399.97	**$95,836.57**
2011-ESCVI-G-MYG-Yr2-0079				Actual:	$59,436.60			$49,789.80	**$109,226.40**
Education Service Center, Region VI	SB	402	SB	Planned:	$89,552.80			$16,329.08	**$105,881.88**
2011-ESCVI-G-MYG-Yr3-0152				Actual:	$87,526.48			$35,979.72	**$123,506.20**
National Safety Council	AL	402	AL	Planned:	$207,415.74			$120,929.17	**$328,344.91**
2011-NSC-G-MYG-Yr3-0007				Actual:	$207,415.74			$128,218.11	**$335,633.85**
Sam Houston State University	AL	410	K8FR	Planned:	$191,390.80			$23,614.31	**$215,005.11**
2011-SHSU-G-3YG-0037				Actual:	$111,883.83			$25,241.22	**$137,125.05**
Sam Houston State University	AL	410	K8	Planned:	$657,848.41		$2,025.00	$369,835.72	**$1,029,709.13**
2011-SHSU-G-MYG-Yr3-0179				Actual:	$566,369.09		$12,350.00	$448,406.83	**$1,027,125.92**
Sherry Matthews Advocacy Marketing	AL	410	K8	Planned:	$400,000.00			$215,385.00	**$615,385.00**
2011-SMAM-G-MYG-Yr3-0237				Actual:	$361,102.79			$280,631.00	**$641,733.79**
Texas Association of Counties	AL	410	K8	Planned:	$322,399.01			$129,181.00	**$451,580.01**
2011-TAC-G-1YG-0083				Actual:	$227,127.23			$188,586.52	**$415,713.75**
Texas Center for the Judiciary	AL	410	K8FR	Planned:	$818,959.97			$604,218.20	**$1,423,178.17**
2011-TCJ-G-MYG-Yr3-0085				Actual:	$650,358.29			$503,478.75	**$1,153,837.04**
Texas District and County Attorneys Association	AL	410	K8	Planned:	$512,404.50			$314,648.28	**$827,052.78**
2011-TDCAA-G-MYG-Yr3-0196				Actual:	$488,929.16			$379,421.90	**$868,351.06**
Texas Education Agency	DE	402	PT	Planned:	$285,701.00			$33,527.00	**$319,228.00**
2011-TEA-G-MYG-Yr2-0106				Actual:	($60,500.00)				**($60,500.00)**
Texas Education Agency	DE	406	K4DE	Planned:	$37,040.00			$26,410.00	**$63,450.00**
2011-TEA-G-MYG-Yr3-0270				Actual:					
Texas Engineering Extension Service - ESTI	EM	402	EM	Planned:	$794,598.08			$680,768.55	**$1,475,366.63**
2011-TEEXESTI-G-MYG-Yr3-0117				Actual:	$632,422.86			$3,006,459.87	**$3,638,882.73**
Texas Engineering Extension Service - ITSI	RS	402	RS	Planned:	$27,343.66			$25,430.00	**$52,773.66**
2011-TEEXEUPW-G-1YG-0018				Actual:	$22,335.35			$27,355.42	**$49,690.77**
Texas Engineering Extension Service - ITSI	RS	402	RS	Planned:	$304,554.63			$409,217.00	**$713,771.63**
2011-TEEXEUPW-G-1YG-0033				Actual:	$292,829.39			$499,491.50	**$792,320.89**
Texas Justice Court Training Center	AL	402	AL	Planned:	$156,859.11			$95,622.03	**$252,481.14**
2011-TJCTC-G-MYG-Yr2-0092				Actual:	$145,342.49			$96,168.63	**$241,511.12**
Texas Municipal Police Association	AL	410	K8	Planned:	$454,942.28			$569,576.95	**$1,024,519.23**
2011-TMPA-G-1YG-0003				Actual:	$434,488.14			$909,136.46	**$1,343,624.60**

Project Cross-Reference by Task

Training Projects

Organization / Project Number	*PA*	*Fund*	*Source*		*Federal Funds*	*State Funding*	*Prog. Income*	*Local Match*	*Project Total*
Texas Municipal Police Association	AL	410	K8	*Planned:*	$367,273.56			$170,598.50	**$537,872.06**
2011-TMPA-G-3YG-0004				*Actual:*	$353,371.57			$262,390.33	**$615,761.90**
Texas Municipal Police Association	TR	408	K9	*Planned:*	$487,181.88			$146,509.93	**$633,691.81**
2011-TMPA-G-MYG-Yr2-0210				*Actual:*	$260,474.80			$78,866.69	**$339,341.49**
Texas Transportation Institute	MC	402	MC	*Planned:*	$74,673.07			$8,322.79	**$82,995.86**
2011-TTI-G-1YG-0055				*Actual:*	$74,425.04			$1,109.54	**$75,534.58**
Texas Transportation Institute	PT	402	PT	*Planned:*	$58,312.14			$6,520.17	**$64,832.31**
2011-TTI-G-3YG-0010				*Actual:*	$58,240.97			$6,535.69	**$64,776.66**
Texas Transportation Institute	AL	410	K8	*Planned:*	$85,273.93			$9,526.88	**$94,800.81**
2011-TTI-G-MYG-Yr2-0116				*Actual:*	$84,948.02			$9,490.85	**$94,438.87**
Texas Transportation Institute	AL	410	K8	*Planned:*	$100,038.94			$11,257.29	**$111,296.23**
2011-TTI-G-MYG-Yr3-0066				*Actual:*	$99,274.13			$11,197.11	**$110,471.24**
The University of Texas at Arlington	RS	402	RS	*Planned:*	$368,666.48			$460,795.17	**$829,461.65**
2011-UTatArli-G-3YG-0032				*Actual:*	$347,570.37			$480,887.77	**$828,458.14**
University of Houston/Downtown	AL	410	K8	*Planned:*	$144,742.60			$220,640.00	**$365,382.60**
2011-UHD-G-MYG-Yr3-0122				*Actual:*	$144,118.20			$236,520.00	**$380,638.20**
University of Houston/Downtown	AL	410	K8	*Planned:*	$63,520.00			$28,000.00	**$91,520.00**
2011-UHD-G-MYG-Yr3-0183				*Actual:*	$63,520.00			$30,816.00	**$94,336.00**

			Federal Funds	*State Funding*	*Prog. Income*	*Local Match*	*Project Total*
Training Task Summary	*# Projects:* 26	*Planned:*	**$7,086,866.18**		**$2,025.00**	**$4,751,156.03**	**$11,840,047.21**
	26	*Actual:*	**$5,729,391.27**		**$12,350.00**	**$7,717,436.36**	**$13,459,177.63**

Appendix B

NHTSA REVIEW CHECKLIST

CHECKLIST

The NHTSA Checklist has been included to demonstrate how the Annual Report addresses the specified criteria.

Criteria	Traffic Safety Program Comments	Reference
Performance Goals:		
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)?	The Texas Crash Records Information System (CRIS) does not close out a fiscal year by refusing crash reports beyond a specified date as does FARS. Therefore, the specific values may not always match FARS exactly, but the trends do correspond between FARS and CRIS.	Section 2: *Performance Measures Table, Performance Measure Trends/Crash Data*
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	Sections 3, 4, 6

	by specific projects.	
Where data has become available, has the State reported on progress from prior year projects that have contributed to meeting current State highway safety goals?		
Certifications & Assurances:		
Is there a description of the activities implemented to:		
° *Support national safety belt and impaired driving mobilizations*		Section 3: *Program Area Reports*
° *Sustain enforcement of impaired driving, OP, and speed statutes*		Section 3: *Program Area Reports*
° *Conduct annual safety belt survey*		Section 3: *Occupant Protection*
° *Develop statewide data systems*		Section 3: *Traffic Records*
Section 163 .08 BAC Incentive Grant:		
If State expended Section 163 funds, did the State note by Program Area, amount:		Not Applicable
° *Planned*		Not Applicable
° *Obligated*		Not Applicable
° *Expended*		Not Applicable
° *Amount To Local-minimum 40%.* *(Local Benefit not applicable if State has declared that 163 funds are being used as 405, 410, or 411 and so notes in this FY's HSP and Annual Report. To be able to declare, the State must first have been awarded such funds. If used as P&A there is a 10% Limitation.)*		Not Applicable
Section 405 Occupant Protection Incentive Grant:		
If State qualified for funding:		
° *Documentation detailing the program activities that were accomplished?*		Section 3: *Occupant Protection* Section 4: *Paid Media*
Section 406 Safety Belt Performance Grant:		
If State qualified for funding:		
° *Documentation detailing the program activities that were accomplished?*		Section 4: *Occupant Protection* Section 4: *Paid Media*
Section 408 State Traffic Safety Information System Improvement Grant:		
If State qualified for funding:		
° *Documentation detailing the program activities that were accomplished (or reference to a separate report detailing such accomplishments)?*		Section 3: *Traffic Records*

Section 410 Alcohol Impaired Driving Countermeasure Grant:		
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 laws.* *b. A list of participating law enforcement agencies and the counties they serve.*		Not Applicable
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 & 5
° *Analysis of key projects describing how they contributed to meeting the State's highway*	Section 3 contains detailed results for each project listed by program area. Each project	Sections 3 & 6

safety goals	summary contains the targets (or goals) and the actual results. In addition the approved budget along with actual expenditures is included. Section 6 contains best practices as identified on the individual project level.	
° *Fiscal overview of obligations & 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