



TEXAS HIGHWAY SAFETY ANNUAL REPORT FISCAL YEAR 2015

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EXECUTIVE SUMMARY

TRAFFIC SAFETY PROGRAM

The Texas Traffic Safety Program at the Texas Department of Transportation (TxDOT) continued its mission of saving lives and preventing injuries through an extensive grants program. In 2015, there were 347 traffic safety projects in the program. The \$126,827,431.82 expended in FY 2015 came from federal, state and local sources as follows:

- \$ 39,334,028.40 in federal funds
- \$ 8,326,744.92 in state funds
- \$ 79,166,658.49 in local funds

CRASH DATA

The 2003-2014 Texas Motor Vehicle Crash Statistics are posted at:

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

Federal Funding

Under MAP-21, TxDOT applied for and received \$18,276,433.26 in Sections 402 funds. In addition, \$16,997,269.87 in Section 405 federal funding was received beyond the base 402 program. TRF-TS developed a detailed Highway Safety Plan (HSP) and submitted it to NHTSA for FY 2015.

ACCOMPLISHING TARGETS

Education and Training

TxDOT funded a broad spectrum of education and training courses during FY 2015 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, distracted driving, and failure to use safety belts or child passenger safety seats.

Campaigns

Click It or Ticket

Results from a Texas Transportation Institute survey conducted in June 2015 indicate 90.47% of Texans buckled up in FY 2015. In 2013, the State of Texas began using a new survey methodology to measure seat belt usage rate. This new survey instrument prevents a true comparison to usage rates measured in previous years, thus effectively establishing a new baseline for future comparison of trends. However, this is the 10th consecutive year of 90% or greater usage rates for Texas.

Before Click It or Ticket (CIOT) enforcement and public education efforts began in Texas in 2002, only 76% of Texans buckled up. The substantial increase in the belt usage rate from 2002 – 2014 translates into an estimated 4,317 fewer people killed in Texas traffic crashes and an estimated 72,926 fewer injuries on Texas roadways.

Impaired Driving Mobilization

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

In FY 2015, TxDOT brought the “*DWI - Not So Fun House*” on tour at events across the state. This classic carnival trailer drew crowds with arcade games and the chance to wear “drunk goggles” so they could experience the simulated effects of alcohol and impaired driving. Games included basketball, a softball toss, and the Wheel of Misfortune, which offers a variety of negative and real consequences associated with drinking and driving. The Texas A&M Extension Service provided a driving simulator that uses video gaming technology to simulate the experience of driving under the influence. A team of trained outreach staffers traveled to events across the state, including Houston’s Latin Festival, Harlingen’s National Night Out, Victoria’s Main Street Market Days, Gardendale’s Texas Thunder Music Festival, and Austin’s downtown entertainment district. In addition to reaching key target communities, the “*DWI - Not So Fun House*” was integral in garnering significant media coverage statewide.

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

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

FUTURE IMPROVEMENTS

Continued Focus on Alcohol-Related Fatalities

From 2012 – 2013, Texas experienced an increase in alcohol-related fatalities from 1,290 in 2012 to 1,337 in 2013 (FARS). Alcohol continues to be a major contributing factor in traffic crashes and fatalities. Future program efforts need to continue to include education, training, and enforcement projects to address this problem. Impaired Driving is listed as a high priority need in the FY 2017 Texas Request for Proposals.

Share the Road

From 2012 – 2013, Texas experienced an increase in motorcyclist fatalities from 454 in 2012 to 491 in 2013 (FARS). Motorcycle fatalities were 10% of Texas’ overall fatalities five years ago. In 2013, motorcycles accounted for 14.5% of the fatalities yet represent only 2% of the vehicle mix. Of the 491 motorcycle driver or motorcycle passenger deaths in 2013, 56.8% killed were not wearing helmets. The Texas A&M Transportation Institute conducted a motorcycle helmet use survey during 2015 and based on 2,089 observations, 65.6% of motorcyclists were wearing a helmet. Additional attention needs to be placed on motorcycle training, being properly licensed, wearing protective equipment, impaired driving, and enhancing public information and education campaigns such as Share the Road to improve motorcycle safety.

Alcohol and other Drug Countermeasures Program Assessment

TxDOT underwent an Alcohol and other Drug Countermeasure Program Assessment in FY 2015. The purpose of the assessment was to take a broad look at our program and make adjustments to better address alcohol and drug impaired driving issues within Texas. In FY 2015, the Assessment Team recommendations were reviewed at the statewide Impaired Driving Task Force and other coalition meetings, who, along with other stakeholders, continue to make adjustments and implement the recommendations of this assessment.

Strategic Planning

The most recent strategic planning session occurred October thru December of 2010 for the period FY 2012 - FY 2016. The session re-evaluated the program areas, targets, strategies and reviewed the Traffic Safety Program's mission statement. TxDOT sought public comments by posting a Request for Comments in the Texas Register and sending e-mail notifications to all registered users of the eGrants system. Comments were received from traffic safety and engineering professionals from the TRF at TxDOT headquarters, TxDOT district traffic safety specialists, NHTSA Region 6, representatives from Texas Transportation Institute, San Antonio Metropolitan Planning Organization, Texas Education Agency, Law Enforcement Mobile Video Institute, Texas Tech University, and Texas Center for the Judiciary. As an outgrowth of the strategic planning process, Texas developed 19 specific Targets for the traffic safety program, 66 specific strategies, and 39 specific performance measures. Objectives were established for all 39 performance measures for 2015. Plans are in place to conduct a planning session during FY 2016 for the period of FY 2017 – FY 2021.

Improved Crash Reporting

TxDOT developed and implemented Agency XML Submission Services as a means for agencies with an internal application to submit Texas Peace Officer's Crash Reports (CR-3) electronically. At the end of 2012, there were four agencies submitting via XML Submission Services. At the end of 2015, there are 21 agencies submitting via XML Submission Services. TxDOT also continued to add law enforcement agencies to the Crash Analysis for Safer Highways (CRASH) application. At the end of 2015, 379 agencies were using CRASH to submit their crash reports electronically. The percentage of crashes submitted electronically using either CRASH or XML submission services has increased from 74.16% in 2014 to 84.33% in 2015. Both applications eliminate the need for agencies to report by submitting paper forms and improve the timeliness and accuracy of the data received.

Section One

PROGRAM SUMMARY

PROGRAM



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

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

Program Areas

Texas planned and implemented an extensive and diverse traffic safety program in FY 2015, with projects in the following program areas:

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

Program Funding

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

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

On May 29th, 2014, the Texas Transportation Commission approved funding for the *FY 2015 Texas Highway Safety Plan (HSP)*, which described how federal highway safety funds would be programmed consistent with the guidelines, priority areas, and other Section 402 requirements. In addition to the Section 402 program, the FY 2015 traffic safety program included a very small amount of carry-forward funding from the Safe Accountable Flexible Efficient Transportation Equity Act, A Legacy for Users (SAFETEA-LU) and funding provided under the new Moving Ahead for Progress in the 21st Century Act (MAP-21).

THE TRAFFIC SAFETY ORGANIZATION

The Texas Traffic Safety Program is managed by the Traffic Safety Section of TxDOT's Traffic Operations Division; with program management staff located at Austin headquarters and traffic safety specialist field staff stationed across the state in support of the 25 TxDOT Districts. The organizational charts show the hierarchy of the traffic safety team; Section, Division, Agency. (See Figures 1.1 – 1.3)

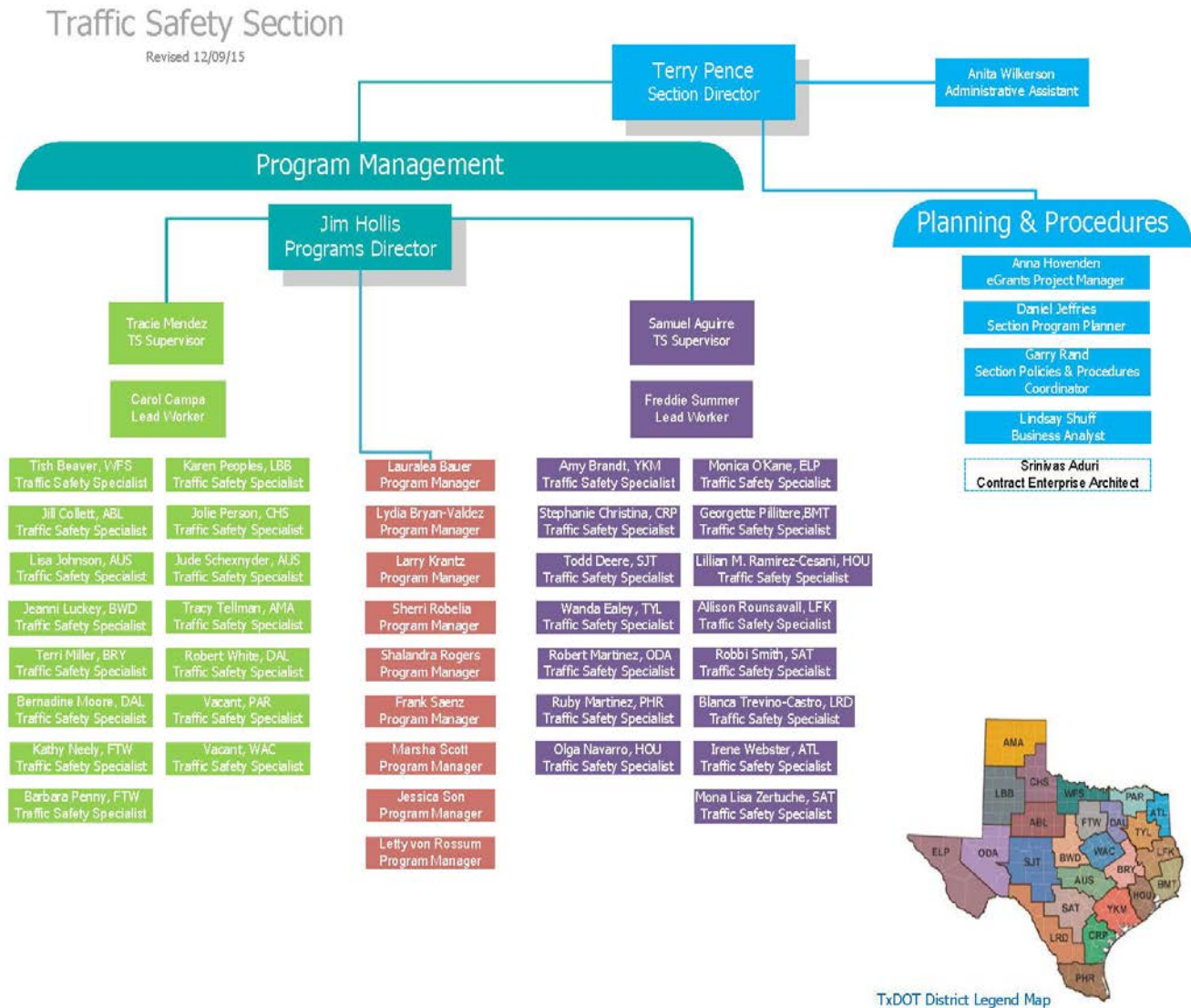


Figure 1.1: TxDOT Traffic Safety Organizational Chart

Texas Department of Transportation Traffic Operations Division

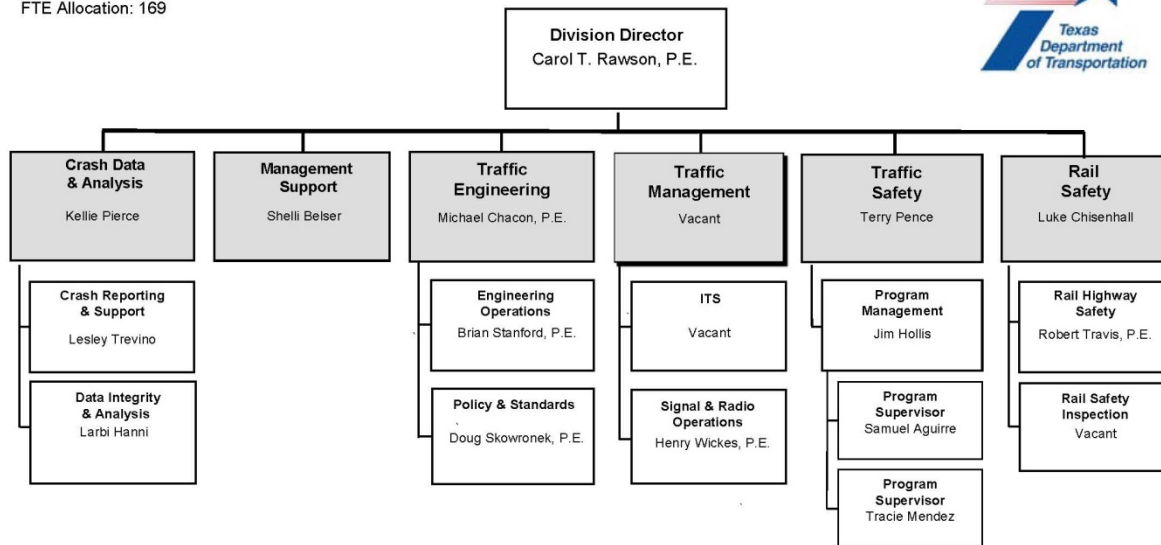


Figure 1.2: TxDOT Traffic Operations Division Organizational Chart

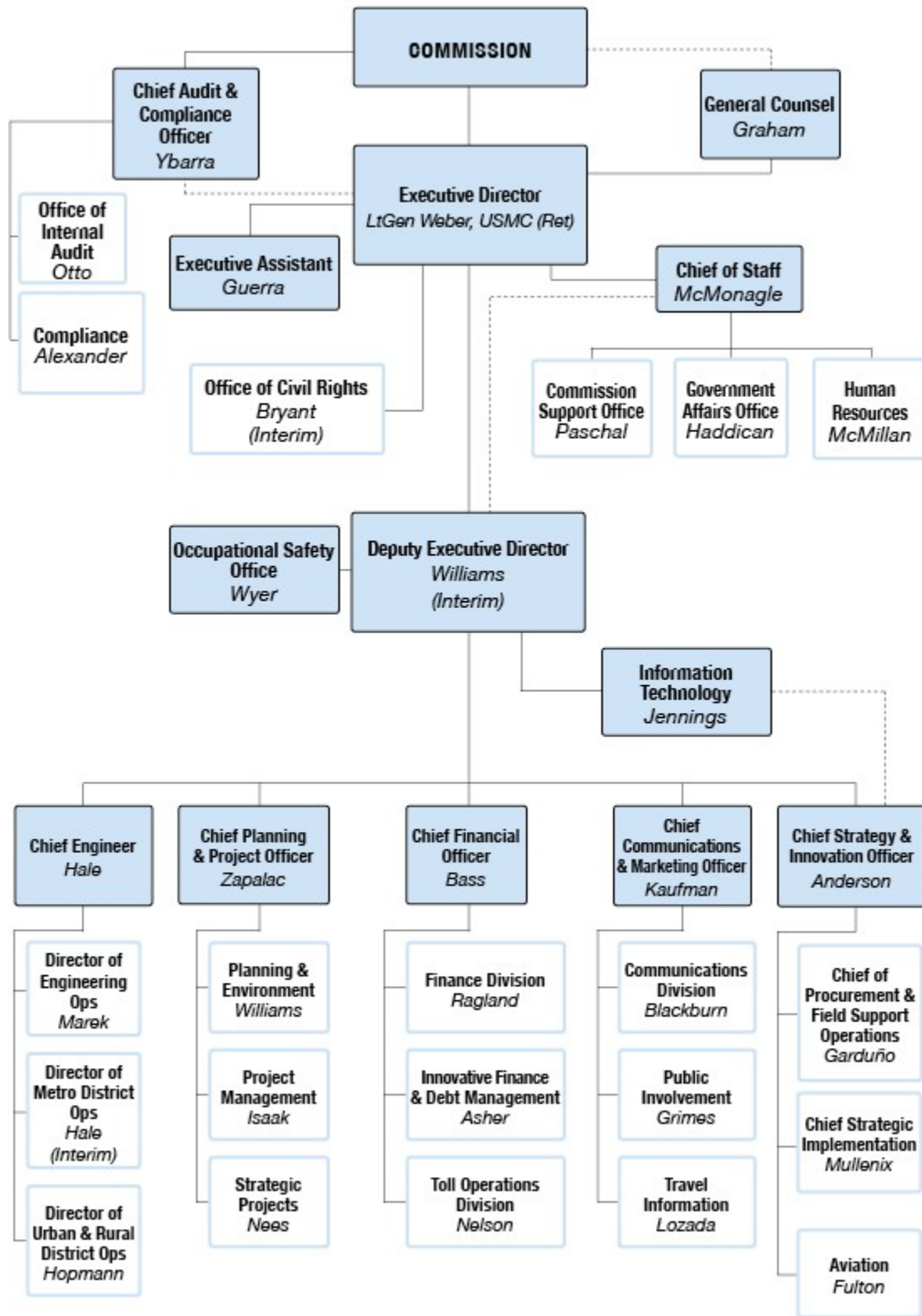


Figure 1.3: TxDOT Organizational Chart

EVALUATIONS, REVIEWS AND AUDITS

First and Last Voucher Review

March and April 2015 – NHTSA

NHTSA Alcohol and Other Drug Countermeasures Program Assessment

August 17th – August 21st, 2015

LEGISLATIVE ISSUES

The 84th Texas Legislature convened in January 2015. The text, history and status of all bills are located at: <http://www.capitol.state.tx.us/>. Bills that are highlighted passed into law and became effective on September 1st, 2015.

2015 Texas House of Representatives		
Bill Number	Author	Description
HB 20	Simmons, Ron	Operations transportation planning
HB 64	Lucio III, Eddie	Use portable wireless communication device
HB 80	Craddick, Tom	Use portable wireless communication device
HB 141	Minjarez, Ina (F)	Use wireless communication device
HB 142	Stickland, Jonathan	Photo traffic signals
HB 166	Larson, Lyle	Issuance safety belt placard
HB 214	Harless, Patricia	Use portable wireless communication device
HB 383	McClendon, Ruth Jones	Unprotected road users
HB 439	Gonzales, Larry	Relating to the definition of a motorcycle
HB 471	Farias, Joe	Safety equipment requirements cyclists
HB 745	Bohac, Dwayne	Installation solar-powered stop signs
HB 813	Munoz, Sergio	Operation movement motorcycles during traffic
HB 864	Zedler, Bill	Rules the road regarding red signals
HB 933	Guillen, Ryan	Testing of autonomous motor vehicles
HB 936	Murphy, Jim	Operation of a neighborhood electric vehicle
HB 1082	Fletcher, Allen	Criminal offense of obstructing highway
HB 1121	Sanford, Scott	Traffic light synchronization program
HB 1131	Elkins, Gary	Photographic traffic signal enforcement
HB 1245	Wray, John (F)	Intoxication offenses
HB 1352	Turner, Chris	Use of a wireless comm device while driving
HB 1710	Bohac, Dwayne	Election to repeal photo traffic ordinance
HB 2106	Lucio III, Eddie	Texting while driving
HB 2347	Martinez, Armando	Rules of the road regarding red lights
HB 2459	Martinez, Armando	Motor vehicle in vicinity of unprotected user
HB 2554	White, Molly (F)	Pedestrian use of a sidewalk
HB 2957	Klick, Stephanie	Motorcycle footrest handhold requirements
HB 2975	Martinez, Armando	Speed limits
HB 3627	Guerra, Bobby	Offense of using wireless device and driving
HB 3714	Farney, Marsha	Operation golf cart vehicle on highway
HB 3817	Elkins, Gary	Photographic enforcement traffic laws
HB 3862	Zedler, Bill	Funding motorcycle training safety programs
HB 3929	Fletcher, Allen	Use automatic license plate reader systems

2015 Texas Senate		
Bill Number	Author	Description
SB 25	Zaffirini, Judith	Use portable wireless communication device
SB 47	Zaffirini, Judith	Study enforcement of following distance laws
SB 58	Nelson, Jane	Enforcement commercial vehicle safety
SB 334	Watson, Kirk	Rules the road regarding red signals at
SB 340	Huffines, Donald (F)	Prohibiting traffic signal camera systems
SB 442	Watson, Kirk	Motorcycle operation during congestion
SB 449	Bettencourt, Paul (F)	Definition of a motorcycle
SB 714	Hall, Bob (F)	Photographic traffic enforcement
SB 754	Watson, Kirk	Funding for motorcycle training programs
SB 1340	Huffines, Donald (F)	Photographic enforcement traffic laws
SB 1416	Ellis, Rodney	Operation motor vehicle the vicinity
SB 1717	Ellis, Rodney	Prima Facie Speed Limits
SB 1918	Watson, Kirk	Use lighting equipment on motorcycles

- HB 20 amends the Transportation Code to require the Texas Department of Transportation (TxDOT) to develop and implement, and the Texas Transportation Commission to approve, a performance-based planning and programming process dedicated to providing the executive and legislative branches of government with indicators that quantify and qualify progress toward the attainment of all TxDOT goals and objectives established by the legislature and the commission.
- H.B. 745 gives property owners' associations and political subdivisions consent to take on the burden of installing and maintaining solar-powered LED stop signs.
- SB 58 authorizes certain County Sheriffs' to inspect commercial vehicles to enforce federal safety regulations.
- SB 449 amends the Transportation Code, to redefine "motorcycle" to mean a motor vehicle, other than a tractor, that is equipped with a rider's saddle or one or more seats for the use of a rider and a passenger, if the motor vehicle is designed to transport a passenger, and is designed to have, when propelled, not more than three wheels on the ground (autocycles).
- S.B. 754 specifically identifies the funds in the motorcycle safety fund subaccount as the minimum amount that the legislature should appropriate to DPS to fund the Motorcycle Safety Program. S.B. 754 also allows TxDOT to use GR 0501 to fund a "Share the Road" campaign.
- S.B. 1918 adds a new section to the Transportation Code to define "LED ground effect lighting equipment" and provide for its legal use in Texas. In accordance with this provision, such lighting is only permissible if it illuminates the body or ground below a motorcycle, and if it emits a non-flashing amber or white light.

Section Two
CRASH DATA AND TRENDS

CHALLENGES

Alcohol-related Crashes

Crashes, injuries and fatalities caused by drunk drivers continue to be the major traffic safety problem in Texas. According to FARS data, Texas' alcohol-impaired driving fatality rate was greater than the national average rate each year for 2008 - 2013.

Occupant Protection

Based on statewide surveys completed by the Texas Transportation Institute in June of 2015, 90.47 % of Texans buckled up in FY 2015 compared to the 90.74% during FY 2014. Before Click It or Ticket (CIOT) enforcement and public education efforts began in Texas in 2002, only 76.1% of Texans buckled up. The substantial increase in the belt usage rate from 2002-2014 translates into an estimated 4,317 fewer Texans killed in traffic crashes and an estimated 72,926 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 2002-2014, the use of safety belts in our state has saved the State of Texas and society an estimated \$16.7 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 significant improvement in safety belt use is attributed to increased enforcement, a large public information and education campaign, statewide increase in local community involvement, as well as strong campaign participation and support from the National Highway Traffic Safety Administration (NHTSA) Region 6.

CRASH SUMMARY

TxDOT has data from 2003 through 2014. Final FARS data for 2012 - 2013 is listed in the table below.

		2012	2013	2014
Number of Texas Fatalities	<i>TxDOT Data</i>	3,417	3,407	3,540
	<i>FARS Data</i>	3,408	3,382	Not Available
Miles Driven (100 million vehicle miles traveled in Texas)	<i>TxDOT Data</i>	237,821,443	244,536,074	242,998,617
	<i>FARS Data</i>	237,836,000	244,525,000	Not Available
Mileage Death Rate (Persons killed per 100 million vehicle miles traveled)	<i>TxDOT Data</i>	1.44	1.39	1.43
	<i>FARS Data</i>	1.43	1.38	Not Available
Texas Population	<i>TxDOT Data</i>	26,059,203	26,448,193	27,161,942
	<i>FARS Data</i>	26,060,796	26,448,193	Not Available
Population Death Rate (Persons killed per 100,000 Texas Population)	<i>TxDOT Data</i>	13.11	12.88	13.03
	<i>FARS Data</i>	13.08	12.79	Not available

PROBLEM IDENTIFICATION

TxDOT and TRF coordinate the development and implementation of highway safety performance targets, strategies, and objectives for each program area based on the problems identified in each area. These problem areas are based on both the national issues identified by NHTSA, and the statewide issues specific to Texas. The crash data listed above is used to show the trends of these issues, and is used as a baseline to demonstrate improvement in each area. The agencies that Texas works with to identify these problem areas, and determine how to address them, include the following but are not limited to; The Texas Department of Public Safety Highway Patrol (DPS HP), Texas Department of Public Safety Driver's License Bureau (DPS DLB), Texas Department of State Health Services (TDSHS), Metropolitan Planning Organizations (MPO), Texas Education Agency (TEA), Texas Tech University (TTU), Texas Center for the Judiciary (TCJ), Texas Commission on Law Enforcement Officer Standards & Education (TCOLE), Texas District and County Attorney's Association (TDAA), Texas Municipal Police Association (TMPA), Texas Alcoholic Beverage Commission (TABC), Texas Impaired Driving Task Force, Texas Motorcycle Safety Coalition (TMSC), State and district level Child Fatality Review Teams (CFRT), Councils of Governments, Texas Safe Kids, and other safety advocacy groups and minority concern groups.

For Fiscal Year 2015, the following Targets were identified:

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

SOLUTIONS

Based on this problem identification information, and the defined Targets, Texas works with state and local agencies, as well as public and private organizations to develop and submit project proposals designed to support those Targets and strategies. *Please refer to Section Three: Program Area Reports and Section Four: Paid Media Reports for more details.*

FY 2014 TEXAS MOTOR VEHICLE TRAFFIC CRASH HIGHLIGHTS

The Fatality Rate on Texas roadways for 2014 was 1.42 deaths per hundred million vehicle miles traveled. This is a 2.16% increase from 2013.	Based on reportable crashes in 2014: <ul style="list-style-type: none"> ➤ 1 person was killed every 2 hours 29 minutes ➤ 1 person was injured every 2 minutes 13 seconds ➤ 1 reportable crash occurred every 66 seconds
Texas experienced an increase in the number of motor vehicle traffic fatalities. The 2014 death toll of 3,534 was an increase of 3.70% from the 3,408 deaths recorded in 2013.	Of all persons killed in vehicles where restraint usage was applicable and usage was known in 2014, 43.8% were reported as not restrained when the fatal crash occurred.
There were 13,675 serious injury crashes in Texas in 2014 with 17,152 people sustaining a serious injury*.	237,941 persons were injured in motor vehicle traffic crashes in 2014.
The annual vehicle miles traveled in Texas during 2014 reached 248.824 billion, an increase of 1.75% over the 244.536 billion traveled in 2013	There were 463 motorcyclists (operators and passengers) killed in 2014. Fifty percent (50%) 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 55.86% of the state's traffic fatalities. There were 1,974 deaths in rural traffic crashes.	Pedestrian fatalities totaled 486 in 2014. This is a 1.4% decrease from 2013.
Single vehicle, run-off the road crashes resulted in 1,384 deaths in 2014. This was 39.16 % of all motor vehicle traffic deaths in 2014.	Pedalcyclist fatalities totaled 50 in 2014. This is a 4.2% increase from 2013.
In 2014 there were 823 people killed in crashes occurring in intersections or related to an intersection.	In 2014, there were 1,041 people killed in motor vehicle traffic crashes where a driver was under the influence of alcohol. This is 29% of the total number of people killed in motor vehicle traffic crashes.
There were 581 people killed in head-on crashes in 2014.	During 2014, more DUI - Alcohol crashes were reported in the hour between 2:00 am and 2:59 am than any other hour of the day. Also, more of these crashes occurred on Saturday than any other day of the week.
There were no deathless days on Texas roadways in 2014. There were two crashes that resulted in 6 or more fatalities in 2014.	Wednesday, January 1st and Saturday, April 19th were the deadliest days in 2014 with twenty-three (23) persons killed in traffic crashes. October was the deadliest month with 351 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 May 20th, 2015.

PERFORMANCE MEASURES

Texas performance measures for 2015 are outlined in Tables 2.1 – 2.15 by program area. Performance measures #11, #20, and #43 were not reported in the Highway Safety Plan but are included as additional measures in this report.

Table 2.1

Overall State Target						
Targets	Strategies	Performance Measures	Reference	Baseline	2015 Target	Actual
To reduce the number of motor vehicle crashes, injuries and fatalities		1. Mileage Death Rate [NHTSA C-3]	<ul style="list-style-type: none"> Figure 1 Figure 2 	<ul style="list-style-type: none"> 1.39 fatalities per 100VMT (2013 TxDOT) 1.43 fatalities per 100M VMT (2012 FARS) 	<ul style="list-style-type: none"> 1.38 fatalities per 100M VMT (TxDOT) 1.44 fatalities per 100 MVMT (FARS) 	<ul style="list-style-type: none"> 1.46 fatalities per 100M VMT (2014 TxDOT) 1.38 fatalities per 100M VMT (2013 FARS)
		2. Mileage Death Rate (FARS-Urban)	<ul style="list-style-type: none"> Figure 3 	<ul style="list-style-type: none"> 1.02 fatalities per 100M VMT (2012 FARS) 	<ul style="list-style-type: none"> 0.88 fatalities per 100 MVMT in Urban area (FARS) 	<ul style="list-style-type: none"> 1.02 fatalities per 100M VMT (2013 FARS)
		3. Mileage Death Rate (FARS- Rural)	<ul style="list-style-type: none"> Figure 3 	<ul style="list-style-type: none"> 2.39 fatalities per 100M VMT (2012 FARS) 	<ul style="list-style-type: none"> 2.93 fatalities per 100M VMT in Rural areas (FARS) 	<ul style="list-style-type: none"> 2.20 fatalities per 100 MVMT (2013 FARS)
		4. Number of traffic fatalities (FARS) [NHTSA C-1]	<ul style="list-style-type: none"> Figure 4 	<ul style="list-style-type: none"> 3,412 traffic fatalities (2012 FARS) 	<ul style="list-style-type: none"> 3,480 traffic fatalities (FARS) 	<ul style="list-style-type: none"> 3,382 traffic fatalities (2013 FARS)
		5. Number of serious injuries in traffic crashes (TXDOT) [NHTSA C-2]	<ul style="list-style-type: none"> Figure 5 	<ul style="list-style-type: none"> 89,229 serious injuries in traffic crashes (2013 TxDOT) 	<ul style="list-style-type: none"> 90,989 serious injuries in traffic crashes (TxDOT) 	<ul style="list-style-type: none"> 90,744 serious injuries in traffic crashes (2014 TxDOT)
		6. Number of drivers age 20 or younger involved in fatal crashes (FARS) [NHTSA C-9]	<ul style="list-style-type: none"> Figure 6 	<ul style="list-style-type: none"> 440 drivers age 20 or younger involved in fatal crashes (2012 FARS) 	<ul style="list-style-type: none"> 457 drivers age 20 or younger involved in fatal crashes (FARS) 	<ul style="list-style-type: none"> 438 drivers age 20 or younger involved in fatal crashes (2013 FARS)
		7. Number of urban fatalities (FARS)	<ul style="list-style-type: none"> Figure 7 	<ul style="list-style-type: none"> 1,711 urban fatalities (2012 FARS) 	<ul style="list-style-type: none"> 1,713 urban fatalities (FARS) 	<ul style="list-style-type: none"> 1,753 urban fatalities (2013 FARS)
		8. Number of rural fatalities (FARS)	<ul style="list-style-type: none"> Figure 8 	<ul style="list-style-type: none"> 1,515 rural fatalities (2012 FARS) 	<ul style="list-style-type: none"> 1,526 rural fatalities (FARS) 	<ul style="list-style-type: none"> 1,779 rural fatalities (FARS)

Table 2.2

Planning and Administration - 01						
Targets	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To provide effective and efficient management of the Texas Traffic Safety Program	<ul style="list-style-type: none"> • Provide training and assistance for local and statewide traffic safety problem identification. • Provide procedures and training on highway safety planning and project development. • Ensure availability of program and project management training. • Review and update program procedures as needed. • Conduct periodic project monitoring and evaluation of traffic safety activities. • Perform accurate accounting and efficient reimbursement processing. • Maintain coordination of traffic safety efforts and provide technical assistance. • Provide technical assistance and support for the Strategic Highway Safety Plan. 	9. Publication of Traffic Safety Program deliverables including HSPP, response to Management Review, and Annual Report. 10. Number of training sessions provided.	<ul style="list-style-type: none"> • N/A • N/A 	<ul style="list-style-type: none"> • FY 2013 Annual Report • FY 2015 Highway Safety Plan • FY 2012 Office of Inspector General (OIG) Reviews • FY 2014 Highway Safety Program Management Course • Proposal Trainings 	<ul style="list-style-type: none"> • FY 2014 Annual Report • FY 2016 Highway Safety Plan • 2014 NHTSA Program Management Course • Traffic Safety Staff Training • eGrants Trainings 	<ul style="list-style-type: none"> • FY 2014 Annual Report • FY 2016 Highway Safety Plan • FY 2015 Highway Safety Data Analysis Course • FY 2015 eGrants Trainings • FY 2015 Traffic Safety Staff Training

Table 2.3

Alcohol and Other Drug Countermeasures – 02

Targets	Strategies	Performance Measures	Reference	Baseline	Target	Actual
<ul style="list-style-type: none"> To reduce the number of alcohol impaired and driving under the influence of alcohol and other drug-related crashes, fatalities and injuries. To Reduce the number of DUI-related crashes where the driver is under age 21 	<ul style="list-style-type: none"> Increase and sustain high visibility enforcement of DWI laws. Improve BAC testing and reporting to the State's crash records information system. Improve anti-DWI public information and education campaigns. Increase the number of law enforcement task forces and coordinated enforcement campaigns. Increase training for anti-DWI advocates. Increase intervention efforts. Improve and increase training for law enforcement officers. Improve DWI processing procedures. Improve adjudication of DWI cases through improved training for judges, administrative license revocation judges, and prosecutors, and improved support materials for judges and prosecutors. Improve education programs on alcohol and driving for youth. Increase enforcement of driving under the influence by minors laws. Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving. 	11. Number of DUI-related (alcohol or other drugs) KAB crashes (TXDOT)	<ul style="list-style-type: none"> Figure 9 	<ul style="list-style-type: none"> 8,095 DUI-related (alcohol or other drugs) KAB crashes (2013 TxDOT) 	<ul style="list-style-type: none"> 8,094 DUI-related (alcohol or other drugs) KAB crashes (TxDOT) 	<ul style="list-style-type: none"> 8,035 DUI-related (alcohol or other drugs) KAB crashes (2014 TxDOT)
		12. Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or above (FARS) [NHTSA C-5]	<ul style="list-style-type: none"> Figure 10 	<ul style="list-style-type: none"> 1,296 fatalities involving a driver or motorcycle operator with a BAC of .08 or above (2012 FARS) 	<ul style="list-style-type: none"> 1,406 fatalities involving a driver or motorcycle operator with a BAC 	<ul style="list-style-type: none"> 1,337 fatalities involving a driver or motorcycle operator with a BAC of .08 or above (2013 FARS)
		13. Number of impaired-driving arrests made during grant-funded enforcement activities (eGrants) [NHTSA A-2]	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> 8,490 impaired driving arrests made during enforcement activities (2013 eGrants) 	<ul style="list-style-type: none"> NHTSA Activity Measure (No target set) 	<ul style="list-style-type: none"> 6,744 impaired driving arrests made during enforcement activities (2015 eGrants)
		14. Number of 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year-olds (TXDOT)	<ul style="list-style-type: none"> Figure 11 	<ul style="list-style-type: none"> 18.06 - 16-20 year old DUI driver (alcohol or other drugs) in KAB crashes per 100,000 16-20 year olds (2013 TxDOT) 	<ul style="list-style-type: none"> 16.50 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year olds (TxDOT) 	<ul style="list-style-type: none"> 15.72 - 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year olds (2014 TxDOT)
		15. Alcohol Related Fatality Rate (FARS)	<ul style="list-style-type: none"> Figure 12 	<ul style="list-style-type: none"> .57 Alcohol Related Fatality Rate (2012 FARS) 	<ul style="list-style-type: none"> .56 Alcohol Related Fatality Rate (FARS) 	<ul style="list-style-type: none"> .55 Alcohol Related Fatality Rate (2013 FARS)
		16. Percent of Alcohol Related Fatalities (FARS)	<ul style="list-style-type: none"> Figure 13 	<ul style="list-style-type: none"> 39.8 Percent of Alcohol Related Fatalities (2012 FARS) 	<ul style="list-style-type: none"> 37.9 Percent of Alcohol Related Fatalities 	<ul style="list-style-type: none"> 40.0 Percent of Alcohol Related Fatalities (2014 TxDOT)

Table 2.4

Emergency Medical Services – 03						
Targets	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To improve EMS care and support provided to motor vehicle trauma victims in rural and frontier areas of Texas.	<ul style="list-style-type: none">To increase the availability of EMS training in rural and frontier areas.Increase EMS involvement in local community safety efforts.	17. Number of students trained in EMS classes	N/A	1,952 students trained in EMS classes (2013 eGrants)	800 students trained in EMS classes	1,765 students trained in EMS classes (2015 eGrants)

Table 2.5

Motorcycle Safety – 04						
Targets	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To reduce the number of motorcyclist fatalities	<ul style="list-style-type: none"> Increase enforcement of existing motorcycle helmet law for riders and passengers under 21. 	18. Number of motorcyclist fatalities (FARS) [NHTSA C-7]	<ul style="list-style-type: none"> Figure 14 	<ul style="list-style-type: none"> 452 motorcyclist fatalities (2012 FARS) 	<ul style="list-style-type: none"> 489 motorcyclist fatalities (FARS) 	<ul style="list-style-type: none"> 491 motorcyclist fatalities (2013 FARS)
	<ul style="list-style-type: none"> Improve public information and education on motorcycle safety, including the value of wearing a helmet. 	19. Number of un-helmeted motorcyclist fatalities (FARS) [NHTSA C-8]	<ul style="list-style-type: none"> Figure 14 	<ul style="list-style-type: none"> 263 un-helmeted motorcyclist fatalities (2012 FARS) 	<ul style="list-style-type: none"> 243 un-helmeted motorcyclists (FARS) 	<ul style="list-style-type: none"> 279 un-helmeted motorcyclist fatalities (2013 FARS)
	<ul style="list-style-type: none"> Improve public information and education on the value of not operating a motorcycle while under the influence of alcohol and/or other drugs. 	20. Number of motorcyclist fatalities involving a motorcycle operator with a BAC of .08 or above (TXDOT)	<ul style="list-style-type: none"> Figure 15 	<ul style="list-style-type: none"> 114 motorcycle operator fatalities with a BAC of .08 or above (2013 TxDOT) 	<ul style="list-style-type: none"> 92 motorcycle operator fatalities with a BAC of .08 or above (TxDOT) 	<ul style="list-style-type: none"> 85 motorcycle operator fatalities with a BAC of .08 or above (2014 TxDOT)
	<ul style="list-style-type: none"> Decrease number of motorcycle fatalities per 10K registrations 	21. Number of motorcycle fatalities per 10K registrations	<ul style="list-style-type: none"> Figure 16 	<ul style="list-style-type: none"> 11.46 motorcycle fatalities per 10K registrations (2012 TxDOT) 	<ul style="list-style-type: none"> 10.77 motorcycle fatalities per 10K registrations 	<ul style="list-style-type: none"> 10.53 motorcycle fatalities per 10K registrations (2014 TxDOT)
	<ul style="list-style-type: none"> Increase rider education and training. 					

Table 2.6

Occupant Protection – 05						
Targets	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To increase occupant restraint use in all passenger vehicles and trucks	<ul style="list-style-type: none"> Increase and sustain high visibility enforcement of occupant protection laws. 	22. Number of seat belt citations issued during grant funded enforcement activities (eGrants) [NHTSA A-1]	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> 51,932 safety belt citations (2013 eGrants) 	<ul style="list-style-type: none"> NHTSA Activity Measure (No objective set) 	<ul style="list-style-type: none"> 51,230 safety belt citations (2015 eGrants)
	<ul style="list-style-type: none"> Increase public information and education campaigns. 	23. Driver and outboard front seat passenger restraint use [NHTSA B-1]	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> 90.74 percent (2014 TTI) 	<ul style="list-style-type: none"> 91.00 percent (TTI) 	<ul style="list-style-type: none"> 90.47 percent (2015 TTI)
	<ul style="list-style-type: none"> Increase intervention efforts by healthcare professionals, teachers, and all safety advocates. 	24. Safety belt use rate by children age 5-16	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> 64.0 percent (2014 TTI) 	<ul style="list-style-type: none"> 79.3 percent (TTI) 	<ul style="list-style-type: none"> 63.8 percent (2015 TTI)
	<ul style="list-style-type: none"> Concentrate efforts on historically low use populations. 	25. Child passenger restraint use rate for children ages 0-4	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> 86.3 percent (2014 TTI) 	<ul style="list-style-type: none"> 89.6 percent (TTI) 	<ul style="list-style-type: none"> 87.2 percent (2015 TTI)
	<ul style="list-style-type: none"> Increase occupant protection education, training, and awareness of safety belt issues for law enforcement, judges and prosecutors. 	26. Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS) [NHTSA C-4]	<ul style="list-style-type: none"> Figure 17 	<ul style="list-style-type: none"> 927 unrestrained passenger vehicle occupant fatalities, all seat positions (2012 FARS) 	<ul style="list-style-type: none"> 998 unrestrained passenger vehicle occupant fatalities, all seat positions (FARS) 	<ul style="list-style-type: none"> 900 unrestrained passenger vehicle occupant fatalities, all seat positions (2013 FARS)
	<ul style="list-style-type: none"> Increase training opportunities and retention of child passenger safety (CPS) technicians and instructors. Increase EMS/fire department involvement in CPS fitting stations. Maintain CPS seat distribution programs for low income families. 					

Table 2.7

Pedestrian and Bicyclist Safety – 06						
Targets	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To reduce the number of motor vehicle-related pedestrian and bicyclist fatalities	<ul style="list-style-type: none"> Increase awareness for sharing the road between bicyclists and motorists. 	27. Number of pedestrian fatalities (FARS) [NHTSA C-10]	<ul style="list-style-type: none"> Figure 18 	<ul style="list-style-type: none"> 478 pedestrian fatalities (2012 FARS) 	<ul style="list-style-type: none"> 540 pedestrian fatalities 	<ul style="list-style-type: none"> 480 pedestrian fatalities (2013 FARS)
	<ul style="list-style-type: none"> Increase public information and education efforts on bicycle safety. 	28. Number of bicyclist fatalities (FARS)	<ul style="list-style-type: none"> Figure 19 	<ul style="list-style-type: none"> 56 bicyclist fatalities (2012 FARS) 	<ul style="list-style-type: none"> 60 bicyclist fatalities 	<ul style="list-style-type: none"> 48 bicyclist fatalities (2013 FARS)
	<ul style="list-style-type: none"> Improve identification of problem areas for pedestrians. Improve pedestrian “walkability” of roads and streets. 	29. Number of Pedestrian related serious injuries (CRIS)	<ul style="list-style-type: none"> Figure 20 	<ul style="list-style-type: none"> 3,070 pedestrian serious injuries (2013 TxDOT) 	<ul style="list-style-type: none"> 3,464 pedestrian serious injuries 	<ul style="list-style-type: none"> 3,171 pedestrian serious injuries (2014 TxDOT)
	<ul style="list-style-type: none"> Improve data collection on pedestrian injuries and fatalities. 	30. Number of bicycle related serious injuries (CRIS)	<ul style="list-style-type: none"> Figure 21 	<ul style="list-style-type: none"> 1,461 bicycle related serious injuries (2013 TxDOT) 	<ul style="list-style-type: none"> 1,638 bicycle related serious injuries 	<ul style="list-style-type: none"> 1,433 bicycle related serious injuries (2014 TxDOT)
	<ul style="list-style-type: none"> Improve public education and information on pedestrian safety. 					

Table 2.8

Police Traffic Services – 07						
Targets	Strategies	Performance Measures	Reference	Baseline	Target	Actual
<ul style="list-style-type: none"> To increase effective enforcement and adjudication of traffic safety-related laws to reduce fatal and serious injury crashes To reduce commercial motor vehicle crashes, injuries and fatalities involving vehicles with a Gross Vehicle Weight Rating (GVWR) of 10,000 pounds or greater 	<ul style="list-style-type: none"> Increase public education and information campaigns regarding enforcement activities. Increase and sustain enforcement of traffic safety-related laws. Provide technical and managerial support to local law enforcement agencies and highway safety professionals. Increase and sustain high visibility enforcement of Intersection Traffic Control (ITC) laws. Increase public information and education on intersection related traffic issues. Increase public information and education on sharing the road with commercial motor vehicles (CMV). Increase enforcement of commercial motor vehicle speed limits. 	<p>31 Number of intersection related fatalities (FARS)</p> <p>32. Number of CMV (large truck) involved fatalities. All crashes involve at least one vehicle with a vehicle body type of "Semi-Trailer" or "Truck-Tractor" (TXDOT)</p> <p>33. Number of CMV (large truck) involved: fatal crashes. All crashes involve at least one vehicle with a vehicle body type of "Semi-Trailer" or "Truck-Tractor" (TXDOT)</p>	<ul style="list-style-type: none"> Figure 22 Figure 23 Figure 23 	<ul style="list-style-type: none"> 639 intersection related fatalities (2012 FARS) 382 fatalities in crashes involving motor vehicles with a body type of 'semitrailer' or 'truck-tractor' (2013 TxDOT) 332 fatal crashes involving motor vehicles with a body type of 'semitrailer' or 'truck-tractor' (2012 TxDOT) 	<ul style="list-style-type: none"> 671 intersection related fatalities (FARS) 348 fatalities for vehicles with a body type of 'semitrailer' or 'truck-tractor' (TxDOT) 342 fatal crashes for motor vehicles with a body type of 'semi-trailer' or 'truck tractor' (TxDOT) 	<ul style="list-style-type: none"> 662 intersection and fatalities (2013 FARS) 427 fatalities in crashes involving motor vehicles with a body type of "Semi-Trailer" or "Truck-Tractor" (2014 TxDOT) 375 fatal crashes involving motor vehicles with a body type of Semi-Trailer' or 'Truck-Tractor' (2014 TxDOT)

Table 2.9

Speed Control – 08						
Targets	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To reduce the number of speed-related fatalities and serious injury crashes	<ul style="list-style-type: none"> Increase and sustain high visibility enforcement of speed-related laws. 	34. Number of speeding related citations issued during grant-funded enforcement activities eGrants) [NHTSA A-3]	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> 276,826 speed citations (2013 eGrants) 	<ul style="list-style-type: none"> NHTSA Activity Measure (No objective set) 	<ul style="list-style-type: none"> 315,739 speed citations (2015 eGrants)
	<ul style="list-style-type: none"> Provide community training on speed-related issues. 	35. Number of speeding-related fatalities (FARS) [NHTSA C-6]	<ul style="list-style-type: none"> Figure 24 	<ul style="list-style-type: none"> 1,247 speeding related fatalities (2012 FARS) 	<ul style="list-style-type: none"> 1,164 speeding related fatalities (FARS) 	<ul style="list-style-type: none"> 1,175 speeding related fatalities (2013 FARS)
	<ul style="list-style-type: none"> Implement best practices for speed deterrence when law enforcement is not present. 	36. Number of speeding related injuries (TxDOT)	<ul style="list-style-type: none"> Figure 25 	<ul style="list-style-type: none"> 6,096 speeding related injuries (2013 TxDOT) 	<ul style="list-style-type: none"> 6,248 speeding related injuries 	<ul style="list-style-type: none"> 6,201 speeding related injuries (2014 TxDOT)
	<ul style="list-style-type: none"> Increase public information and education concerning speed-related issues. 					

Table 2.10

Traffic Records – 09						
Targets	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To improve the timeliness of, quality of, availability of, and linkages of records between crash data bases	<ul style="list-style-type: none"> Improve the intake, tracking, analysis and reporting of crash data. 	37. Days to report local crash data to TXDOT after crash occurrence	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Average is 15 business days as of August 2014 (TRF-CR) 	<ul style="list-style-type: none"> 14 business days average 	<ul style="list-style-type: none"> Average of 11 business days to report. (TRF-CR 2015)
	<ul style="list-style-type: none"> Improve the integration of traffic records between state agencies 	38. Days for crash data to be accessible from TxDOT CRIS after receiving report of crash from peace officer (CR-3)	<ul style="list-style-type: none"> N//A 	<ul style="list-style-type: none"> Average is 3 business days as of August 2014 (TRF-CR) 	<ul style="list-style-type: none"> 3 business days from CRIS to availability 	<ul style="list-style-type: none"> 3 business days from TxDOT CRIS to availability (2015 TxDOT)

Table 2.11

Driver Education and Behavior Program Area – 10						
Targets	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To increase public knowledge, perception and understanding of traffic safety	<ul style="list-style-type: none"> Develop and implement public information and education efforts on traffic safety issues. 	39. Number of media impressions reached with traffic safety messages	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Over 2.5 billion media impressions reached with traffic safety messages (2013 Annual Report) 	<ul style="list-style-type: none"> 1.2 billion media impressions reached with traffic safety messages 	<ul style="list-style-type: none"> 1.3 billion traffic safety media impressions (2015 Annual Report)
	<ul style="list-style-type: none"> Provide assistance to update the drivers' education curriculum. 	40. Driver Attitudes and Awareness concerning impaired driving, seat belt use, and speeding issues (Survey – 1)	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Conducted 1 survey in Summer 2014 	<ul style="list-style-type: none"> Conduct at least 1 survey in Summer 2015 	<ul style="list-style-type: none"> Conducted 1 survey in Summer 2015 (TRF-TS)
	<ul style="list-style-type: none"> Conduct and assist local, state and national traffic safety campaigns. 	41. Number of Distracted Driving related fatal crashes (TXDOT)	<ul style="list-style-type: none"> Figure 26 	<ul style="list-style-type: none"> 427 distracted driving related fatal crashes (2013 TxDOT) 	<ul style="list-style-type: none"> 450 distracted driving related fatal crashes (TxDOT) 	<ul style="list-style-type: none"> 442 distracted driving related fatal crashes (2014 TxDOT)

Table 2.12

Railroad / Highway Crossing – 11						
Targets	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To reduce KAB crashes at railroad/highway crossings	<ul style="list-style-type: none"> Educate law enforcement on laws governing railroad/highway crossings. Increase public education and Information campaigns. 	42. Number of fatal crashes at railroad/highway crossings (TXDOT)	<ul style="list-style-type: none"> Figure 27 	<ul style="list-style-type: none"> 25 fatal crashes at railroad/ highway crossings (2013 TxDOT) 	<ul style="list-style-type: none"> 28 fatal crashes at railroad highway crossings (TxDOT) 	<ul style="list-style-type: none"> 24 fatal crashes at railroad/highway crossings (2014 TxDOT)

Table 2.13

Roadway Safety – 12						
Targets	Strategies	Performance Measures	Reference	Baseline	Target	Actual
<ul style="list-style-type: none"> To reduce the number of traffic crashes, injuries, and fatalities in work zones per 100 million vehicle miles traveled To increase knowledge of roadway safety and current technologies among people involved in engineering, construction, and maintenance areas at both the state and local level 	<ul style="list-style-type: none"> Increase public education and information on roadway safety. Provide traffic safety problem identification to local jurisdictions. Improve highway design and engineering through training. Provide training on roadway safety issues. 	<p>43. Number of serious injuries in work zones (TXDOT)</p> <p>44. Number of fatalities in work zones (TXDOT)</p> <p>45. Number of persons trained in roadway safety classes</p>	<ul style="list-style-type: none"> Figure 28 Figure 29 N/A 	<ul style="list-style-type: none"> 3,539 serious injuries in work zones (2013 TxDOT) 132 fatalities in work zones (2012 TxDOT) 2,345 students trained in roadway safety classes (2014 eGrants) 	<ul style="list-style-type: none"> 3,708 serious injuries in work zones (TxDOT) 151 fatalities in work zones (TxDOT) 2,500 students in roadway safety classes (eGrants) 	<ul style="list-style-type: none"> 3,632 serious injuries in work zones (2014 TxDOT) 149 fatalities in work zones (2014 TxDOT) 2,531 students trained in roadway safety classes (2015 eGrants)

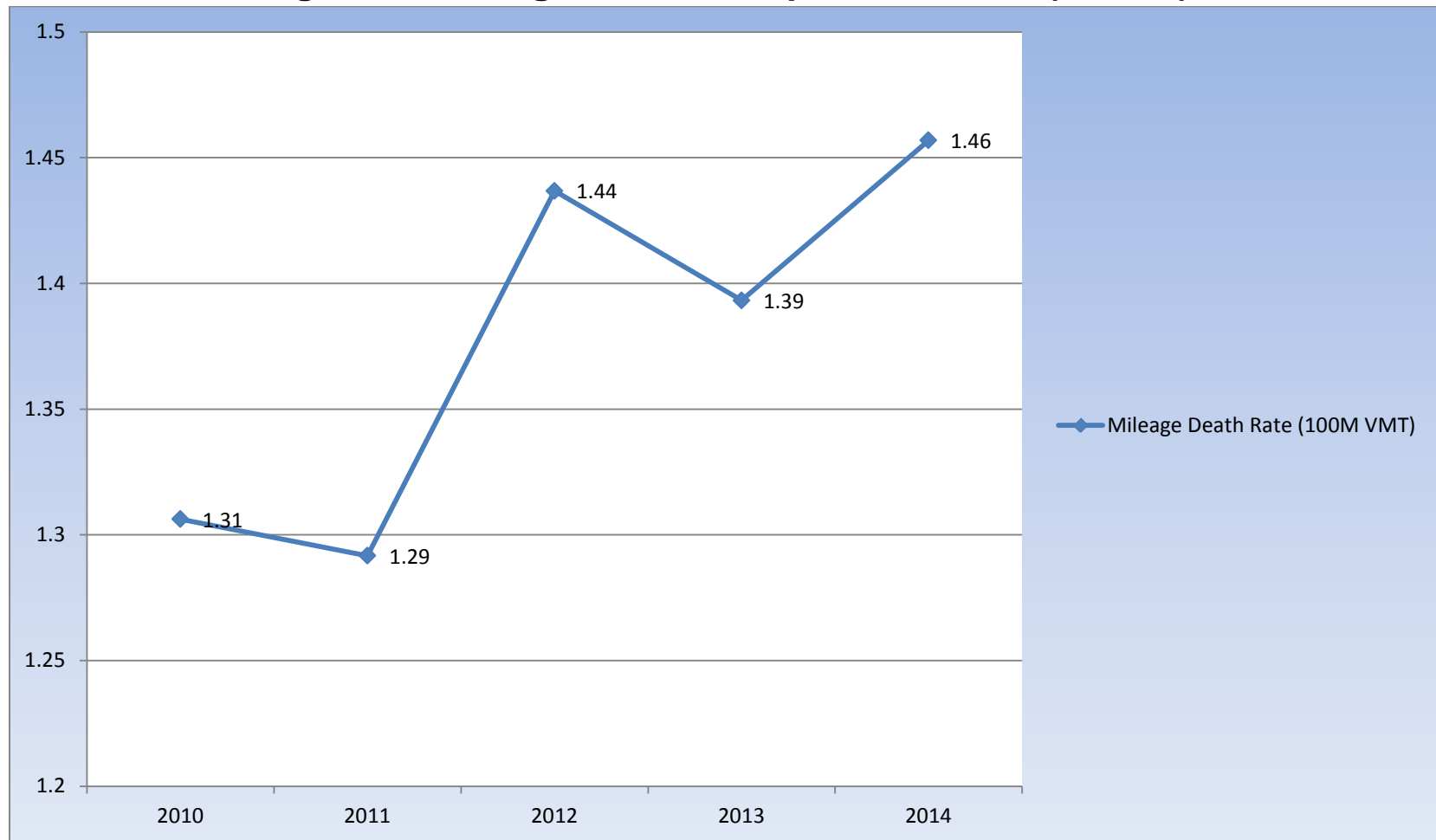
Table 2.14

Safe Communities – 13						
Targets	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To establish integrated community traffic safety programs to prevent traffic-related fatalities and injuries	<ul style="list-style-type: none"> Support the Safe Communities Coalitions. Support statewide the Texas Safe Community process by providing education, training, and coordination on how to initiate and conduct community based traffic safety programs and how communities can become designated as a Texas Safe community Coalition. 	46: Number of Safe Communities coalitions	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> 25 coalitions (2014 NHTSA Website) 	<ul style="list-style-type: none"> 26 coalitions 	<ul style="list-style-type: none"> 25 coalitions (2015 NHTSA Website)

Table 2.15

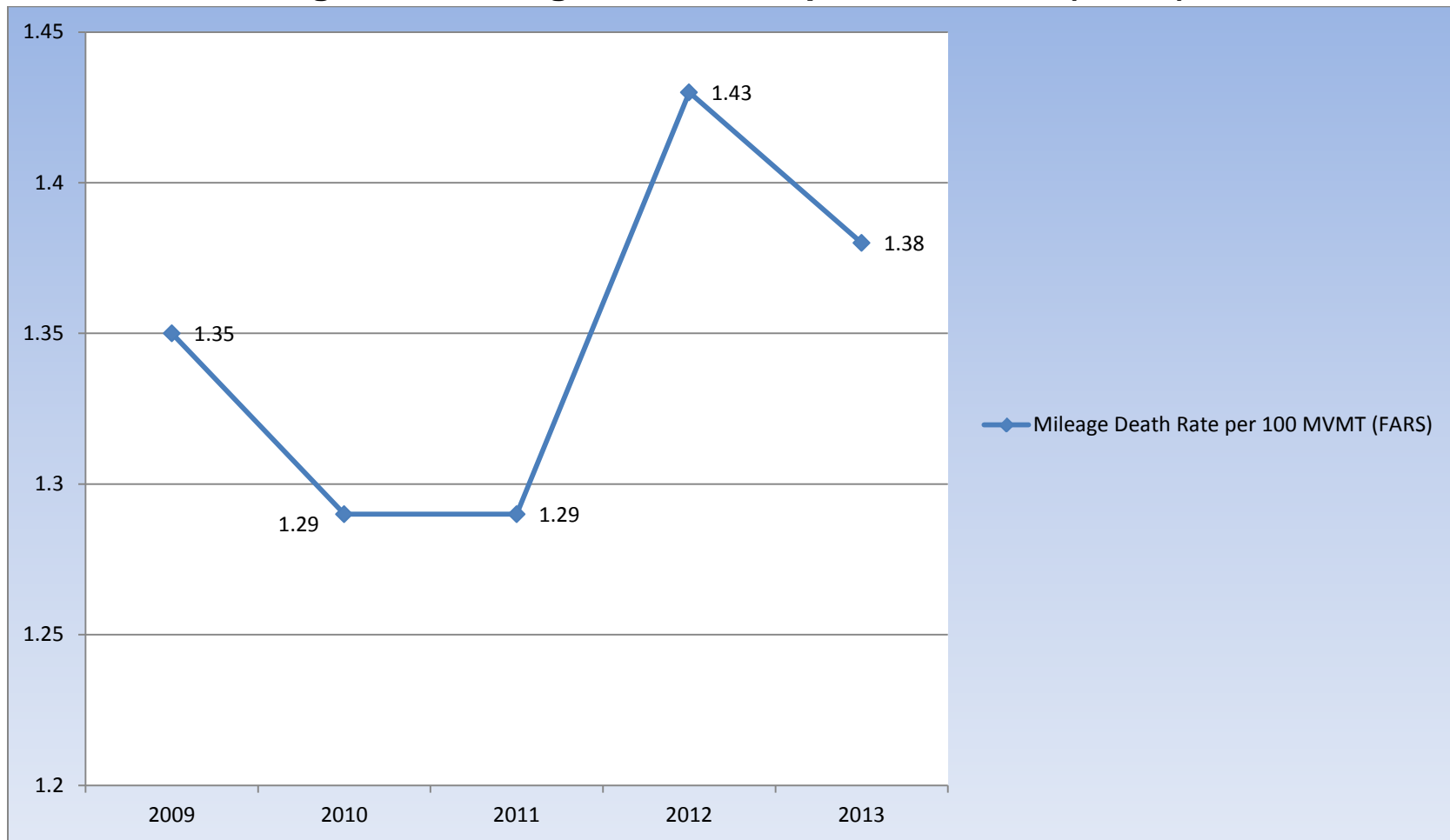
School Bus Program – 14						
Targets	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To reduce School bus-related crashes, injuries and fatalities	<ul style="list-style-type: none"> • Provide safe school bus operation training for school bus drivers. • Provide public information and education campaigns to promote safe motor vehicle operations around school buses. 	47: Number of school bus passenger fatalities per year on a five year average (TxDOT)	<ul style="list-style-type: none"> • Figure 30 	<ul style="list-style-type: none"> • 2.0 school bus passenger fatalities (2012 TxDOT) 	<ul style="list-style-type: none"> • 1.0 school bus passenger fatalities (TxDOT) 	<ul style="list-style-type: none"> • 2.0 school bus passenger fatalities (2014 TxDOT)

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



Source: CRIS. Information Contained in this report represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3) Received and processed by the Department as of November 16th, 2015.

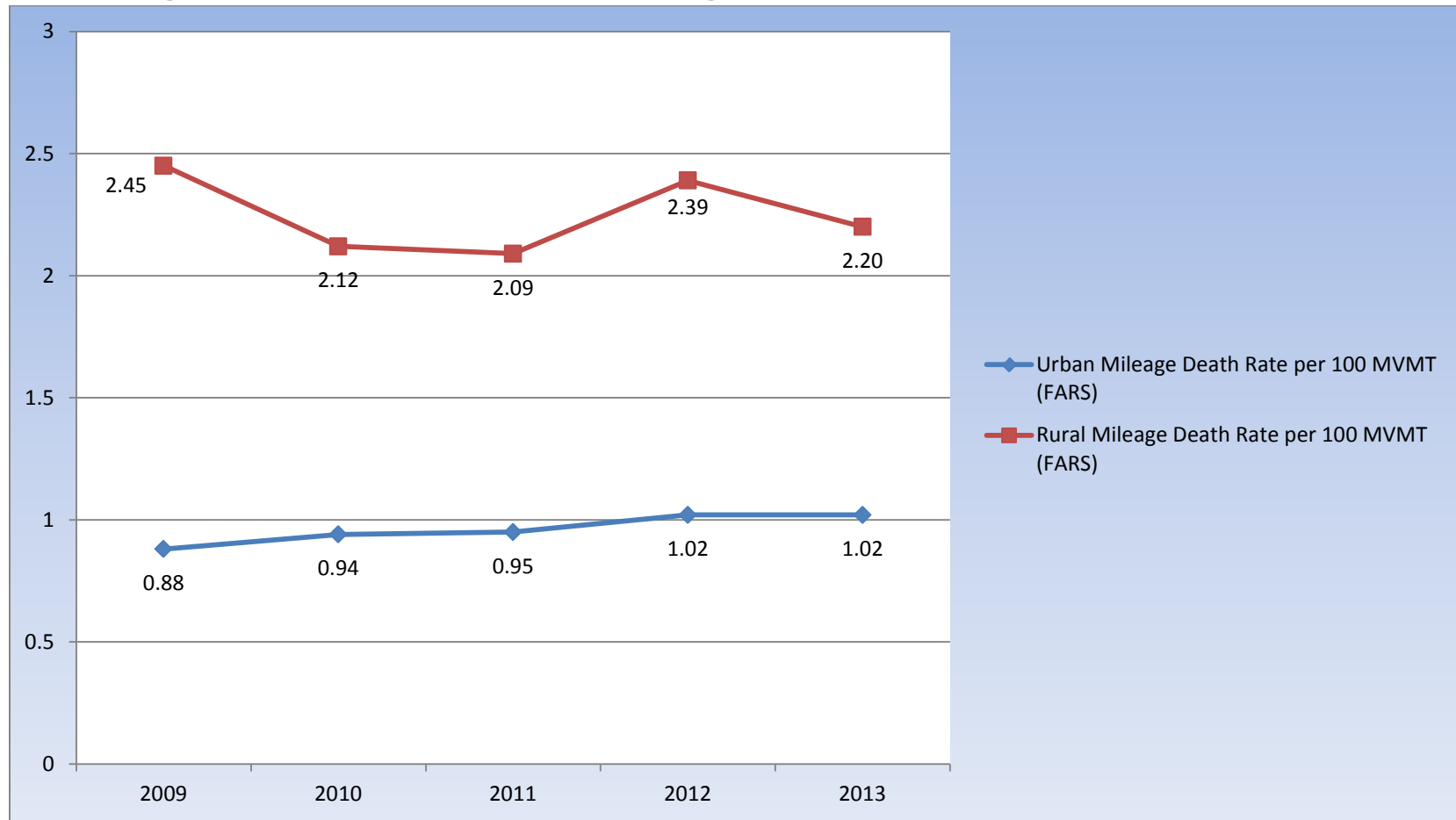
Performance Measure # 1
Figure 2: Mileage Death Rate per 100 MVMT (FARS)



Source: FARS. Retrieved From: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/48_TX/2013/48_TX_2013.htm

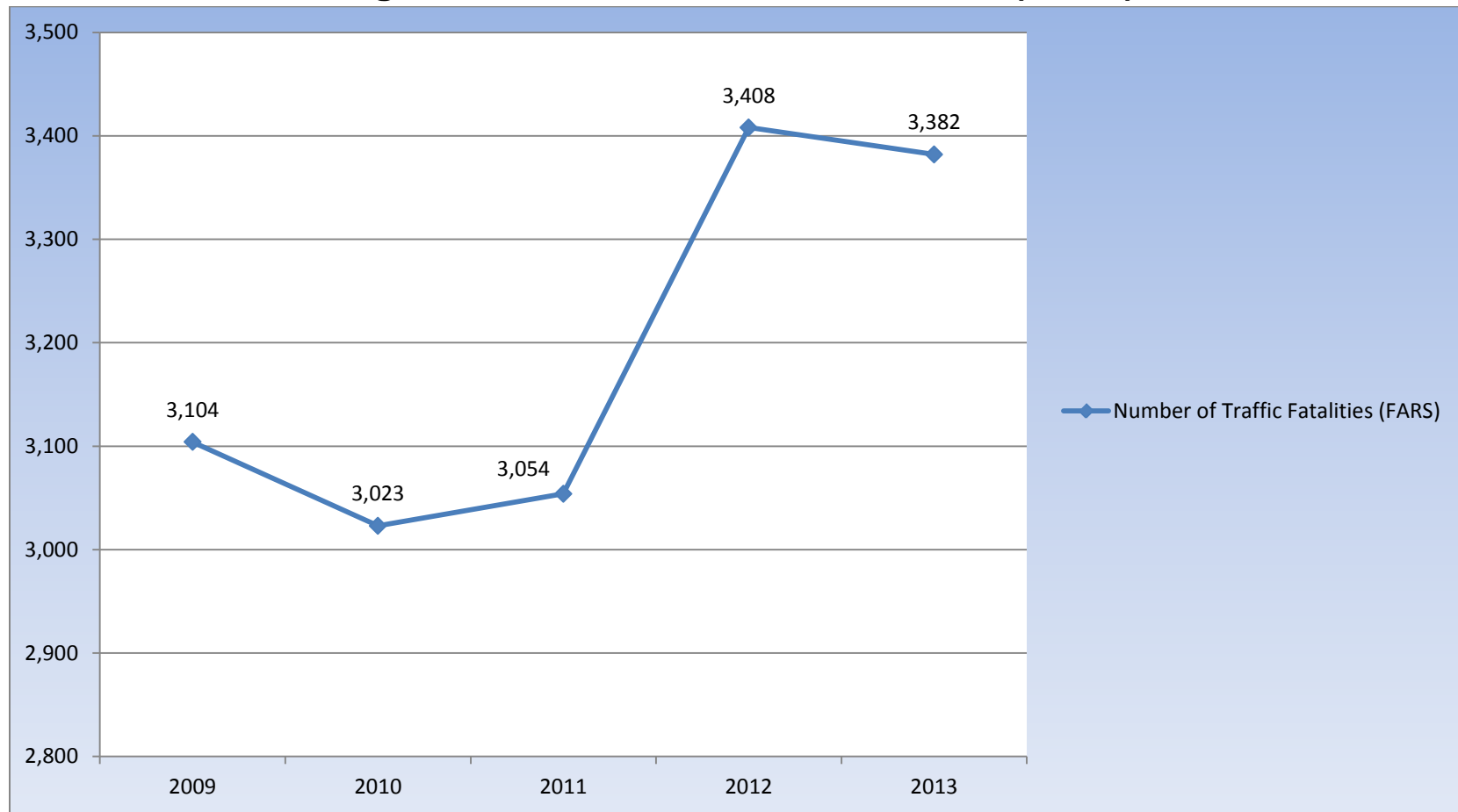
Performance Measure # 2 & 3

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



Source: FARS. Retrieved From: http://www.nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/48_TX/2013/48_TX_2013.htm

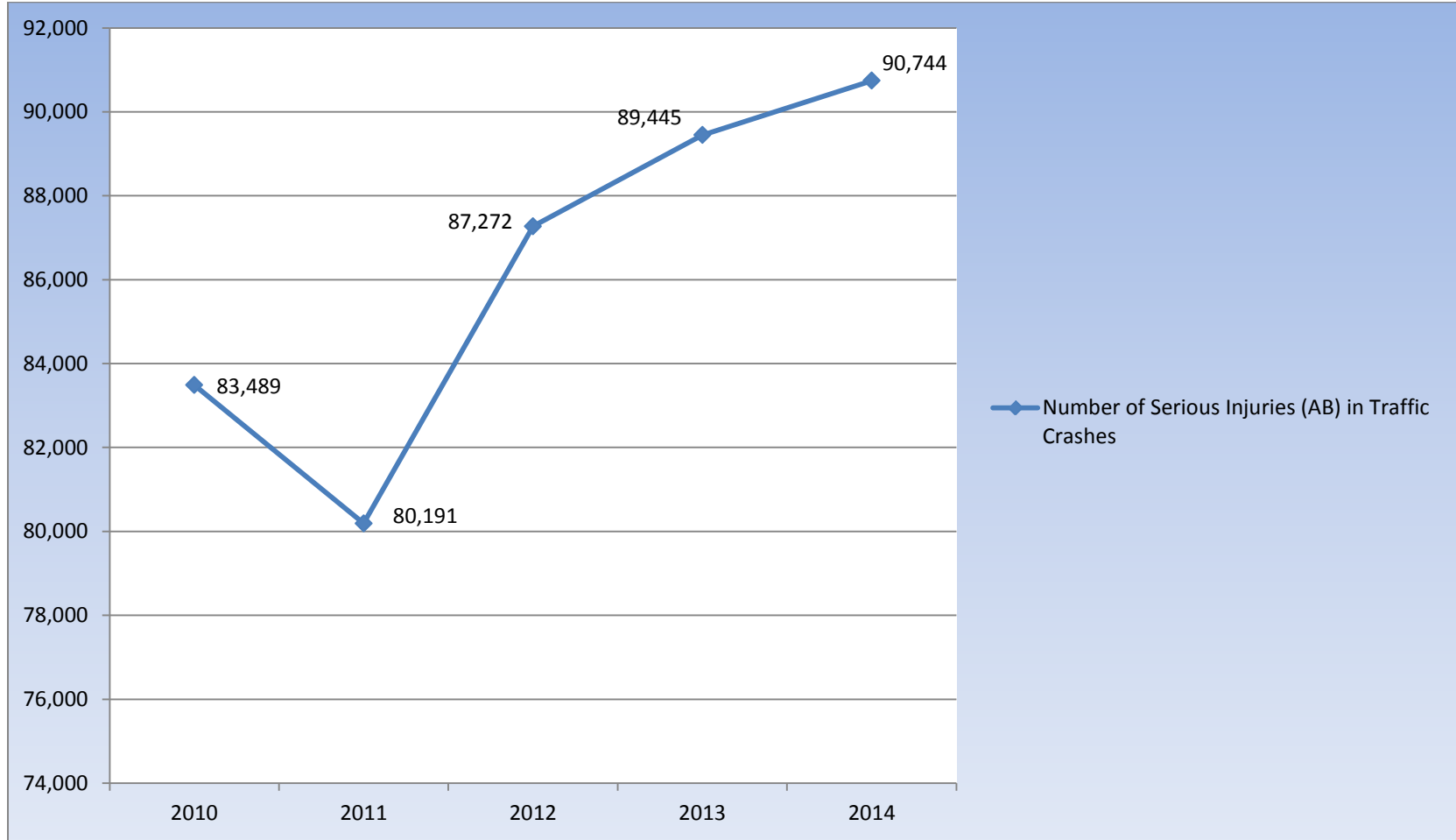
Performance Measure # 4
Figure 4: Number of Traffic Fatalities (FARS)



Source: FARS. Retrieved From: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/nscsa/STSI/48_TX/2013/48_TX_2013.htm

Performance Measure # 5

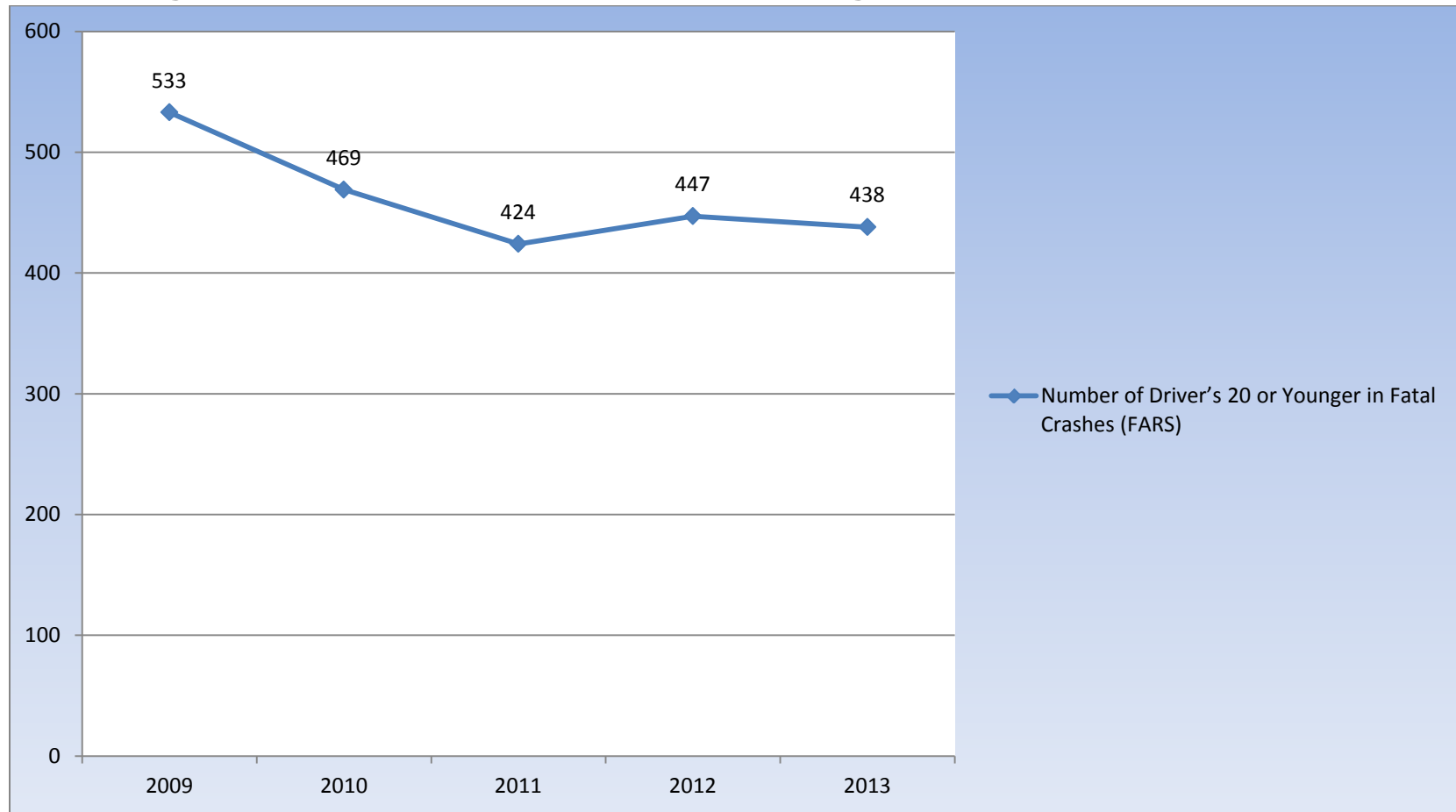
Figure 5: Number of Serious Injuries (AB) in Traffic Crashes (TxDOT)



Source: CRIS. Information Contained in this report represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3) Received and processed by the Department as of November 16th, 2015.

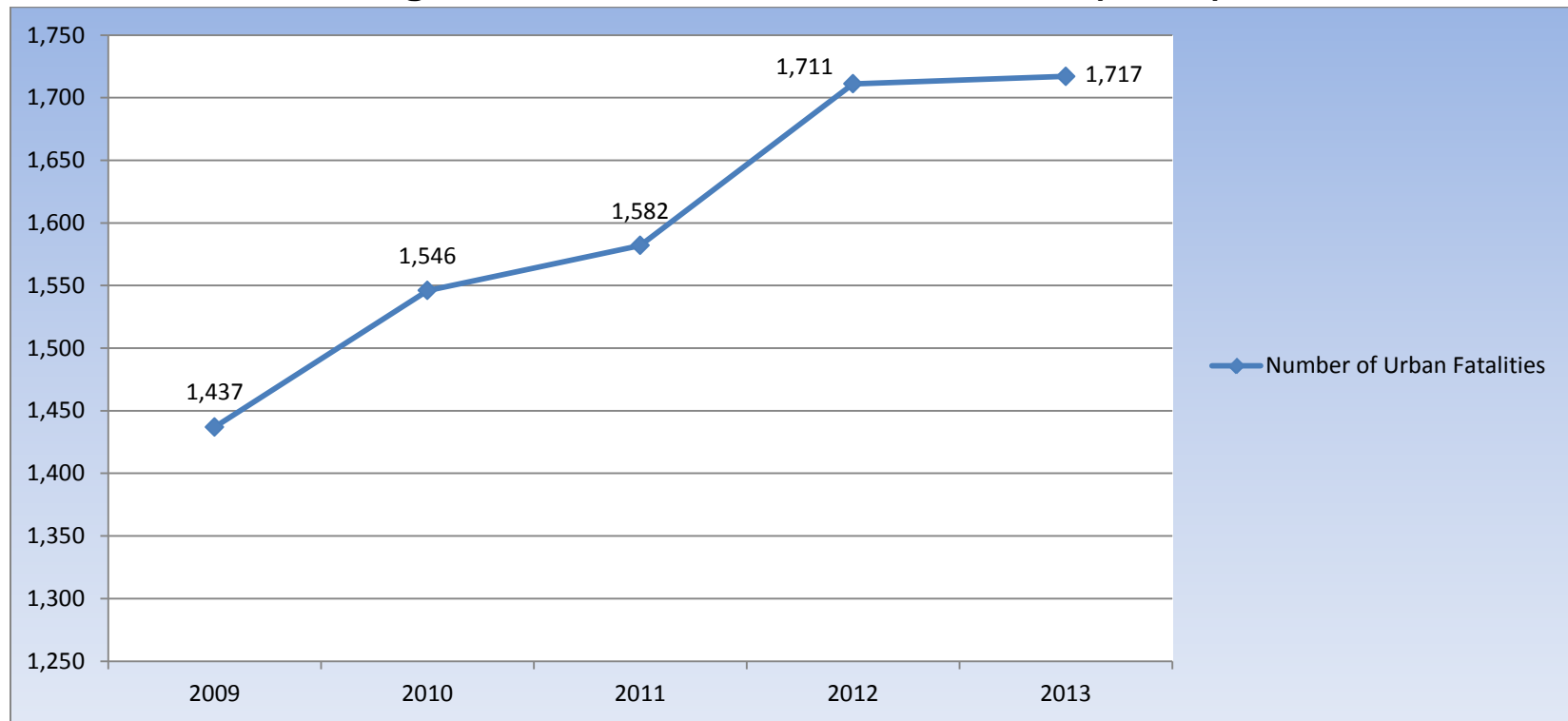
Performance Measure # 6

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



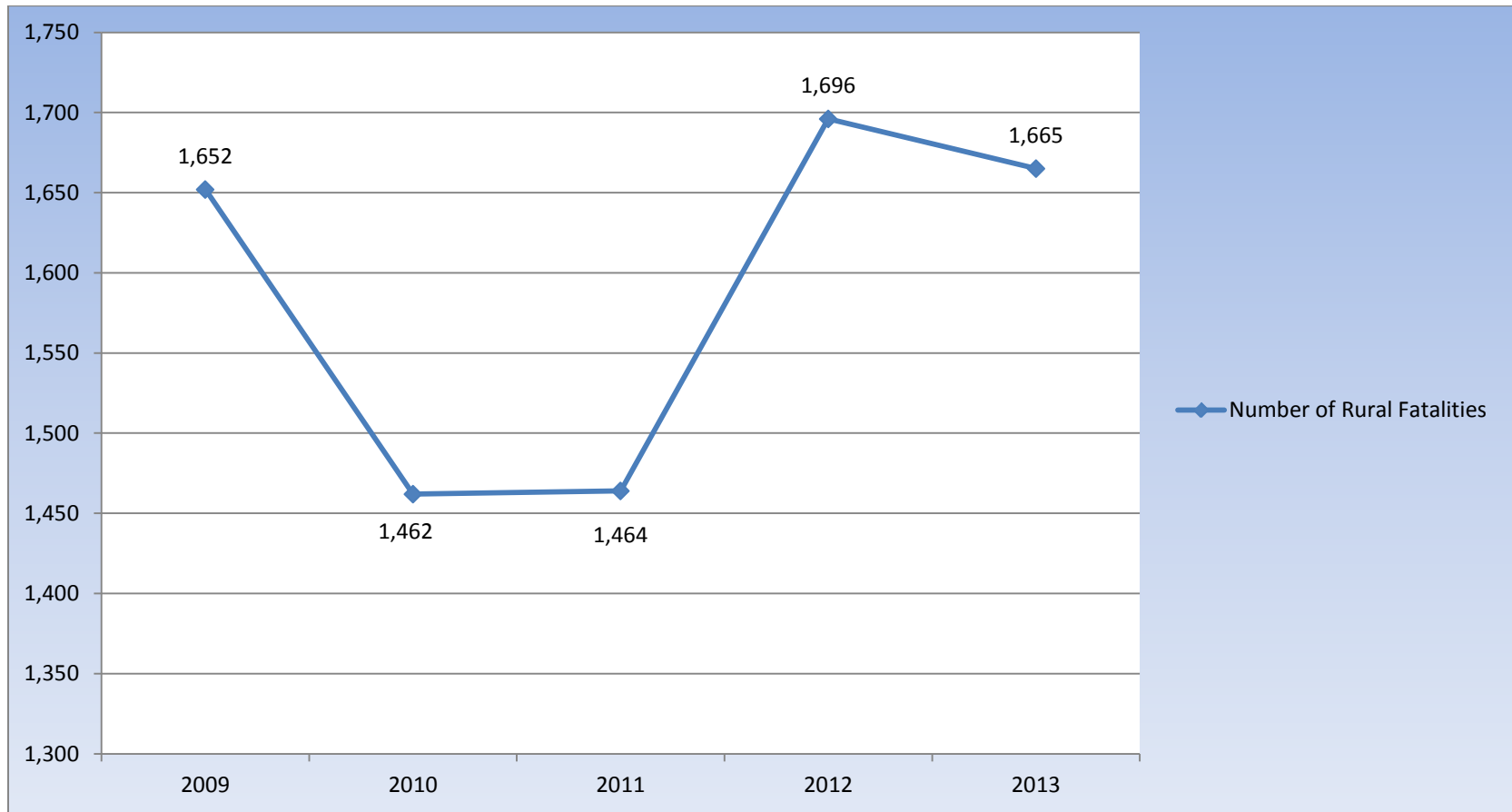
Source: FARS. Retrieved From: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/48_TX/2013/48_TX_2013.htm

Performance Measure # 7
Figure 7: Number of Urban Fatalities (FARS)



Source: FARS. Retrieved From: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/48_TX/2013/48_TX_2013.htm

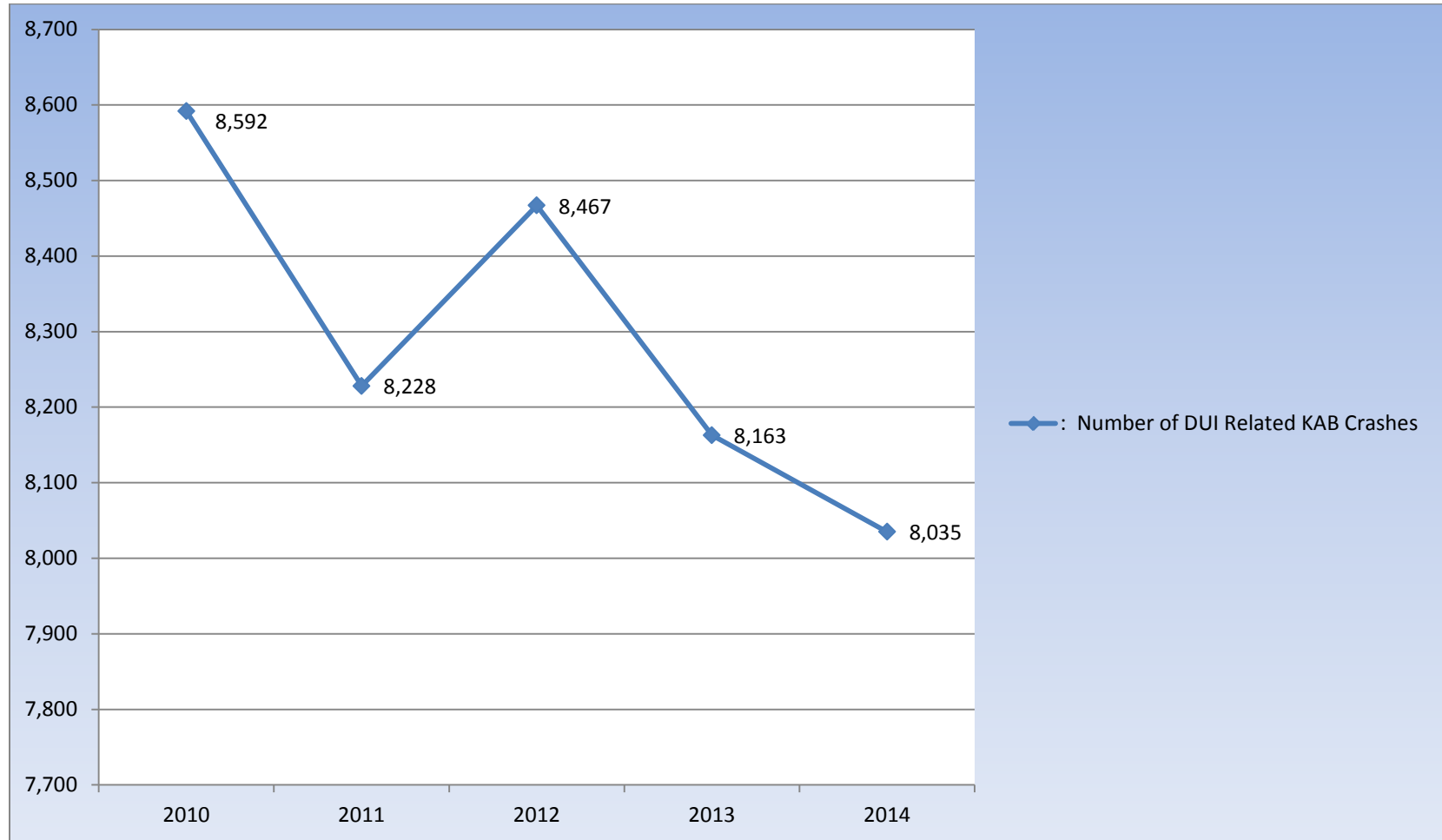
Performance Measure # 8
Figure 8: Number of Rural Fatalities (FARS)



Source: FARS. Retrieved From: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/48_TX/2013/48_TX_2013.htm

Performance Measure # 11

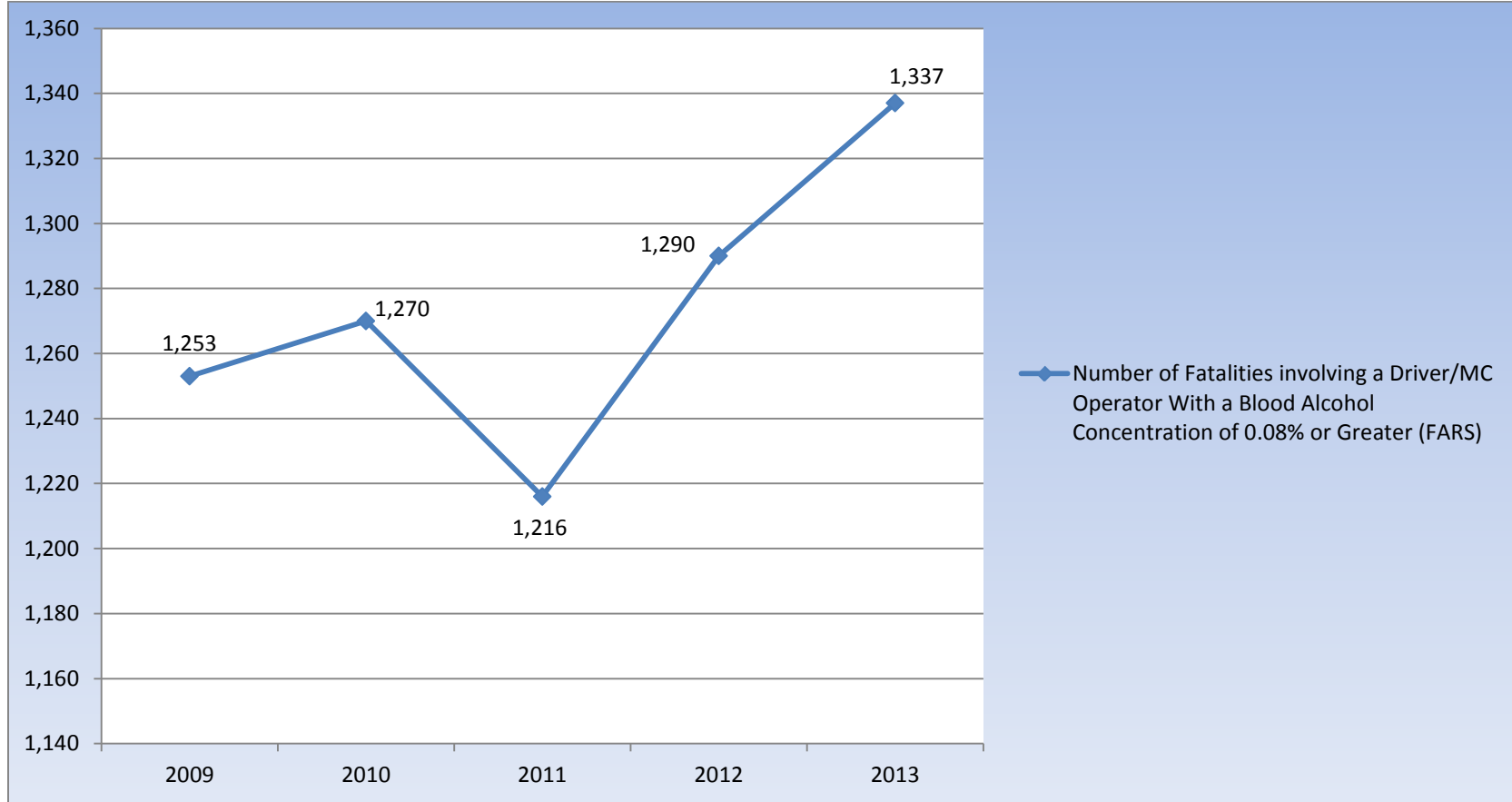
Figure 9: Number of DUI Related KAB Crashes (TxDOT)



Source: CRIS. Information Contained in this report represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3) Received and processed by the Department as of November 16th, 2015.

Performance Measure # 12

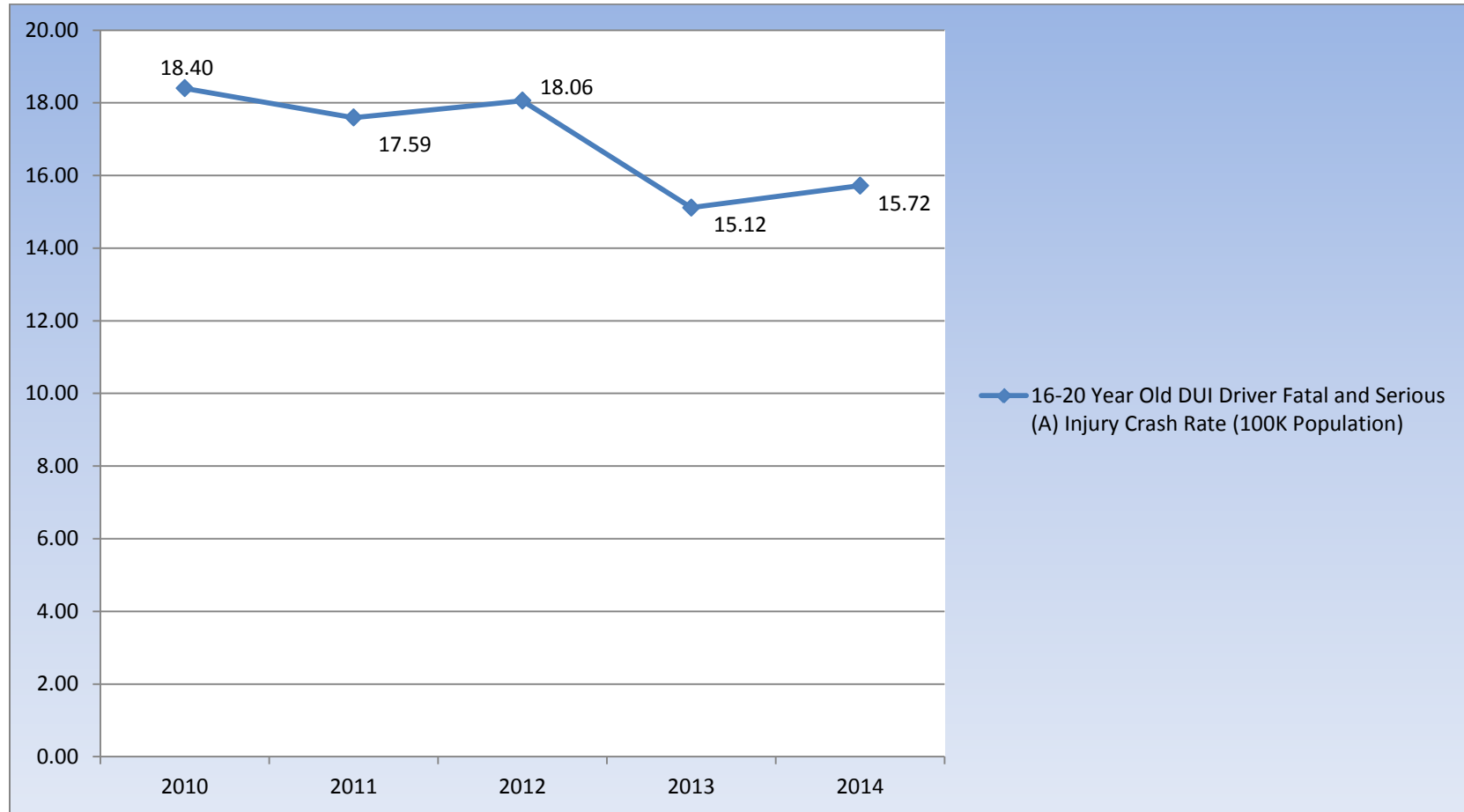
Figure 10: Number of Fatalities involving a Driver/MC Operator With a Blood Alcohol Concentration of 0.08% or Greater (FARS)



Source: FARS. Retrieved From: http://www.nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/48_TX/2013/48_TX_2013.htm

Performance Measure # 14

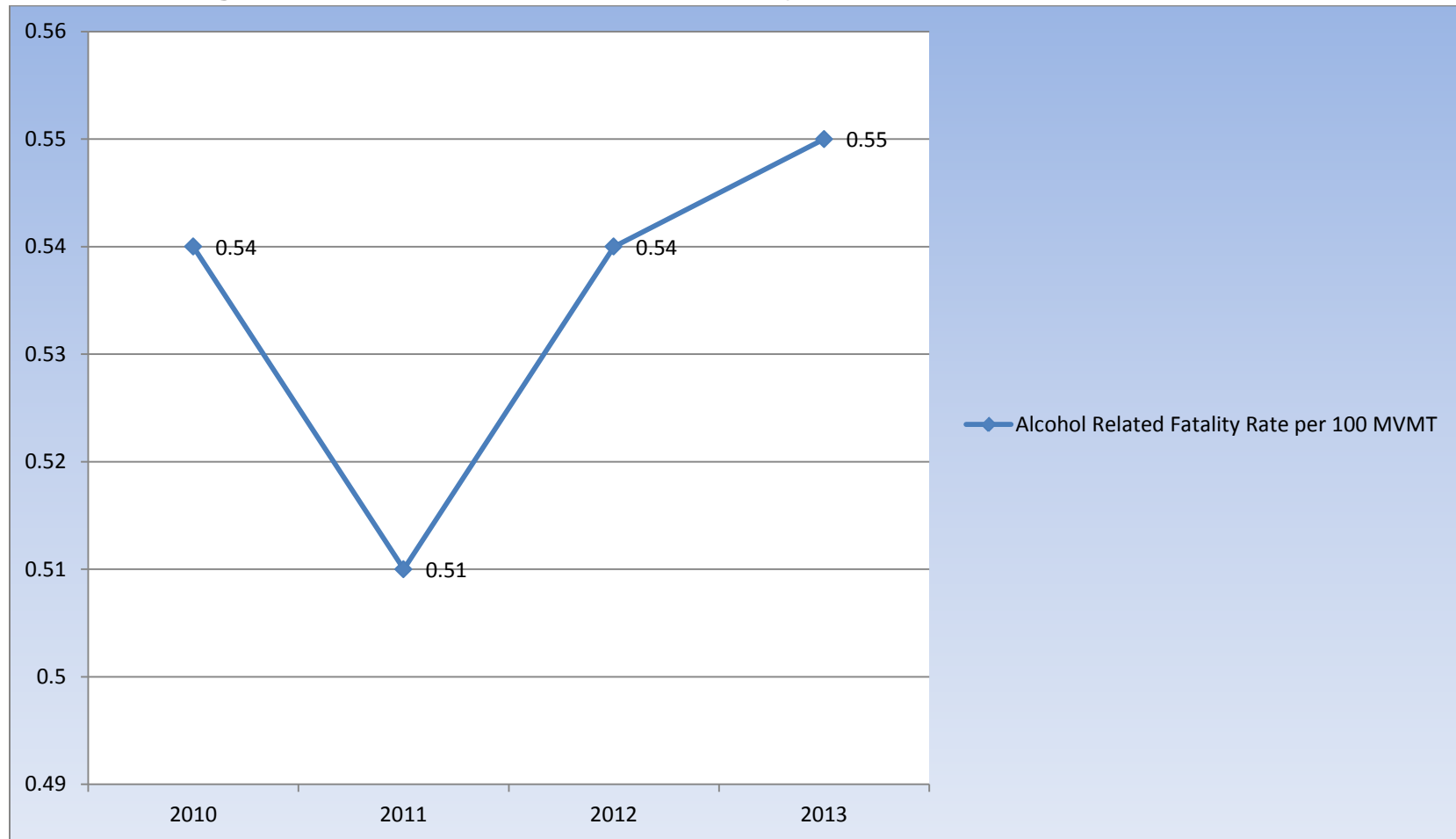
**Figure 11: Number of 16-20 Year Old DUI Drivers in
KA Crashes Per 100K of 16-20 Year Old Population (TxDOT)**



*Source: CRIS. Information Contained in this report represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3)
Received and processed by the Department as of November 16th, 2015.*

Performance Measure # 15

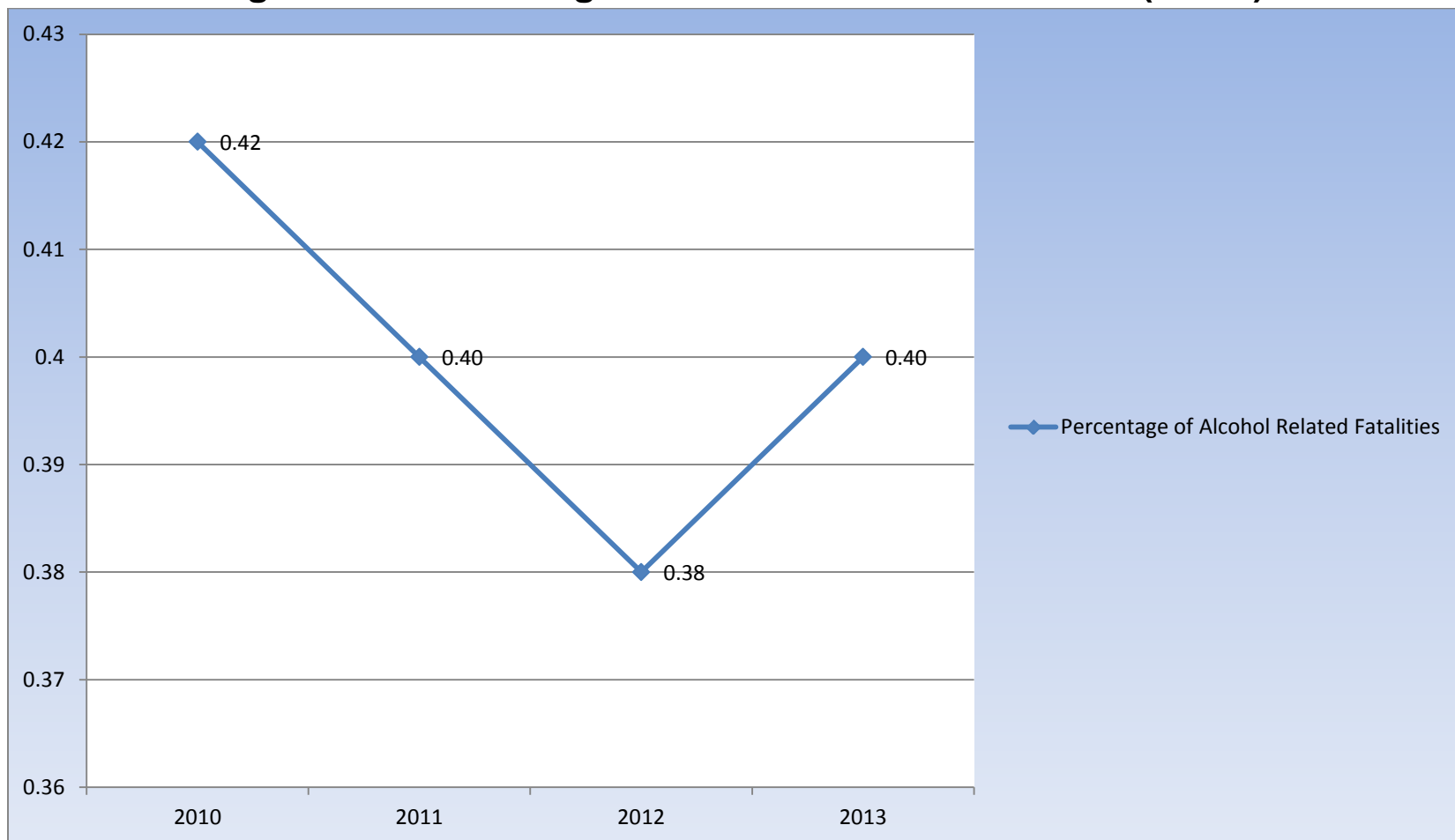
Figure 12: Alcohol Related Fatality Rate per 100 MVMT (FARS)



Source: FARS. Retrieved From: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/48_TX/2013/48_TX_2013.htm

Performance Measure # 16

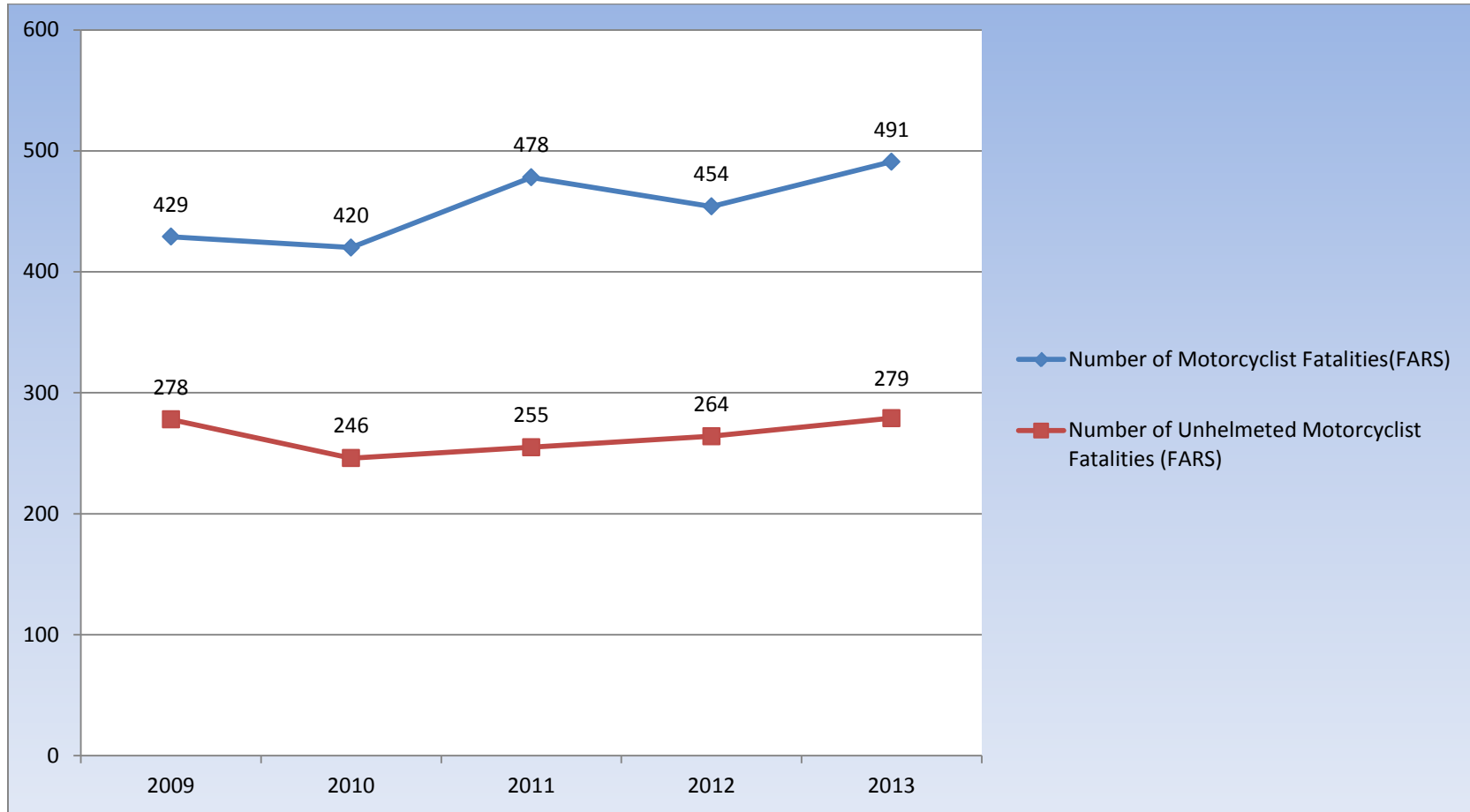
Figure 13: Percentage of Alcohol Related Fatalities (FARS)



Source: FARS. Retrieved From: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/48_TX/2013/48_TX_2013.htm

Performance Measure # 18 & #19

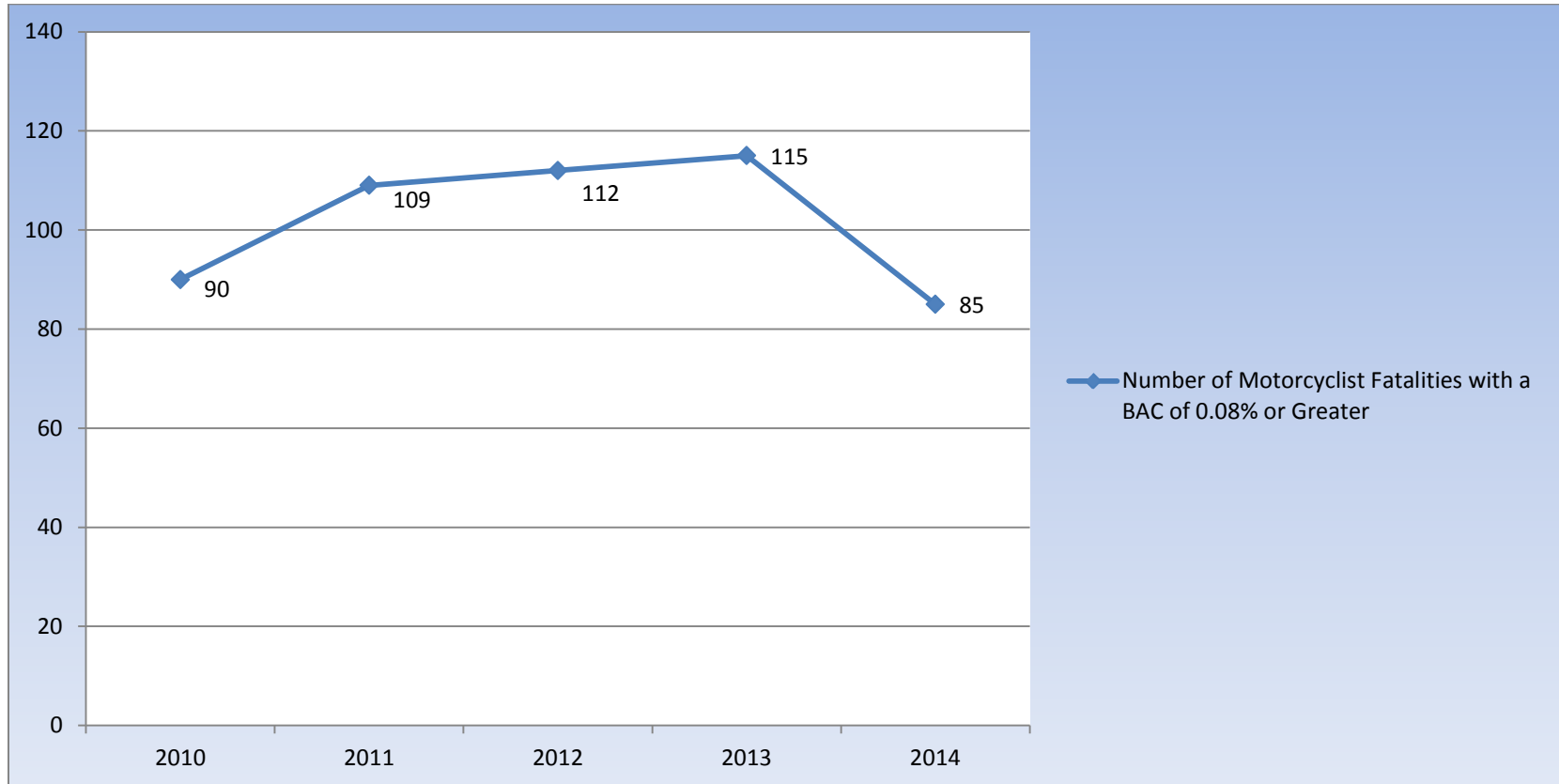
Figure 14: Number of Motorcyclist Fatalities / Unhelmeted Motorcyclist Fatalities (FARS)



Source: FARS. Retrieved From: http://www.nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/48_TX/2013/48_TX_2013.htm

Performance Measure # 20

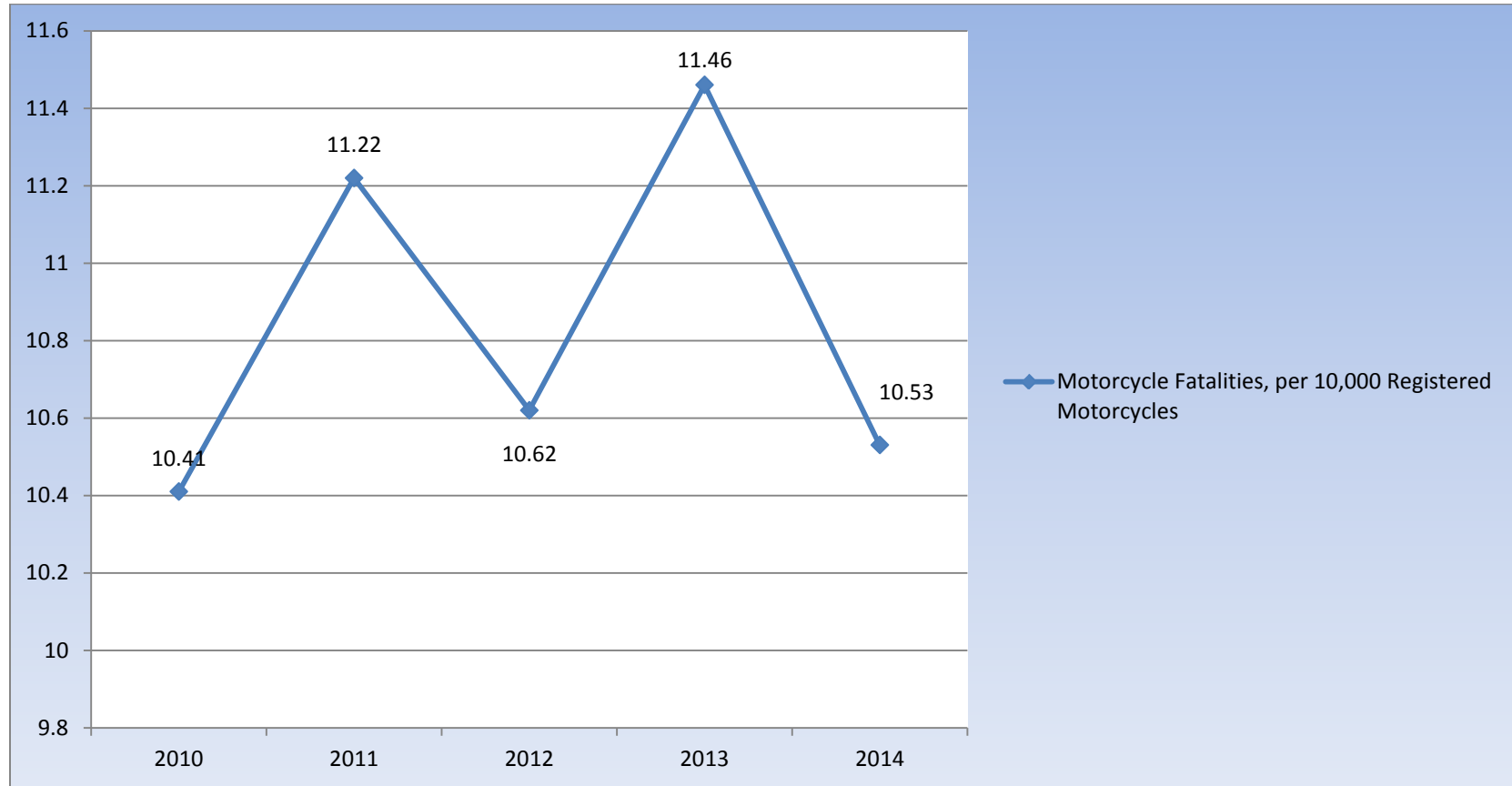
Figure 15: Number of Motorcyclist Fatalities with a BAC of 0.08% or Greater (TxDOT)



Source: CRIS. Information Contained in this report represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3) Received and processed by the Department as of November 16th, 2015.

Performance Measure # 21

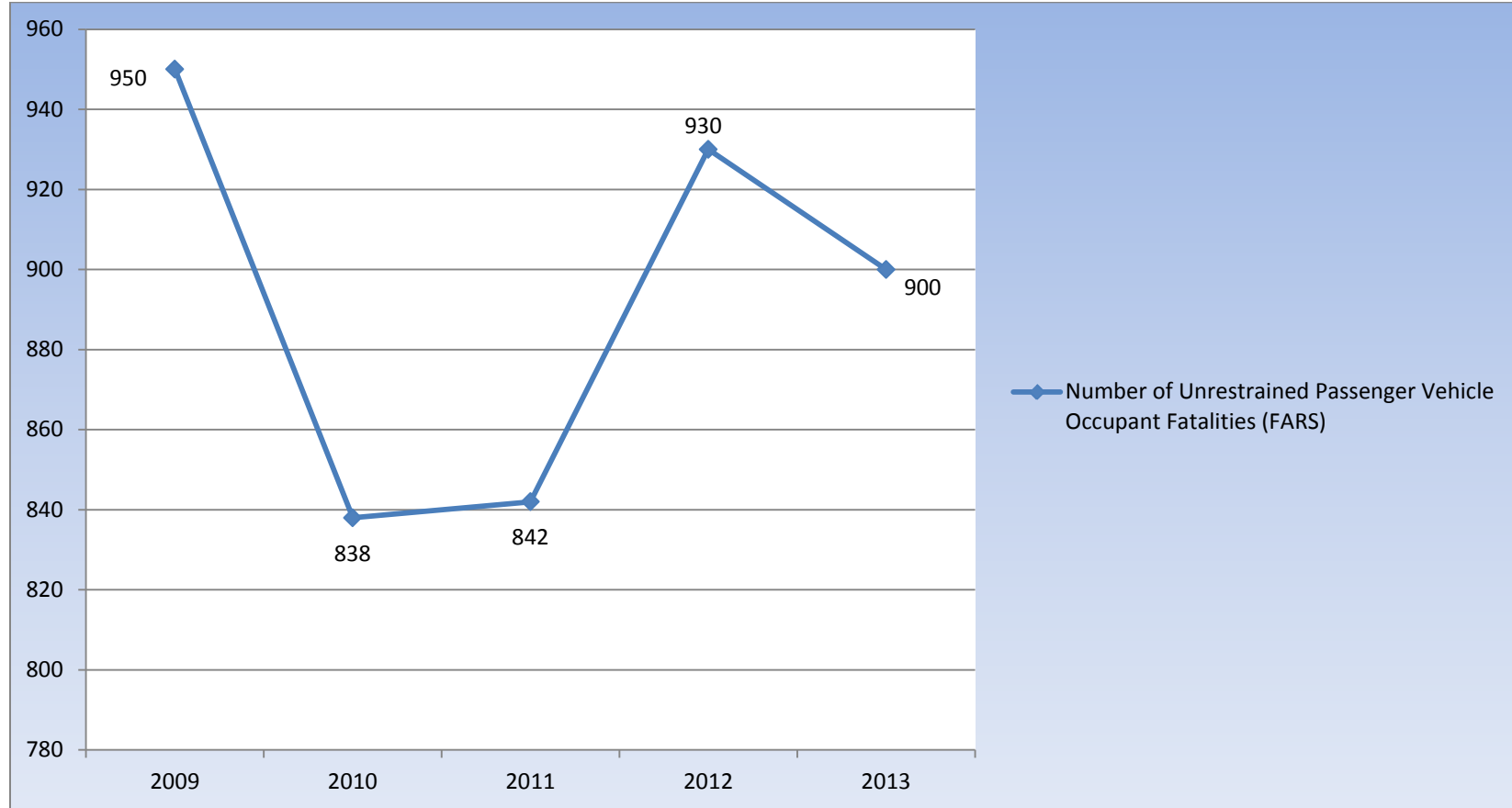
Figure 16: Number of Motorcycle Fatalities per 10,000 registrations (TxDOT)



Source: CRIS. Information Contained in this report represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3) Received and processed by the Department as of November 16th, 2015.

Performance Measure # 26

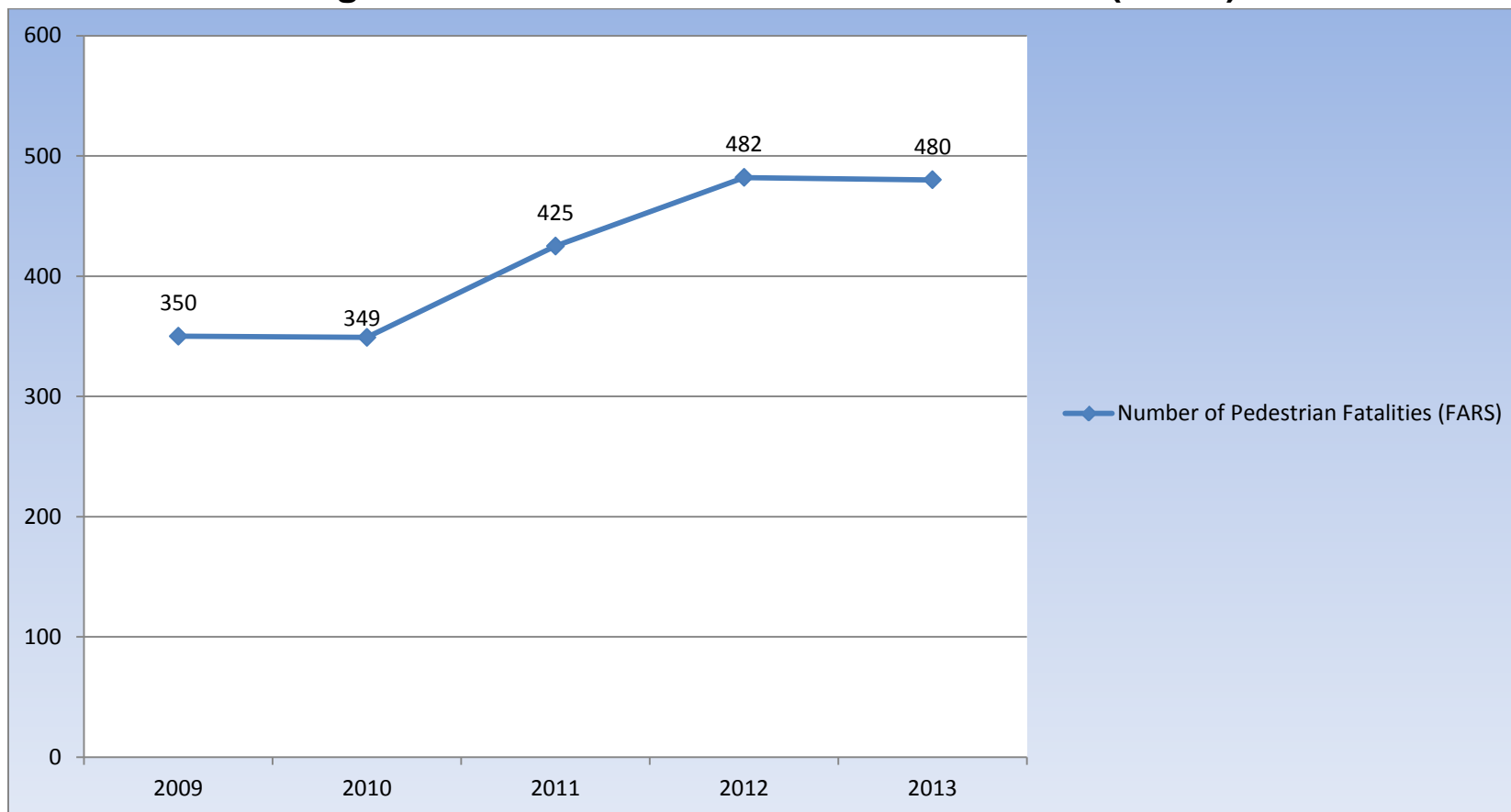
Figure 17: Number of Unrestrained Passenger Vehicle Occupant Fatalities (FARS)



Source: FARS. Retrieved From: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/48_TX/2013/48_TX_2013.htm

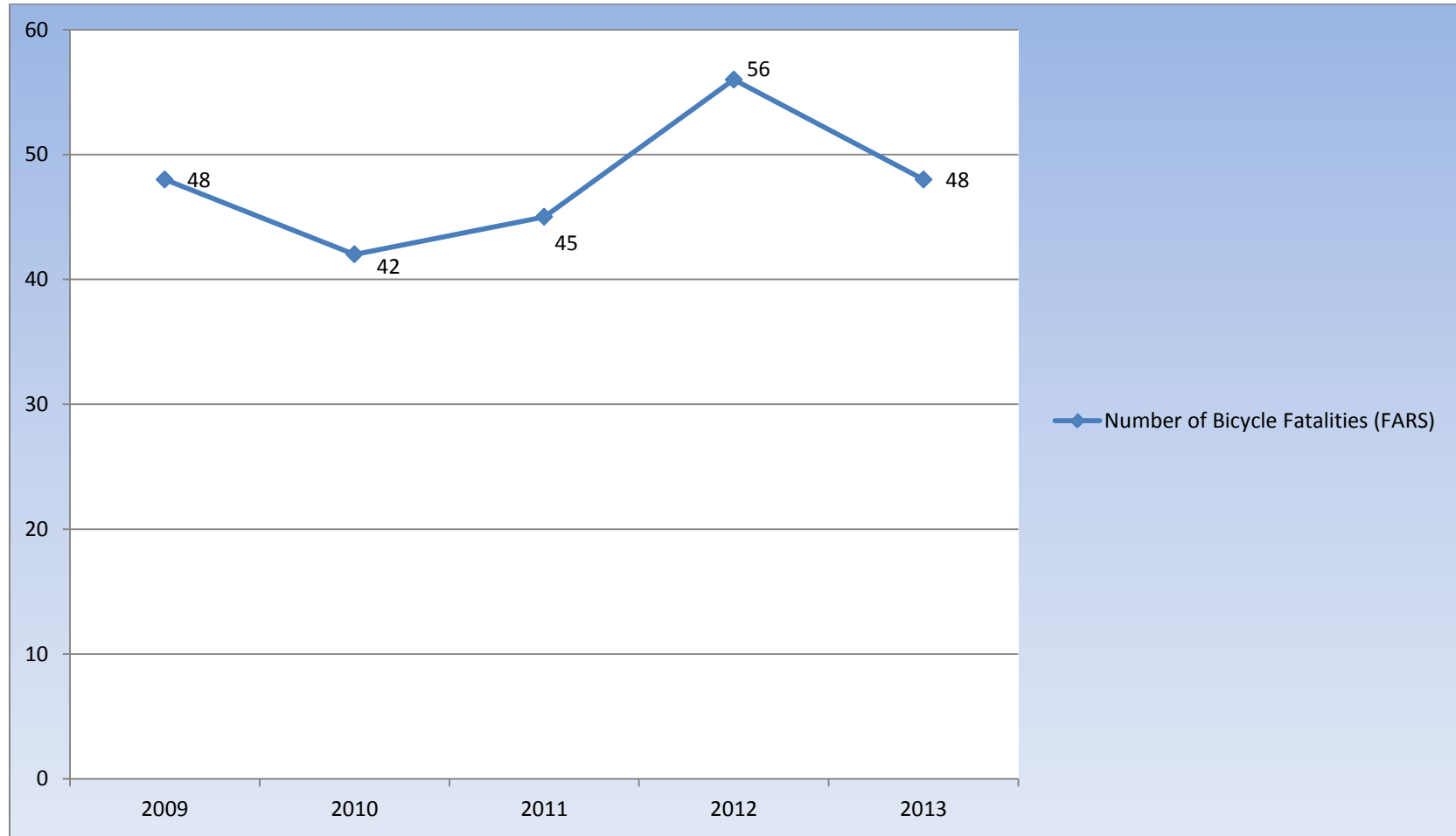
Performance Measure # 27

Figure 18: Number of Pedestrian Fatalities (FARS)



Source: FARS. Retrieved From: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/nscsa/STSI/48_TX/2013/48_TX_2013.htm

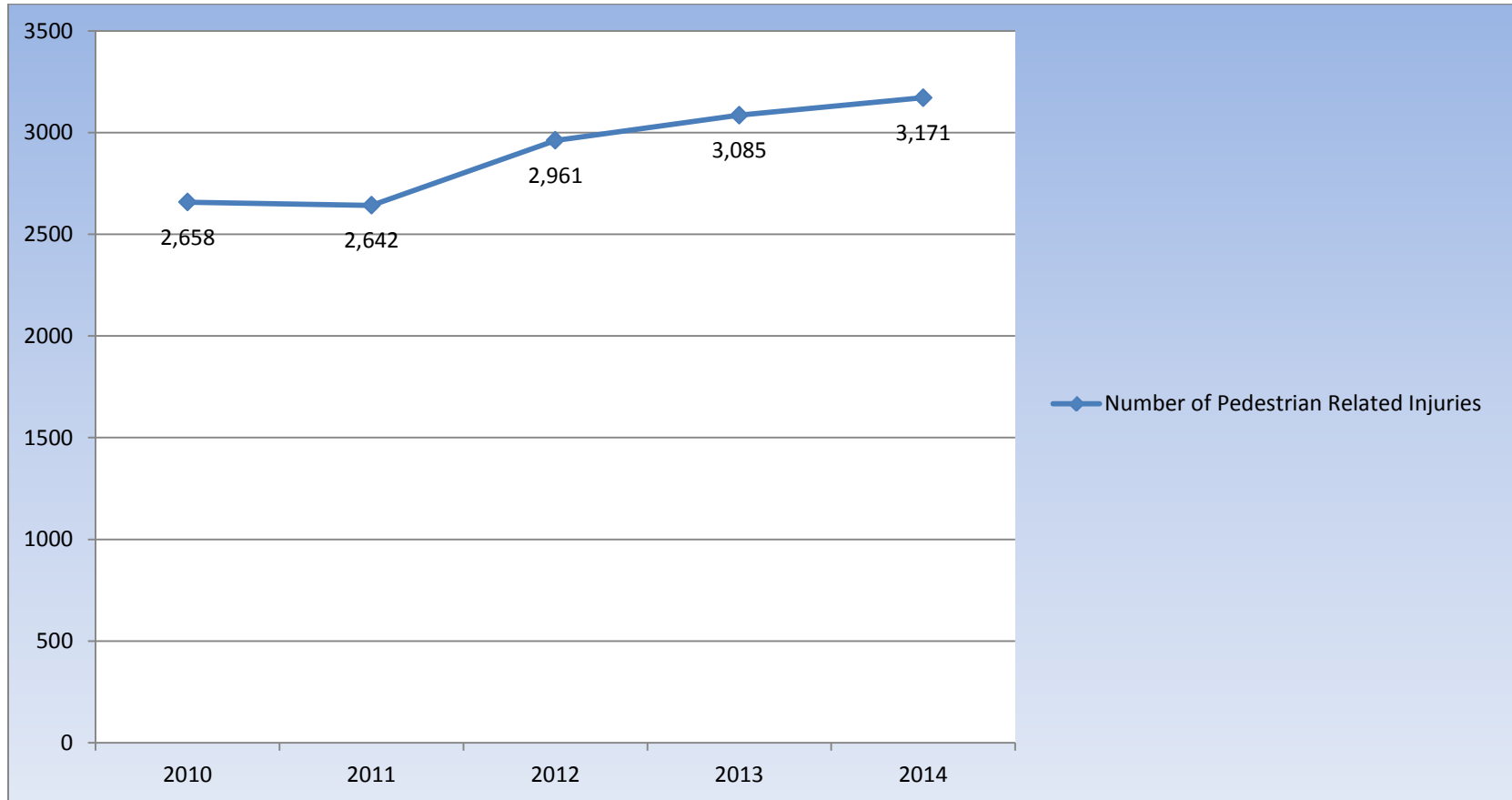
Performance Measure # 28
Figure 19: Number of Bicycle Fatalities (FARS)



Source: FARS. Retrieved From: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/48_TX/2013/48_TX_2013.htm

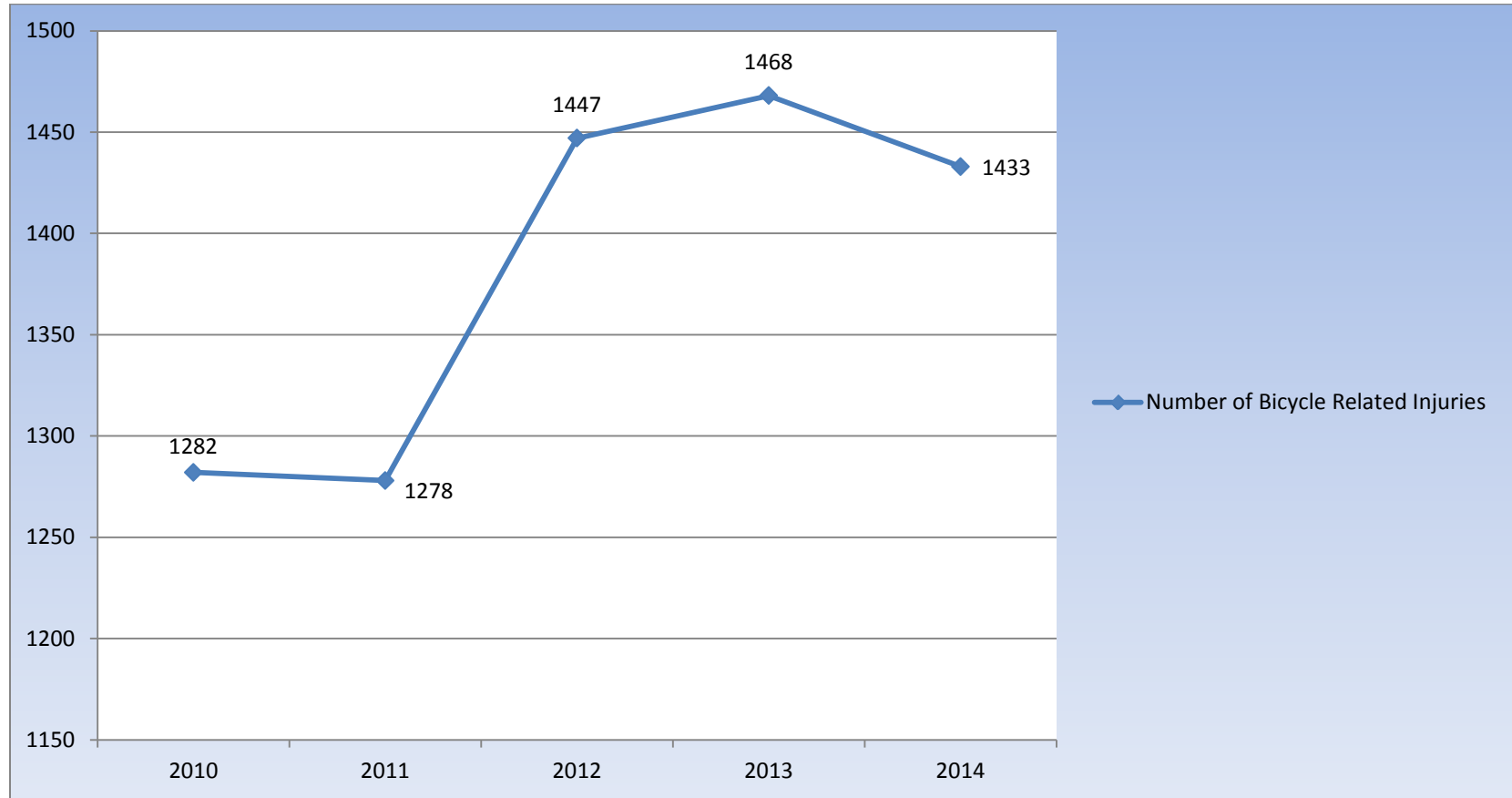
Performance Measure # 29

Figure 20: Number of Pedestrian Related Injuries (TxDOT)



*Source: CRIS. Information Contained in this report represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3)
Received and processed by the Department as of November 16th, 2015*

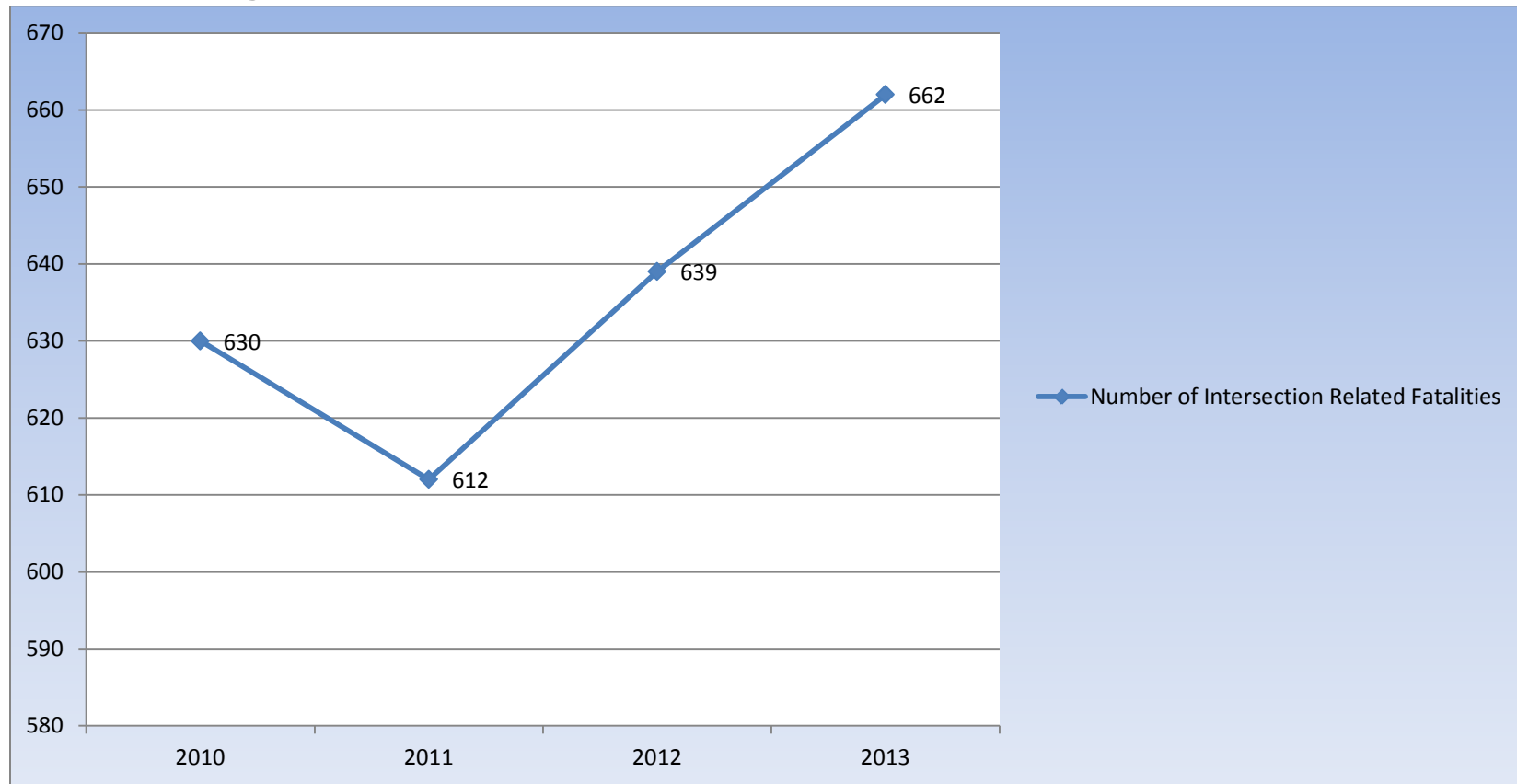
Performance Measure # 30
Figure 21: Number of Bicycle Related Injuries (TxDOT)



*Source: CRIS. Information Contained in this report represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3)
Received and processed by the Department as of November 16th, 2015*

Performance Measure # 31

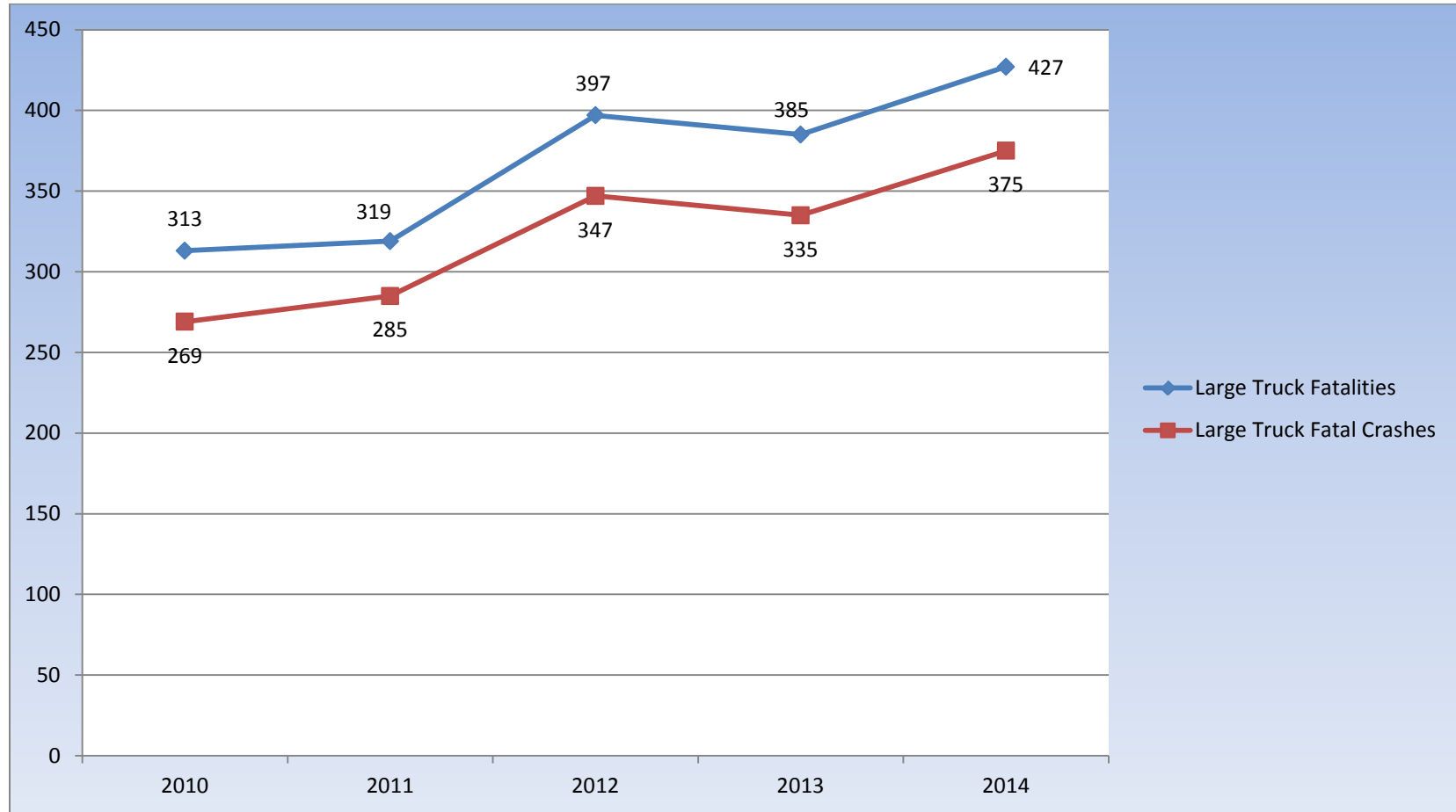
Figure 22: Number of Intersection Related Fatalities (FARS)



Source: FARS. Retrieved From: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/48_TX/2013/48_TX_2013.htm

Performance Measure # 32 & 33

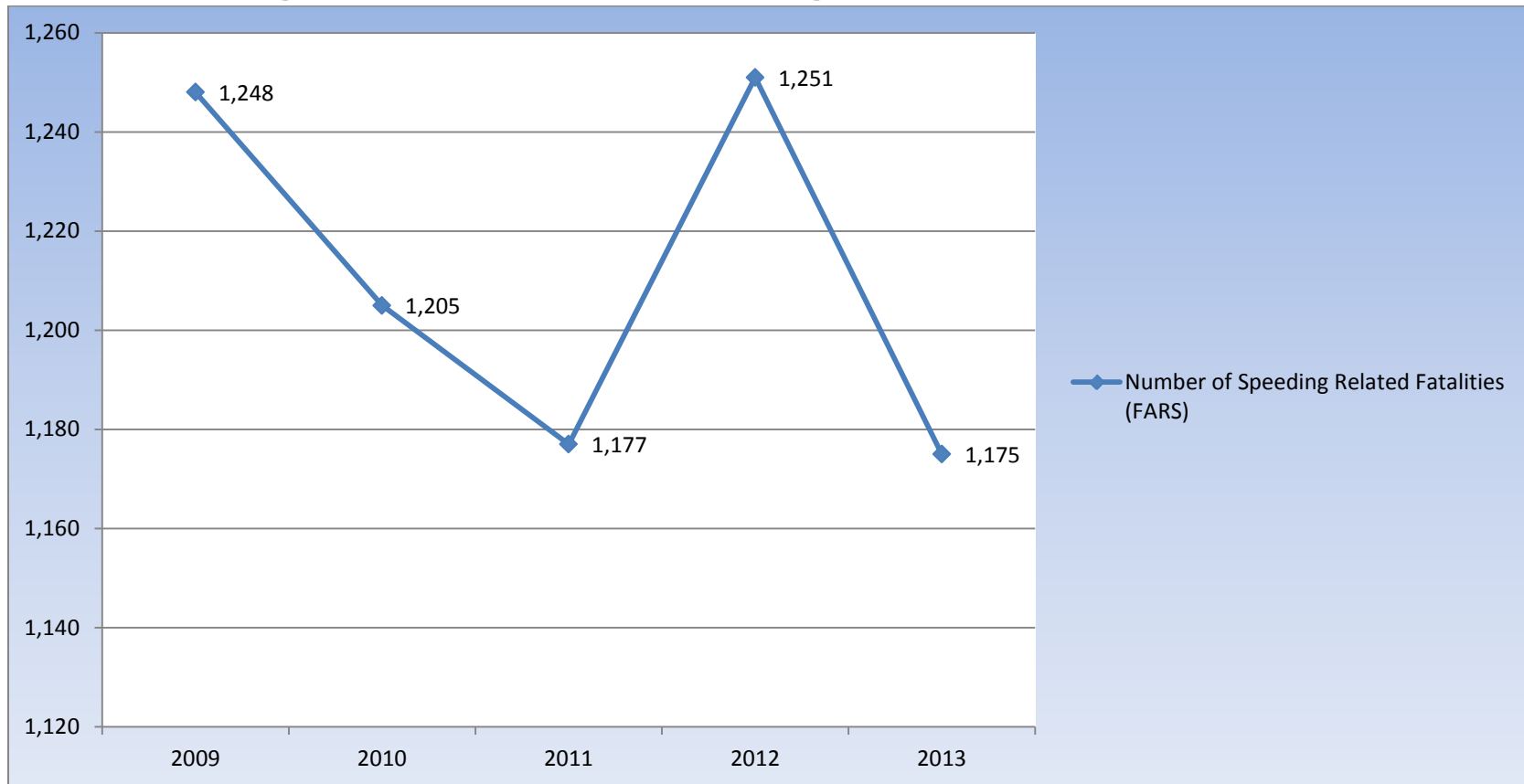
Figure 23: Number of Large Truck Fatalities and Fatal Crashes (TxDOT)



Source: CRIS. Information Contained in this report represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3) Received and processed by the Department as of November 16th, 2015.

Performance Measure # 35

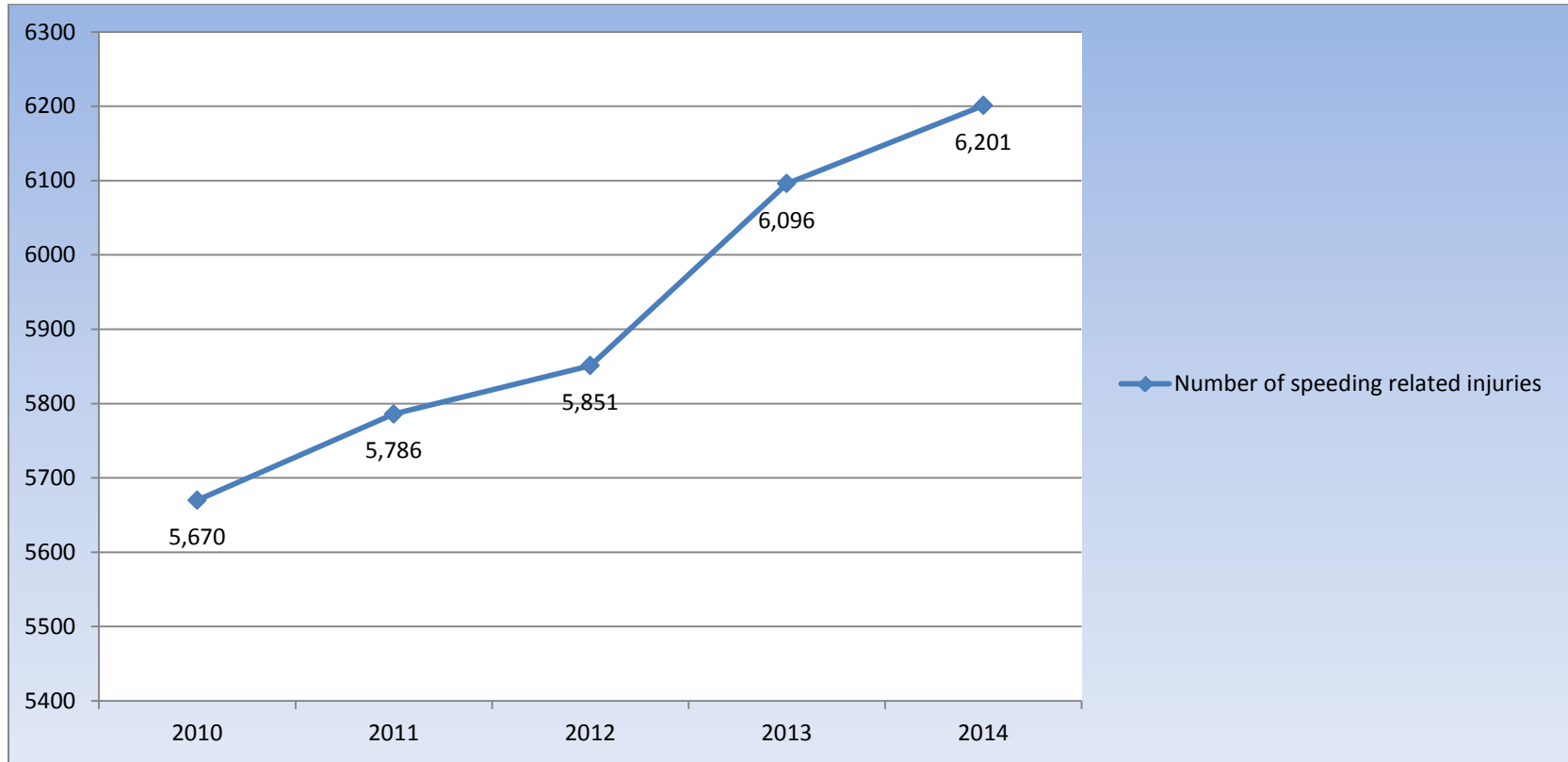
Figure 24: Number of Speeding Related Fatalities (FARS)



Source: FARS. Retrieved From: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/hcsa/STSI/48_TX/2013/48_TX_2013.htm

Performance Measure # 36

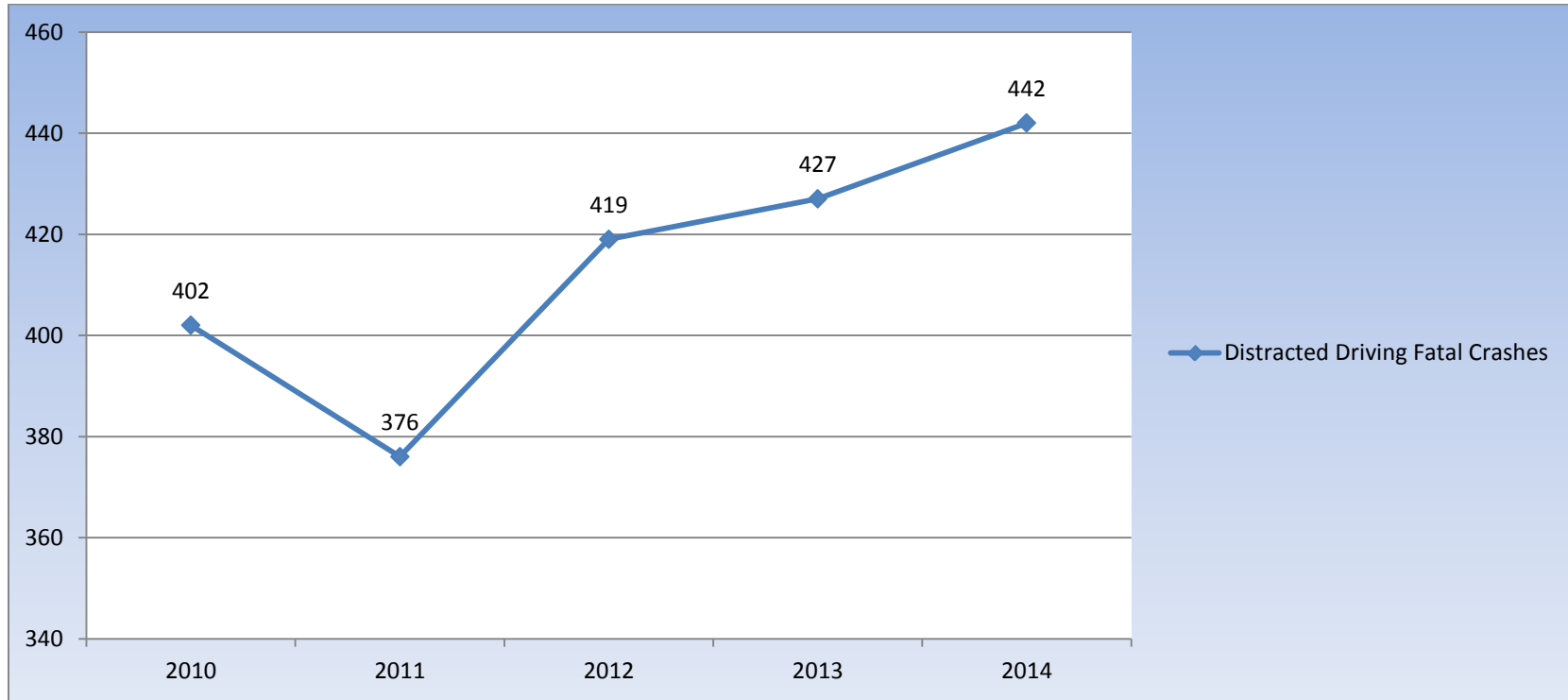
Figure 25: Number of Speeding Related Injuries (TxDOT)



Source: CRIS. Information Contained in this report represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3) Received and processed by the Department as of November 16th, 2015.

Performance Measure # 41

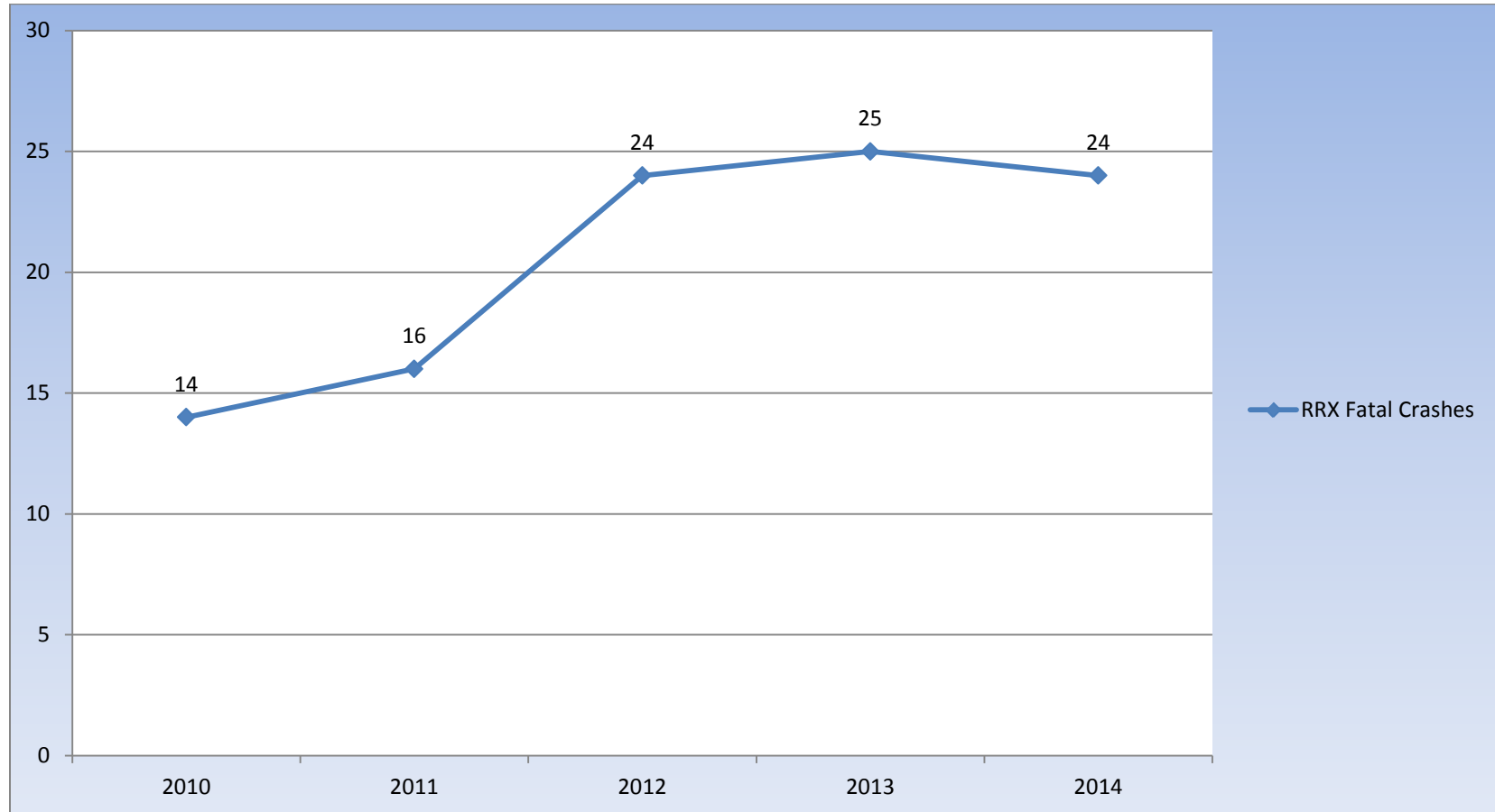
Figure 26: Number of Distracted Driving Related Fatal Crashes (TxDOT)



*Source: CRIS. Information Contained in this report represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3)
Received and processed by the Department as of November 16th, 2015.*

Performance Measure # 42

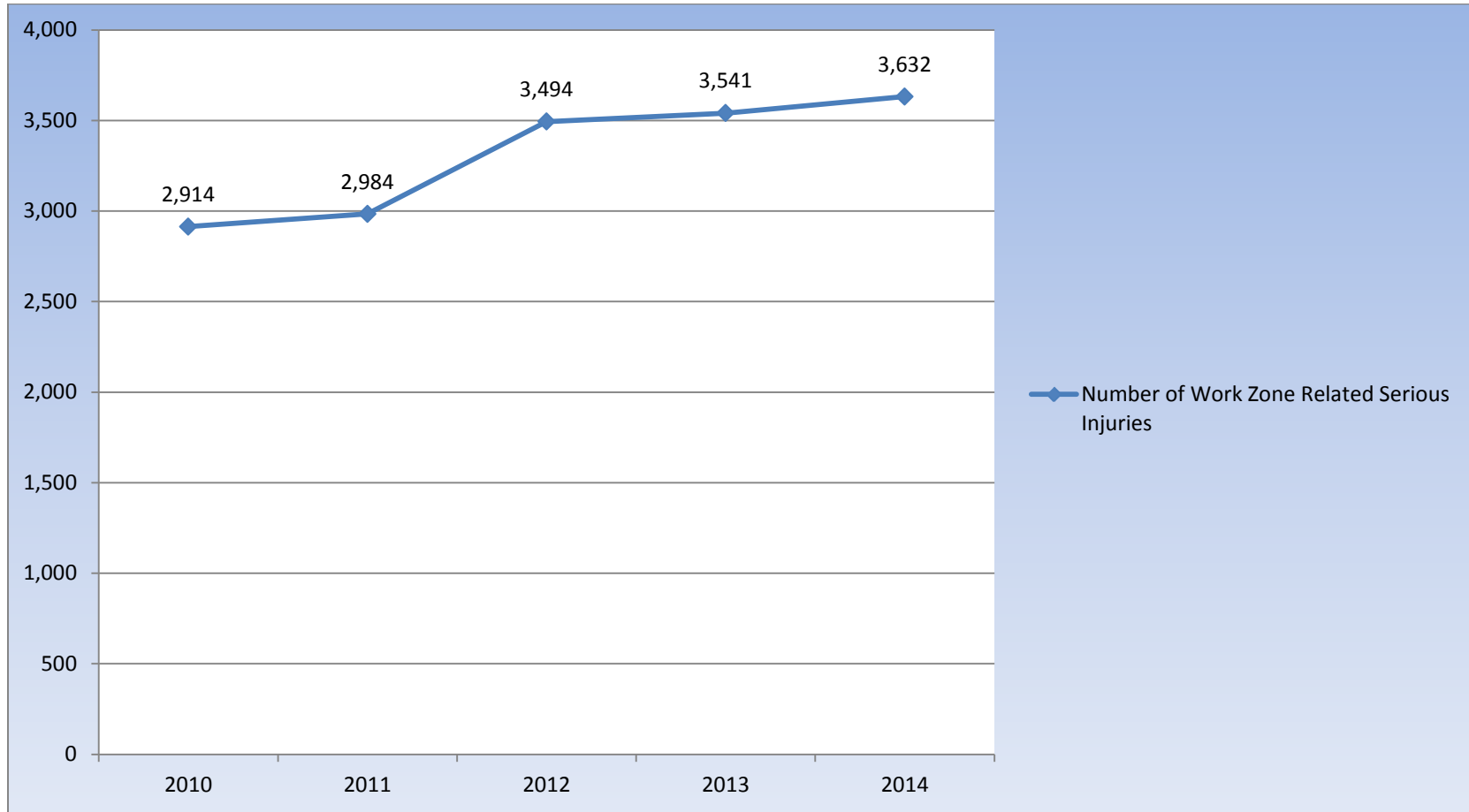
Figure 27: Number of Railroad / Highway Crossings Fatalities (TxDOT)



Source: CRIS. Information Contained in this report represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3) Received and processed by the Department as of November 16th, 2015.

Performance Measure # 43

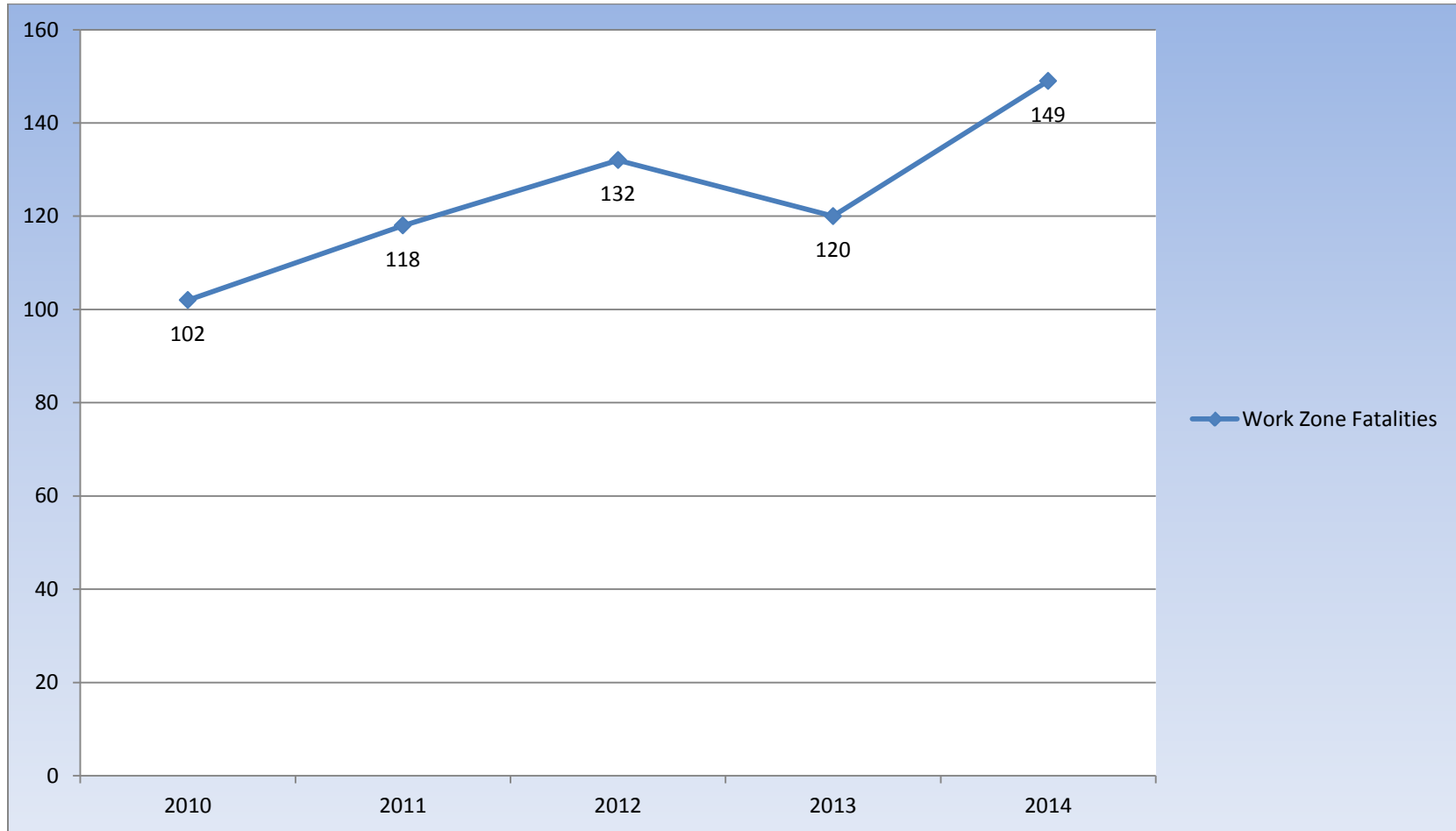
Figure 28: Number of Work Zone Related Serious Injuries (TxDOT)



Source: CRIS. Information Contained in this report represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3) Received and processed by the Department as of November 16th, 2015.

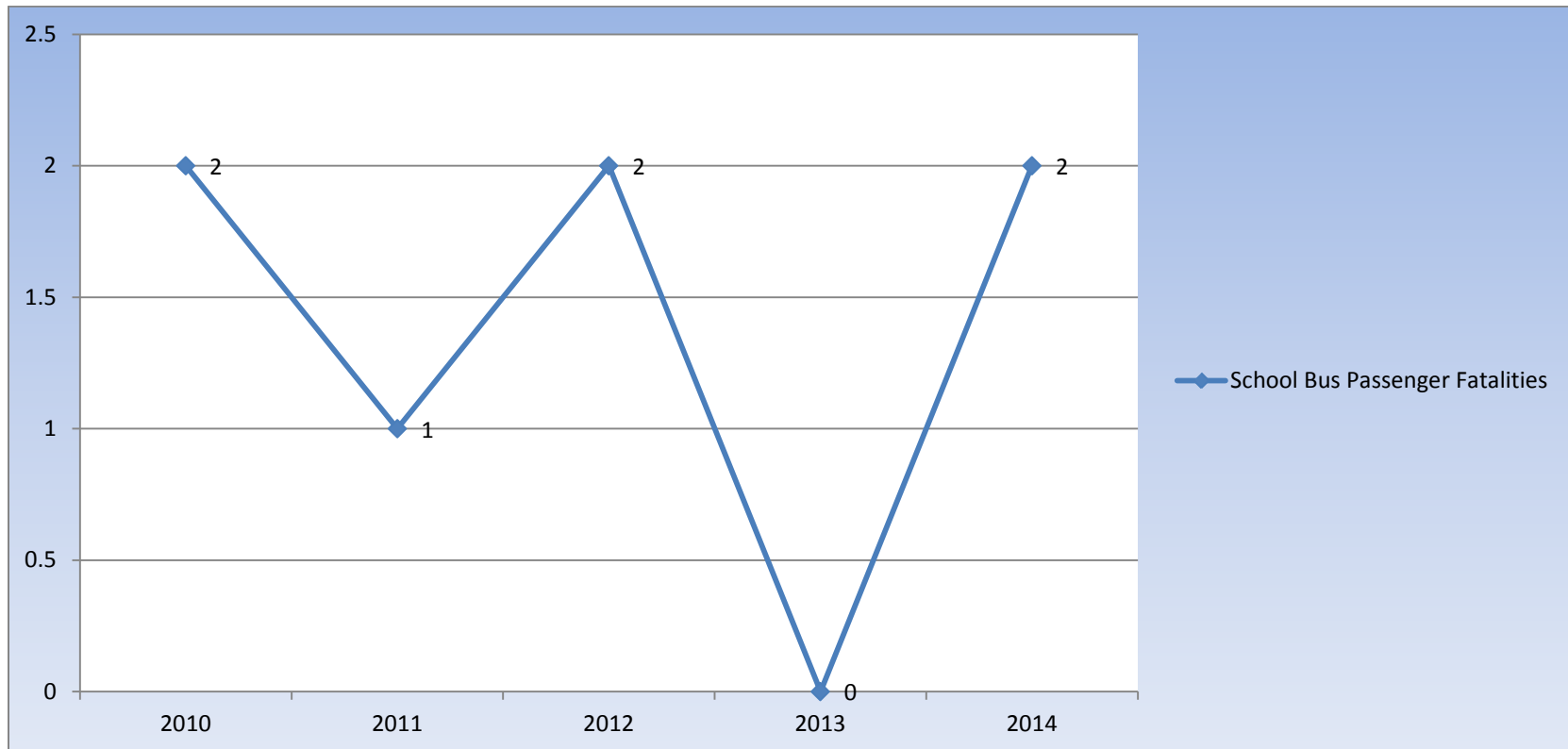
Performance Measure # 44

Figure 29: Number of Work Zone Related Fatalities (TxDOT)



Source: CRIS. Information Contained in this report represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3) Received and processed by the Department as of November 16th, 2015.

Performance Measure # 47
Figure 30: Number of School Bus Passenger Fatalities (TxDOT)
(5 Year moving average)



*Source: CRIS. Information Contained in this report represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3)
Received and processed by the Department as of November 16th, 2015.*

DATA SOURCES AND GLOSSARY FOR PERFORMANCE MEASURES

Performance Measure Data Sources	
All crash and casualty data in this document originate from Texas police crash reports as coded in two record systems: the Fatality Analysis and Reporting System and the Texas Crash Record Information System. Differences in coding, the variables coded and definitions of those variables render direct comparisons among the data in the systems problematic. Although in most cases differences among the data in the systems are negligible and practically insignificant, for several variables, the differences are notable. This is especially true for crashes (and the casualties sustained in those crashes) that involve alcohol and/or other drugs and to a lesser extent for crashes involving specific vehicle types. The definitions offered in the glossary are provided both to assist in clarifying those differences and to improve the precision of statements about the crash and casualty experience in Texas.	
Fatality Analysis and Reporting System (FARS)	All FARS data through 2012 are from final FARS data sets. FARS crash and fatality data for periods after 2012 are not final and, therefore, are subject to change.
TxDOT Crash Record Information System (CRIS)	TxDOT CRIS is the replacement for the legacy system Texas Accident File.

Performance Measure Glossary	
Term	Definition
Alcohol-Related Crashes (or Casualties)	FARS "New Definition" based on the highest BAC of involved drivers and motorcycle riders (operators) only: Crashes (or fatalities) in which at least one driver or motorcycle operator had a BAC \geq .08 g/dL. (Also referred to as "Alcohol-impaired driving crashes/casualties"). All FARS-based alcohol-related data reported in the HSPP include those crashes in which at least one driver had a <u>known</u> BAC test result and those for which alcohol involvement has been estimated when alcohol test results are unknown, i.e., alcohol involvement based on NHTSA's multiple imputation procedures.
DUI-Related Crashes (or Casualties) - Alcohol or Other Drugs	TXDOT: A BAC result >0.00 g/dL or a positive substance test result was indicated for at least one driver, or "had been drinking," "under the influence of alcohol," "under the influence - drug" or "taking medication" was identified as a contributing factor
Intersection and Intersection-Related Crashes	TXDOT: A crash in which the first harmful event occurred on an approach to or exit from an intersection and resulted from an activity, behavior or control related to the movement of traffic units through the intersection. TxDOT CRIS Codes: INTRST_RELAT_ID = 1 - Intersection, or 2 - Intersection Related.
Large Truck-Involved Crashes (or Fatalities)	TXDOT: All crashes Involving at least one vehicle with a vehicle body type of "Semi-Trailer" or "Truck-Tractor." TxDOT CRIS Codes: VEH_TYPE_ID = 6 - Semi-Trailer, or 24 - Truck-Tractor).
Motor Vehicle-Related Bicycle Fatalities	TXDOT: A death of a pedalcyclist resulting from a crash involving a motor vehicle. Bicyclist deaths and injuries unrelated to motor vehicle crashes are not included. TxDOT CRIS Codes: PERSN_TYPE_ID = 7 – Pedalcyclist.

Performance Measure Glossary	
Term	Definition
Motor Vehicle-Related Pedestrian Fatalities	FARS: All deaths of pedestrians resulting from a crash involving a motor vehicle.
Motorcyclist Fatalities	FARS: Data categorized as motorcyclist fatalities include fatalities to operators and passengers of vehicles identified in FARS as a: motorcycle, moped (motorized bicycle), three-wheel motorcycle or moped - not all-terrain vehicle, off-road motorcycle (2-wheel), other motored cycle type (minibikes, motor scooters), or unknown motored cycle type.
Railroad Grade Crossing Crashes	TXDOT: Crashes at at-grade railroad/highway crossings, whether or not a train was involved – not limited to collisions with trains. TxDOT CRIS Codes: CRASH RAILROAD RELATED FLAG ID = Y, or HARM_EVNT = 3 - RR Train, or Physical Feature = 17, or OBJECT STRUCK = 10 - Hit Train Moving Forward) , or 11 - Hit Train Backing), or 12 - Hit Train Standing Still, or 13 - Hit Train-Action Unknown, or 24 - Hit Railroad Signal Pole or Post, or 25 - Hit Railroad Crossing Gates.
School Bus Passenger Fatalities	FARS: All fatalities to passengers of school buses. Included are vehicles identified in FARS as "School Buses" and other vehicles used as School Buses (e.g., vans). Note: Data provided are five year moving averages.

Performance Measure Glossary	
Term	Definition
Severity of crash/Severity of injury	<p>FARS and TXDOT: Crashes are coded in accordance with the highest degree of injury suffered in the crash, where:</p> <p>Incapacitating injury (A) - not able to walk, drive, etc.</p> <p>Non-incapacitating injury (B) - bump on head, abrasions, minor lacerations, etc.</p> <p>Possible injury (C) – e.g., limping, complaint of pain</p> <p>Fatal injury (F or K) - a death resulting from a crash that occurs within 30 days of the crash</p> <p>Non-injury (N or Property Damage Only- PDO).</p> <p>“Serious” crashes or injuries are all crashes (casualties) in which the highest level of injury sustained was at least one incapacitating injury (A), plus all crashes in which the highest level of injury sustained was at least one non-incapacitating injury (B).</p>
Speeding-Related Crashes (Casualties)	FARS: Crashes in which at least one driver was driving too fast for conditions or in excess of the posted maximum limit.
Texas Population	<p>FARS: Population-based crash and casualty rates use Texas population estimates derived from FHWA's Highway Statistics and/or US Census Estimates for the relevant year.</p> <p>TXDOT: Texas population data used for calculating population-based crash and casualty rates were obtained from the Texas State Data Center and Office of the State Demographer. Population-based crash and casualty rates through CY 2015 are based on Texas State Data Center population <u>estimates</u>.</p>
Vehicle Miles Traveled (VMT)	<p>FARS: All annual VMT-based crash and casualty rates, expressed in 100M VMT (100 million vehicles miles traveled, using FARS crash and casualty data are derived from FHWA's Highway Statistics for the relevant year.</p> <p>TXDOT: All annual VMT estimates used in this document are derived from TXDOT's Transportation Planning and Programming Division's (TPP) estimates of daily vehicle miles traveled. These estimates include all vehicle miles on all roadways in Texas. Total VMT includes VMT on state, city and county-maintained roads. All mileage-based crash and casualty rates based on TXDOT data use TPP VMT estimates as the denominator.</p>
Work Zone Injuries and Fatalities	TXDOT: Fatalities and serious injuries in crashes occurring in a Work Zone whether or not construction related. TxDOT CRIS codes; CRASH ROAD CONSTRUCTION ZONE FLAG_ID = Y, or CRASH ROAD CONSTRUCTION ZONE WORKER FLAG_ID = Y, or OTHR_FACTR = 49 - Construction Zone - Not Construction Related), or 50 - Construction Zone - Construction Related, or 51 - Other Maintenance Area - Not Construction Related, or 52 - Other Maintenance Area - Construction Related.

Section Three
PROGRAM AREA REPORTS

Planning and Administration

PA - 1

Goals

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

Strategies

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

Project Descriptions

Task: Program Management				Planning and Administration PA - 1			
Organization Name			Division TRF-TS		Project Number		
Texas A&M Transportation Institute			2015-TTI-G-1YG-0053				
Title / Desc. 2015 Statewide Traffic Safety Conference							
TTI will plan and conduct a seventh Statewide Traffic Safety Conference. This project provides support for planning, implementing and reporting on that conference.							
Strategies Addressed							
- Ensure availability of program and project management training.							
- Maintain coordination of traffic safety efforts and provide technical assistance.							
- Provide training and assistance for local and statewide traffic safety problem identification.							
Performance Objectives							
				Target	Actual	Met?	
▪ Achieve increase in conference registrations compared to 2014				10 %	-14 %	<input type="checkbox"/>	
▪ Conduct statewide traffic safety conference				1	5	<input checked="" type="checkbox"/>	
▪ Coordinate plan for a seventh statewide traffic safety conference				1	7	<input checked="" type="checkbox"/>	
▪ Provide evaluation of conference participant satisfaction and other performance metrics				1	3	<input checked="" type="checkbox"/>	
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PA	1	Planned: \$47,458.03			\$41,625.91	\$89,083.94
		1	Actuals: \$46,911.73			\$60,510.88	\$107,422.61

Task: Program Management				Planning and Administration				PA - 1		
Organization Name				Division				TRF-TS	Project Number	
Texas Department of Transportation								2015-TxDOT-G-1YG-0230		
Title / Desc. Agate Software Intelligrants -Annual Licensing and Maintenance										
Agate Software Intelligrants -Annual Licensing and Maintenance										
Financial Information:										
Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total		
State	State	1	Planned:		\$50,000.00			\$50,000.00		
		1	Actuals:		\$50,000.00			\$50,000.00		

Task: Program Management				Planning and Administration PA - 1			
Organization Name				Division TRF-TS		Project Number	
Texas Department of Transportation				TRF-TS eGrants Business Analysis			
Title / Desc. eGrants Business Analysis Services							
Provide business analysis services for the continued enhancement and support of the TxDOT Traffic Safety Electronic Grants Management System (eGrants)							
Participating Organizations				Project #			
Texas Department of Transportation				2015-TxDOT-G-1YG-0228			
Texas Department of Transportation				2015-TxDOT-G-1YG-0260			
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PA	2	Planned: \$409,659.40				\$409,659.40
		2	Actuals: \$381,324.00				\$381,324.00

Task: Program Management				Planning and Administration PA - 1			
Organization Name			Division TRF-TS		Project Number		
Texas Department of Transportation			TRF-TS Traffic Safety Program Operations				
Title / Desc. TRF-TS Traffic Safety Program Operations							
Conduct and manage the Texas Traffic Safety Program in order to identify traffic safety problem areas and implement programs to reduce the number and severity of traffic-related crahses, injuries, and fatalities.							
Participating Organizations			Project #				
Texas Department of Transportation			2015-TxDOT-G-1YG-0233				
Texas Department of Transportation			2015-TxDOT-G-1YG-0256				
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
State	State	2	Planned:	\$3,011,689.00			\$3,016,689.00
		2	Actuals:	\$3,017,274.27			\$3,017,274.27

FY 2015 Traffic Safety Funds Program Area Expenditure Summary

Planning and Administration

PA - 1

Task	# Proj		Total	FEDERAL						MATCH			Fed. 402 to Local
				402	405B	405C	405D	405F	410	STATE	INCOME	LOCAL	
Enforcement													
Evaluation													
Program Management	Planned:	6	\$3,565,432.34	\$457,117.43						\$3,061,689.00		\$41,625.91	
	Actual:	6	\$3,556,020.88	\$428,235.73						\$3,067,274.27		\$60,510.88	
Public Information Campaigns													
Training													
TOTALS:	Planned:	6	\$3,565,432.34	\$457,117.43						\$3,061,689.00		\$41,625.91	
	Actual:	6	\$3,556,020.88	\$428,235.73						\$3,067,274.27		\$60,510.88	

Alcohol and Other Drug Counter Measures

AL - 2

Goals

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

Strategies

- *Educate the public and stakeholders on the use of interlock devices and other alcohol monitoring technologies for DWI offenders.*
- *Improve adjudication and processing of DWI cases through improved training for judges, administrative license revocation judges, prosecutors, and probation officers.*
- *Improve and increase training for law enforcement officers.*
- *Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.*
- *Improve BAC testing and reporting to the State's crash records information system.*
- *Improve DWI processing procedures.*
- *Improve education programs on alcohol and driving for youth.*
- *Increase and sustain high visibility enforcement of DWI laws.*
- *Increase enforcement of driving under the influence by minors laws.*
- *Increase intervention efforts.*
- *Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.*
- *Increase the number of law enforcement task forces and coordinated enforcement campaigns.*
- *Increase the use of warrants for mandatory blood draws.*
- *Increase training for anti-DWI advocates.*

Project Descriptions

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

Organization Name

District SAT

Project Number

Bexar County Commissioners Court**2015-BexarCCC-G-1YG-0049**Title / Desc. **Bexar County DWI Court**

Bexar County Commissioners Court is requesting funding in order to continue the operations of a DWI Treatment Court. This Court improves DWI adjudication and processing procedures.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Assist Individuals who receive service coordination/case management	60	61	<input checked="" type="checkbox"/>
▪ Attend Staff Training	1	0	<input type="checkbox"/>
▪ Complete Random Drug Tests	30	28	<input type="checkbox"/>
▪ Complete Graduates of the Program	46	23	<input type="checkbox"/>
▪ Educate Alcohol and Drug Abuse Education Classes	40	0	<input type="checkbox"/>
▪ Enroll Enrollments	44	19	<input type="checkbox"/>
▪ Maintain Staff	3	3	<input checked="" type="checkbox"/>
▪ Maintain DWI Court participants	80	52	<input type="checkbox"/>
▪ Maintain Number of Assessments	280	163	<input type="checkbox"/>
▪ Provide Bus Passes for Participants of the DWI Court Program	40	12	<input type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	1	Planned:	\$125,000.00			\$43,671.18	\$168,671.18
		1	Actuals:	\$93,504.41			\$53,474.41	\$146,978.82

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

Organization Name

District SAT

Project Number

Bexar County District Attorney's Office**2015-BexarCoD-G-1YG-0020**Title / Desc. **Bexar County No-Refusal Initiative**

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

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Achieve decrease from last year in the number of DWI related arrests	5 %	6 %	<input checked="" type="checkbox"/>
▪ Achieve rate in the number of voluntary breathalyzer tests by those arrested for misdemeanor DWI offenses	60 %	58 %	<input type="checkbox"/>
▪ Achieve conviction rate of those charged with misdemeanor DWI	80 %	58 %	<input type="checkbox"/>
▪ Achieve rate of pleas taken thereby reducing the number of hours police officers are required to testify	80 %	73 %	<input type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5HVE	1	Planned:	\$206,217.44			\$57,404.56	\$263,622.00
		1	Actuals:	\$104,993.78			\$57,268.44	\$162,262.22

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

Organization Name

District DAL

Project Number

Collin County - District Attorney's Office**2015-CollinDA-G-1YG-0132**Title / Desc. **DWI No-Refusal Mandatory Blood Draw Program**

Reduce DWI offenses and prevent alcohol-involved crashes through provision of health care professionals to perform blood draws on weekend nights and holidays.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Achieve BAC-data collection rate for all suspected DWI offenses	80 %	93 %	<input checked="" type="checkbox"/>
▪ Conduct public awareness events detailing the "No Refusal" campaign	12	13	<input checked="" type="checkbox"/>
▪ Maintain minimum conviction rate for all DWI cases	90 %	95 %	<input checked="" type="checkbox"/>
▪ Prevent alcohol-involved crashes in Collin County as compared with previous year	5 %	47 %	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5HVE	1	Planned:	\$55,380.00			\$14,494.99	\$69,874.99
		1	Actuals:	\$54,886.00			\$40,261.11	\$95,147.11

Task: Enforcement				Alcohol and Other Drug Counter Measures				AL - 2	
Organization Name				District HOU				Project Number	
Galveston County Criminal District Attorney								2015-GCoCDA-G-1YG-0184	
Title / Desc. DWI No Refusal - Blood Draw Grant for Holiday and Festival Weekends									
To provide prosecutors, nurses, and equipment in a central location to draft search warrants and obtain blood samples from DWI suspects in the Galveston County area who refuse a breath or blood test.									
Strategies Addressed									
- Increase the use of warrants for mandatory blood draws.									
Performance Objectives							Target	Actual	Met?
▪ Conduct Publicity campaigns to educate the public and the media							7	12	✓
▪ Evaluate No Refusal nights for the effectiveness in targeting intoxicated drivers							20	20	✓
▪ Provide reporting activities to TxDOT to evaluate the effectiveness of blood search warrant program							12	12	✓
▪ Provide Reporting activities to TxDOT to evaluate the effectiveness of No Refusal nights							12	12	✓
Financial Information:									
Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
MAP21	M5HVE	1	Planned:	\$13,123.04			\$3,714.40	\$16,837.44	
		1	Actuals:	\$12,966.97			\$11,752.41	\$24,719.38	

Task: Enforcement				Alcohol and Other Drug Counter Measures				AL - 2	
Organization Name				District HOU				Project Number	
Harris County District Attorney								2015-HarrisDA-G-1YG-0166	
Title / Desc. Search Warrants Stop Impaired Drivers: Harris County District Attorney's Office No Refusal Program									
To continue to expand and educate citizens of the dangers of impaired driving by adding Thursday nights to the No Refusal program. This will expand every weekend to 3 days in addition to holidays.									
Strategies Addressed									
- Provide training and assistance for local and statewide traffic safety problem identification.									
- Improve and increase training for law enforcement officers.									
- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.									
- Improve DWI processing procedures.									
- Increase and sustain high visibility enforcement of DWI laws.									
- Increase enforcement of driving under the influence by minors laws.									
- Increase intervention efforts.									
- Increase the number of law enforcement task forces and coordinated enforcement campaigns.									
- Increase the use of warrants for mandatory blood draws.									
- Increase training for anti-DWI advocates.									
- Increase and sustain enforcement of traffic safety-related laws.									
- Increase public education and information campaigns regarding enforcement activities.									
Performance Objectives							Target	Actual	Met?
▪ Collect Data sets obtained pursuant to blood search warrants							12	12	✓
▪ Coordinate Nights of No Refusal							130	153	✓
▪ Produce Press Releases/Events about the No Refusal Program							20	29	✓
▪ Provide Blood Search Warrants to arresting DWI officers							1,300	1,561	✓
Financial Information:									
Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
MAP21	M5HVE	1	Planned:	\$359,440.03			\$89,860.00	\$449,300.03	
		1	Actuals:	\$297,045.99			\$74,261.49	\$371,307.48	

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

Organization Name

District HOU

Project Number

Montgomery County District Attorney's Office**2015-MCDAO-G-1YG-0124**Title / Desc. **Search Warrants Stop Drunk Drivers**

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

Strategies Addressed

- Provide training and assistance for local and statewide traffic safety problem identification.
- Improve adjudication and processing of DWI cases through improved training for judges, administrative license revocation judges, prosecutors, and probation officers.
- Improve and increase training for law enforcement officers.
- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve DWI processing procedures.
- Improve education programs on alcohol and driving for youth.
- Increase and sustain high visibility enforcement of DWI laws.
- Increase the number of law enforcement task forces and coordinated enforcement campaigns.
- Increase the use of warrants for mandatory blood draws.
- Improve public information and education on the value of not operating a motorcycle while under the influence of alcohol and/or other drugs.
- Increase and sustain enforcement of traffic safety-related laws.
- Increase public education and information campaigns regarding enforcement activities.
- Develop and implement public information and education efforts on traffic safety issues.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Analyze Months of ignition interlock usage to affect an increase in their usage	12	12	☑
▪ Conduct Publicity campaigns to educate the public, the media and police groups	12	43	☑
▪ Conduct No Refusal enforcement days during the fiscal year	100	151	☑
▪ Evaluate No Refusal enforcement days for their effectiveness in targeting illegally intoxicated drivers	100	151	☑
▪ Implement Training programs for first offenders and hospital staff on No Refusal and HIPAA	6	12	☑
▪ Implement No Refusal nights from the current 80, an increase of 20 from 2014	100	151	☑
▪ Provide Reporting activities to TxDOT on the effectiveness of No Refusal	12	12	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5HVE	1	Planned:	\$126,429.56			\$83,274.70	\$209,704.26
		1	Actuals:	\$126,429.56			\$103,653.98	\$230,083.54

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

Organization Name

District FTW

Project Number

Tarrant County**2015-TarrantC-G-1YG-0197**Title / Desc. **Tarrant County No Refusal Program**

Improved DWI enforcement throughout Tarrant County through the implementation of No Refusal arrests on targeted holidays and special events.

Strategies Addressed

- Perform accurate accounting and efficient reimbursement processing.
- Improve and increase training for law enforcement officers.
- Increase the number of law enforcement task forces and coordinated enforcement campaigns.
- Increase the use of warrants for mandatory blood draws.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Achieve Reduction in Misdemeanor DWI cases filed during no refusal periods with breath test evidence	10 %	10 %	<input checked="" type="checkbox"/>
▪ Achieve Total reduction in misdemeanor DWI cases	10 %	10 %	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	1	Planned:	\$200,870.00			\$111,063.81	\$311,933.81
		1	Actuals:	\$43,807.00			\$30,188.06	\$73,995.06

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

Organization Name

Division TRF-TS

Project Number

Texas A&M Transportation Institute**2015-TTI-G-1YG-0047****Title / Desc. Statewide Impaired Driving Task Force, Plan, Summit & Technical Assistance**

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

Strategies Addressed

- Educate the public and stakeholders on the use of interlock devices and other alcohol monitoring technologies for DWI offenders.
- Improve adjudication and processing of DWI cases through improved training for judges, administrative license revocation judges, prosecutors, and probation officers.
- Improve and increase training for law enforcement officers.
- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve DWI processing procedures.
- Improve education programs on alcohol and driving for youth.
- Increase and sustain high visibility enforcement of DWI laws.
- Increase enforcement of driving under the influence by minors laws.
- Increase intervention efforts.
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.
- Increase the number of law enforcement task forces and coordinated enforcement campaigns.
- Increase the use of warrants for mandatory blood draws.
- Increase training for anti-DWI advocates.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Analyze alcohol-related fatal crashes to produce a Texas Impaired Driving Annual Snapshot (minimum)	500	500	✓
▪ Conduct Statewide Impaired Driving Assessment in Austin	1	1	✓
▪ Conduct Statewide Traffic Safety Summit focused on impaired driving in Austin	1	1	✓
▪ Coordinate meetings of the Texas Impaired Driving Task Force	2	2	✓
▪ Develop educational documents for the impaired driving program (1-2 pages each)	3	5	✓
▪ Identify impaired driving subcommittees to support the Texas Impaired Driving Task Force	3	3	✓
▪ Maintain Statewide Texas Impaired Driving Task Force	1	1	✓
▪ Revise Texas Impaired Driving Plan	1	1	✓
▪ Submit content revisions to the Texas impaired driving website (dyingtodrink.org)	12	13	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5HVE	1	Planned:	\$274,239.38			\$68,973.45	\$343,212.83
		1	Actuals:	\$222,945.11			\$63,220.42	\$286,165.53

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

Organization Name

Division TRF-TS

Project Number

Texas Department of Public Safety**2015-TDPS-G-1YG-0004****Title / Desc. Evidential Breath and Blood Alcohol Testing**

The DPS Crime Laboratory will upgrade breath alcohol test instruments. Overtime funds are needed to expedite blood alcohol tests.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Coordinate overtime hours to conduct blood alcohol analysis from individuals arrested for DWI	1,250	1,225	<input type="checkbox"/>
▪ Purchase instruments to analyze breath alcohol evidence from individuals arrested for DWI	140	140	<input checked="" type="checkbox"/>
▪ Train law enforcement officers on new breath alcohol testing instruments	1,500	3,896	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	1	Planned:	\$1,117,825.00			\$376,380.00	\$1,494,205.00
		1	Actuals:	\$1,106,448.52			\$907,295.67	\$2,013,744.19

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

Organization Name

Division TRF-TS

Project Number

Texas Department of Transportation**Impaired Driving Mobilization Incentive****Title / Desc. Impaired Driving Mobilization Incentive**

Coordinate and conduct an IDM Incentive Project during the Labor Day Crackdown. The Incentive Project will recruit law enforcement agencies to volunteer their enforcement and earned media efforts during the mobilization. TxDOT is planning on distributing twenty \$3,000 awards through a random drawing process to law enforcement agencies that meet eligibility requirements. Winning agencies will be eligible for reimbursement up to \$3,000 for traffic safety related equipment and/or training

Participating Organizations**Project #**

City of Aransas Pass - Police Department	2015-aransasPD-INC-IDM-00021
City of Bullard - Police Department	2015-BullardPD-INC-IDM-00022
City of Caldwell - Police Department	2015-CaldwellPD-INC-IDM-00023
City of Cibolo - Police Department	2015-CiboloPD-INC-IDM-00024
City of Daingerfield - Police Department	2015-DaingerFIdPD-INC-IDM-00025
City of Denison - Police Department	2015-DenisonPD-INC-IDM-00026
City of Eagle Lake - Police Department	2015-EagleLkPD-INC-IDM-00027
City of Fulshear - Police Department	2015-FulshearPD-INC-IDM-00028
Jim Wells County Constable Precinct 3	2015-JimWellsCP3-INC-IDM-00037
Jones Creek Marshal's Office	2015-JonesCrMO-INC-IDM-00038
City of Keene - Police Department	2015-KeenePD-INC-IDM-00029
City of Lampasas - Police Department	2015-LampasasPD-INC-IDM-00030
City of Leander - Police Department	2015-LeanderPD-INC-IDM-00031
City of Lipan - Marshal's Office	2015-LipanMO-INC-IDM-00032
City of Taft - Police Department	2015-TaftPD-INC-IDM-00033
City of Thrall - Police Department	2015-ThrallPD-INC-IDM-00034
University of Texas Pan American - Police Department	2015-UTPAPD-INC-IDM-00039
City of Vidor - Police Department	2015-VidorPD-INC-IDM-00035
City of Waskom	2015-Waskom-INC-IDM-00036

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	OP	20	Planned:	\$57,000.00	\$3,000.00			\$60,000.00
		19	Actuals:	\$56,272.63			\$18,003.22	\$74,275.85

Task: Enforcement		Alcohol and Other Drug Counter Measures AL - 2
Organization Name	Division TRF-TS	Project Number
Texas Department of Transportation		STEP - Impaired Driving Mobilization
Title / Desc. STEP - Impaired Driving Mobilization		
Coordinate and conduct quarterly mobilizations consisting of increased DWI enforcement and earned media activities.		
Performance Measures		
Other arrests	357	
CMV Speed citations	2	
Community events (e.g., health fairs, booths)	75	
DUI Minor arrests/citations	18	
DWI arrests	1,139	
HMV citations	22	
Child Safety Seat citations	76	
Media exposures (e.g., news conferences, news releases, and interviews)	440	
STEP Enforcement Hours	9,627	
Other citations	3,094	
Presentations conducted	139	
Public information and education materials distributed	21,904	
Public information and education materials produced	891	
Safety Belt citations	163	
Speed citations	2,180	
ITC citations	364	
Participating Organizations		Project #
City of Arlington - Police Department	2015-Arlington-IDM-00063	
City of Austin - Police Department	2015-AustinPD-IDM-00068	
City of Bedford - Police Department	2015-Bedford-IDM-00076	
City of Bellmead - Police Department	2015-BellmeadPD-IDM-00061	
City of Brenham - Police Department	2015-Brenham-IDM-00043	
City of Carrollton - Police Department	2015-CarrollPD-IDM-00064	
City of Cedar Hill - Police Department	2015-CedarPD-IDM-00046	
City of Daingerfield - Police Department	2015-DaingerfieldPD-IDM-00072	
City of Dallas - Police Department	2015-Dallas-IDM-00044	
City of DeSoto - Police Department	2015-DeSotoPD-IDM-00042	
City of Elgin - Police Department	2015-ElginPD-IDM-00055	
El Paso County Sheriff's Office	2015-ElPasoCO-IDM-00078	
City of Fate - Department of Public Safety	2015-FateDPS-IDM-00051	
City of Fredericksburg - Police Department	2015-FredburgPD-IDM-00067	
City of Fort Stockton - Police Department	2015-FtStocktonPD-IDM-00091	
City of Garland - Police Department	2015-GarlandPD-IDM-00045	
City of Grand Prairie - Police Department	2015-GrandPra-IDM-00054	
City of Houston - Police Department	2015-HoustonPD-IDM-00056	
City of Irving - Police Department	2015-Irving-IDM-00047	
City of Lakeway - Police Department	2015-LakewayPD-IDM-00070	
Lampasas County Sheriff's Office	2015-LampasasCSO-IDM-00060	
City of Laredo - Police Department	2015-LaredoPD-IDM-00081	
City of Lewisville - Police Department	2015-LewisvPD-IDM-00058	
City of Lockhart - Police Department	2015-Lockhart-IDM-00057	
City of Mesquite - Police Department	2015-Mesquite-IDM-00052	
City of Mission - Police Department	2015-Mission-IDM-00053	

T E X A S H I G H W A Y S A F E T Y A N N U A L R E P O R T F O R F I S C A L Y E A R 2 0 1 5

Montgomery County Sheriff's Office	2015-MontgoSO-IDM-00049
City of Navasota - Police Department	2015-navasota-IDM-00048
City of Pampa- Police Department	2015-PampaPD-IDM-00059
City of Pharr - Police Department	2015-PharrPD-IDM-00088
City of Port Aransas - Police Department	2015-PortArPD-IDM-00066
City of San Benito - Police Department	2015-SanBenitoPD -IDM-00087
Texas Department of Public Safety	2015-TDPS-IDM-00074
City of Terrell - Police Department	2015-TerrellPD-IDM-00077
Travis County Sheriff's Office	2015-Travis County SO-IDM-00073
City of Van Alstyne - Police Department	2015-Van Alstyne PD-IDM-00090
City of Wharton - Police Department	2015-WhartonPD-IDM-00069
Williamson County Contable - Precinct 1	2015-WilliamsonCoPct1-IDM-00080

Financial Information:

<i>Fund</i>	<i>Source</i>	<i># Projects</i>		<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
MAP21	M5HVE	60	<i>Planned:</i>	\$1,200,000.00			\$1,800,000.00	\$3,000,000.00
		39	<i>Actuals:</i>	\$487,545.48			\$10,181,406.20	\$10,668,951.68

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

Organization Name

Division TRF-TS

Project Number

Texas Department of Transportation**STEP DWI**Title / Desc. **STEP DWI***Increased DWI enforcement and public information and education activities***Performance Measures**

Media exposures (e.g., news conferences, news releases, and interviews)	46
Child Safety Seat citations	85
CMV Speed citations	0
Community events (e.g., health fairs, booths)	74
DD citations	6,409
DUI Minor arrests/citations	17
DWI arrests	1,262
Alcohol related crashes	1,589
ITC citations	519
STEP Enforcement Hours	18,631
Other arrests	348
Other citations	3,867
Presentations conducted	74
Public information and education materials distributed	15,507
Public information and education materials produced	7,028
Safety Belt citations	126
Speed citations	1,451
HMV citations	852

Participating Organizations**Project #**

City of Edinburg - Police Department	2015-EdinbuPD-S-1YG-0038
Harris County Constable Precinct 4	2015-Harris4-S-1YG-0098
Harris County Constable Precinct 6	2015-HarrisP6-S-1YG-0092
City of San Antonio - Police Department	2015-SanAntPD-S-1YG-0005 (Federal Funds)
City of San Antonio - Police Department	2015-SanAntPD-S-1YG-0005 (State Funds)

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	4	Planned:	\$390,955.57	\$754,519.92		\$384,833.75	\$1,530,309.24
		4	Actuals:	\$329,322.22	\$754,519.92		\$561,438.68	\$1,645,280.82

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

Organization Name

Division TRF-TS

Project Number

Texas Department of Transportation**STEP WAVE DWI**Title / Desc. **STEP WAVE DWI***Increased DWI enforcement and public information and education activities***Performance Measures**

Other arrests	62
CMV Speed citations	0
Community events (e.g., health fairs, booths)	5
DUI Minor arrests/citations	5
DWI arrests	261
HMV citations	22
Child Safety Seat citations	8
Media exposures (e.g., news conferences, news releases, and interviews)	40
STEP Enforcement Hours	2,623
Other citations	246
Presentations conducted	19
Public information and education materials distributed	9,718
Public information and education materials produced	0
Safety Belt citations	4
Speed citations	240
ITC citations	63

Participating Organizations**Project #**

City of Cedar Park - Police Department	2015-CdrPrkPD-S-1YG-0037
Houston-Galveston Area Council	2015-HGAC-S-1YG-0097
Titus County Sheriff's Office	2015-TitusCoS-S-1YG-0072

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	3	Planned:	\$271,920.00			\$70,027.00	\$341,947.00
		3	Actuals:	\$100,960.42			\$44,232.17	\$145,192.59

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

Organization Name

Division TRF-TS

Project Number

Texas District and County Attorneys Association**2015-TDCAA-G-1YG-0074**Title / Desc. **DWI Resource Prosecutor**

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

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Distribute case notes on important DWI appellate decisions by e-mail and archive at tdcaa.com	12	20	✓
▪ Maintain web site with updated DWI-related content at tdcaa.com	1	1	✓
▪ Produce DWI specific articles for TDCAA periodicals	4	4	✓
▪ Provide dedicated DWI Resource Prosecutor at the Texas District & County Attorneys Association	1	1	✓
▪ Provide presentations to Traffic Safety Partners by qualified speakers on DWI and Traffic Safety	4	11	✓
▪ Provide technical assistance by e-mail to prosecutors, officers and traffic safety partners	120	285	✓
▪ Provide Predicate Manual publications to all prosecutors in Texas	1,950	2,806	✓
▪ Provide Texas Prosecutors with TDCAAs Transportation Code Publication	2,950	2,979	✓
▪ Train prosecutors and prosecutor support staff at a Train the Trainer program	30	31	✓
▪ Train new prosecutors at week long Basic Trial Skills programs and provide with publications	250	275	✓
▪ Train prosecutors and police officers at regional DWI programs and provide publications	1,500	1,543	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5HVE	1	Planned:	\$618,407.50			\$455,592.00	\$1,073,999.50
		1	Actuals:	\$613,107.40			\$670,401.02	\$1,283,508.42

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

Organization Name

Division TRF-TS

Project Number

National Injury Prevention Council**2015-NIPC-G-1YG-0186****Title / Desc. Texas Specific interlock penetration study - Medium size county**

NIPC proposes to continue, expand, and complete the interlock penetration study evaluating the effectiveness of mandatory and discretionary interlock statutes in Texas.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend Lifesavers conference	1	3	✓
▪ Attend NADCP conference	1	2	✓
▪ Complete Collection of data from 4 initial counties	1	2	✓
▪ Conduct Analysis of medium target county DWI arrest and disposition	1	2	✓
▪ Conduct Analysis of medium target county data, tracking DWI probation defendants interlock compliance	1	2	✓
▪ Conduct Analysis of medium target county DWI arrest records and compare to cases actually filed	1	2	✓
▪ Conduct Analysis of medium target county DWI bond records showing number of interlocks ordered and installed	1	2	✓
▪ Identify Medium size county	1	9	✓
▪ Participate in Program partners impaired driving forum	1	4	✓
▪ Produce Final narrative report summarizing the penetration study and making recommendations	1	3	✓
▪ Produce Final statistical report summarizing the penetration study	1	2	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5II	1	Planned:	\$72,024.00			\$18,207.00	\$90,231.00
		1	Actuals:	\$58,970.70			\$18,384.09	\$77,354.79

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

Organization Name **Texas A&M Transportation Institute** Division **TRF-TS** Project Number **2015-TTI-G-1YG-0080**

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

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

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Analyze increase in the blood alcohol concentration (BAC) reporting rate to TxDOT Traffic Records	46 %	0 %	<input type="checkbox"/>
▪ Create process flow for blood alcohol concentration (BAC) reporting in fatal crashes	1	1	<input checked="" type="checkbox"/>
▪ Evaluate blood alcohol concentration reporting processes used by Medical Examiner Offices	12	12	<input checked="" type="checkbox"/>
▪ Produce technical memorandums/reports	4	6	<input checked="" type="checkbox"/>
▪ Support process for improving reporting blood alcohol concentration (BAC) results to TxDOT	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5BAC	1	Planned: \$90,863.52			\$22,733.69	\$113,597.21
		1	Actuals: \$80,251.65			\$20,135.41	\$100,387.06

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

Organization Name **Drug Alcohol and Tobacco Education** District **DAL** Project Number **2015-DATE-G-1YG-0065**

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

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

Strategies Addressed

- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve education programs on alcohol and driving for youth.
- Increase enforcement of driving under the influence by minors laws.
- Increase intervention efforts.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Educate students in summer programs on the dangers of alcohol and drug use	125	242	<input checked="" type="checkbox"/>
▪ Educate parents of minors about methods to reduce under age consumption of alcohol	300	460	<input checked="" type="checkbox"/>
▪ Educate middle school students about the dangers of alcohol and drug use and peer pressure	1,000	1,567	<input checked="" type="checkbox"/>
▪ Educate high school students about the dangers of driving impaired	2,800	2,811	<input checked="" type="checkbox"/>
▪ Educate elementary students about the dangers of alcohol and drug use	6,000	7,822	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	1	Planned: \$86,069.58			\$29,090.34	\$115,159.92
		1	Actuals: \$78,712.86			\$33,650.06	\$112,362.92

Task: Public Information Campaigns	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name EnviroMedia Social Marketing	Division TRF-TS	Project Number 2015-EnviroMe-SOW-0006
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Title / Desc. Christmas Holiday Impaired Driving Campaign

This campaign will focus on increasing public awareness of the dangers of driving while intoxicated and decreasing the number of crashes during the holiday season.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Develop Public awareness campaign that encourages Texans to make a plan for a sober ride home	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21 M5PEM	1	Planned: \$1,000,000.00			\$1,000,000.00	\$2,000,000.00
	1	Actuals: \$998,434.28			\$2,929,889.24	\$3,928,323.52

Task: Public Information Campaigns	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name EnviroMedia Social Marketing	Division TRF-TS	Project Number 2015-EnviroMe-SOW-0007
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Title / Desc. FY15 Football Season Impaired Driving Campaign

This campaign will focus on increasing public awareness of the dangers of driving while intoxicated and decreasing the number of crashes on football weekends.

Strategies Addressed

- Increase and sustain high visibility enforcement of DWI laws.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Develop Public awareness campaign that encourages Texans to make a plan for a sober ride home	10	10	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
State State	1	Planned:	\$1,000,000.00		\$1,000,000.00	\$2,000,000.00
	1	Actuals:	\$987,598.04		\$4,068,570.78	\$5,056,168.82

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

Organization Name

Division TRF-TS

Project Number

Guerra Deberry Coody**2015-GDC-SOW-0003****Title / Desc. FY 2015 Hispanic Impaired Driving Campaign**

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

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Integrated campaign flights	2	3	<input checked="" type="checkbox"/>
▪ Coordinate Community Event Participation	5	9	<input checked="" type="checkbox"/>
▪ Create DWI Loteria Event Vehicles	4	2	<input type="checkbox"/>
▪ Develop Press release and media advisories	6	6	<input checked="" type="checkbox"/>
▪ Manage Public and private partnerships	8	12	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21 M5PEM	1	Planned: \$600,000.00			\$600,000.00	\$1,200,000.00
	1	Actuals: \$597,204.61			\$4,779,017.00	\$5,376,221.61

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

Organization Name

Division TRF-TS

Project Number

Guerra Deberry Coody**2015-GDC-SOW-0004****Title / Desc. FY 2015 College & Young Adult Impaired Driving Campaign**

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

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Integrated campaign flights	2	2	<input checked="" type="checkbox"/>
▪ Coordinate Media and community events	11	12	<input checked="" type="checkbox"/>
▪ Develop Haunted Attraction Creative Designs	6	6	<input checked="" type="checkbox"/>
▪ Develop Press release and media advisories	6	14	<input checked="" type="checkbox"/>
▪ Manage Public and private partnerships	5	6	<input checked="" type="checkbox"/>
▪ Produce Digital Pre/post-roll Commercials	2	0	<input type="checkbox"/>
▪ Produce Promotional items	2	2	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21 M5PEM	1	Planned: \$1,000,000.00			\$1,000,000.00	\$2,000,000.00
	1	Actuals: \$996,728.54			\$5,083,697.25	\$6,080,425.79

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

Organization Name

District WAC

Project Number

Hillcrest Baptist Medical Center-Hillcrest**2015-Hillcrest-G-1YG-0102****Title / Desc. Texas Reality Education for Drivers Program**

The Texas Reality Education for Drivers, the RED Program, is an alcohol and other drug countermeasures program for young drivers and their families with educational programming in a hospital setting.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Collect Reality Education for Drivers (RED) alcohol and other drugs assessments from participants ages 14+	2,500	2,599	✓
▪ Conduct Reality Education for Drivers (RED) campaign during back to school time	1	1	✓
▪ Conduct Reality Education for Drivers (RED) campaign during graduation and summer events	1	1	✓
▪ Conduct Reality Education for Drivers (RED) campaign during prom and formal events	1	2	✓
▪ Conduct Reality Education for Drivers (RED) campaign during spring break	1	2	✓
▪ Conduct evaluations of RED programs and services	4	4	✓
▪ Conduct programs at health fairs/community events featuring Reality Education for Drivers (RED) information	13	28	✓
▪ Conduct Reality Education for Drivers (RED) adult workshops	15	29	✓
▪ Conduct youth workshops utilizing Reality Education for Drivers (RED) concepts in schools and communities	15	35	✓
▪ Conduct experiential training sessions utilizing the driving simulator	20	33	✓
▪ Conduct Reality Education for Drivers (RED) Programs in hospital trauma centers	36	41	✓
▪ Distribute PI&E pieces increasing public education and information to youth and adults	10,000	18,369	✓
▪ Establish collaborative ventures designed to reduce alcohol and drug related motor vehicle crashes	17	86	✓
▪ Produce informational pieces utilizing the services of a contracted graphic artist	5	8	✓

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21 M5PEM	1	Planned: \$210,533.00			\$95,220.22	\$305,753.22
	1	Actuals: \$187,224.38			\$157,129.58	\$344,353.96

Task: Public Information Campaigns	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Hillcrest Baptist Medical Center-Hillcrest	District WAC	Project Number 2015-Hillcrest-G-1YG-0168
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Title / Desc. TeenSafe Program

TeenSafe is an injury prevention program aimed to decrease death and injury in motor vehicle crashes among ages 5 to 19 in the Central Texas area through educational efforts.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Assist school-based interventions in effort to educate on alcohol awareness and general safety	20	34	✓
▪ Attend TxDOT Program Partners Meeting	1	1	✓
▪ Attend community health fairs and events	40	52	✓
▪ Collect traffic safety and alcohol awareness surveys	3,000	4,612	✓
▪ Conduct TeenSafe Volunteer Certification Classes	2	2	✓
▪ Conduct seasonal safety campaigns to include purchasing and distributing campaign specific PI&E	3	3	✓
▪ Conduct traffic safety and alcohol awareness educational presentations to adults	16	23	✓
▪ Conduct observational surveys addressing seatbelt use and distracted driving	50	50	✓
▪ Conduct programs/presentations using technical simulations	150	274	✓
▪ Conduct traffic safety and alcohol awareness educational presentations to youth	150	284	✓
▪ Distribute TeenSafe Times newsletters	4	4	✓
▪ Distribute PI&E traffic safety and alcohol awareness educational brochures	20,000	33,109	✓
▪ Evaluate Teen Safe Program participants and partners to assess satisfaction with Teen Safe Program services	125	203	✓
▪ Maintain databases	2	4	✓
▪ Participate in coalitions focusing on youth outreach	2	4	✓
▪ Participate in events within 3 or more contiguous counties	10	58	✓

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5PEM	1	Planned: \$217,117.28			\$182,923.49	\$400,040.77
		1	Actuals: \$217,117.28			\$252,520.72	\$469,638.00

Task: Public Information Campaigns	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Sherry Matthews Advocacy Marketing	Division TRF-TS	Project Number 2015-SMAM-SOW-0001
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Title / Desc. Labor Day: 2015 Impaired Driving Mobilization Public Information and Education Campaign

Paid media and media relations campaign to support the annual national Labor Day impaired driving mobilization effort

Strategies Addressed

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

Project Notes

Note: This project uses two funding sources, M5PEM and SAFETEA-LU 410 (K8FR) due to TMPA refund

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5PEM	1	Planned: \$1,474,319.99			\$1,500,000.00	\$2,974,319.99
		1	Actuals: \$1,454,000.68			\$2,368,376.93	\$3,822,377.61

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

Organization Name

Division TRF-TS

Project Number

Sherry Matthews Advocacy Marketing**2015-SMAM-SOW-0001-K8**Title / Desc. **Labor Day: 2015 Impaired Driving Mobilization Public Information and Education Campaign**

Paid media and media relations campaign to support the annual national Labor Day impaired driving mobilization effort

Project Notes

Note: This project uses two funding sources, M5PEM and SAFETEA-LU 410 (K8FR) due to TMPA refund

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	Planned:	\$25,680.01				\$25,680.01
		1	Actuals:	\$25,680.01			\$80,000.00	\$105,680.01

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

Organization Name

Division TRF-TS

Project Number

Texans Standing Tall**2015-TST-G-1YG-0107**Title / Desc. **Zero Alcohol for Youth Campaign and Statewide Youth Leadership Council to Reduce Impaired Driving**

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

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Coordinate Texans Standing Tall (TST)/Youth Leadership Council (YLC) collaboration opportunities	9	11	✓
▪ Evaluate Youth Leadership Council (YLC) program	1	1	✓
▪ Evaluate Zero Alcohol for Youth Campaign (ZAYC) program	1	1	✓
▪ Implement Zero Alcohol for Youth Campaign (ZAYC) booster training sessions	10	10	✓
▪ Support statewide Youth Leadership Council (YLC) and its role in Texans Standing Tall (TST)	1	1	✓
▪ Support Zero Alcohol for Youth Campaign (ZAYC) and Youth Leadership Council (YLC) by promoting the programs	1	1	✓
▪ Train Youth Leadership Council (YLC)	1	1	✓
▪ Train new sites to implement the Zero Alcohol for Youth Campaign (ZAYC)	3	3	✓
▪ Update Zero Alcohol for Youth Campaign (ZAYC) Action Manual	1	1	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5PEM	1	Planned:	\$264,338.19		\$5,000.00	\$61,331.50	\$330,669.69
		1	Actuals:	\$264,338.19		\$2,178.33	\$120,881.80	\$387,398.32

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

Organization Name

Division TRF-TS

Project Number

Texans Standing Tall**2015-TST-G-1YG-0193****Title / Desc. Screening and Brief Intervention for Risky Alcohol Use and Related Behavior among College Students**

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

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Create new training support resource to support long-term implementation on campuses	1	1	✓
▪ Evaluate Screening and Brief Intervention (SBI) training and process fidelity	1	1	✓
▪ Maintain statewide college campus alcohol and other drug (AOD) coordinator contact and policy database	1	1	✓
▪ Provide resources for support for Screening and Brief Intervention (SBI) on campuses	5	5	✓
▪ Support Screening and Brief Intervention (SBI) strategy by promoting the strategy at Statewide Summit	1	1	✓
▪ Support Screening and Brief Intervention (SBI) strategy by promoting to broader communities	1	1	✓
▪ Train campuses to implement Screening and Brief Intervention (SBI)	4	4	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5PEM	1	Planned:	\$255,526.44		\$5,000.00	\$60,329.34	\$320,855.78
		1	Actuals:	\$255,526.44		\$2,178.34	\$73,277.64	\$330,982.42

Task: Public Information Campaigns

Alcohol and Other Drug Counter Measures AL - 2

Organization Name

Division TRF-TS

Project Number

Texas A&M Agrilife Extension Service

2015-Texas Ag-G-1YG-0129

Title / Desc. Texas A&M AgriLife Extension Service Watch UR BAC Alcohol Awareness Program

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

Strategies Addressed

- Educate the public and stakeholders on the use of interlock devices and other alcohol monitoring technologies for DWI offenders.
- Improve adjudication and processing of DWI cases through improved training for judges, administrative license revocation judges, prosecutors, and probation officers.
- Improve and increase training for law enforcement officers.
- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve education programs on alcohol and driving for youth.
- Increase and sustain high visibility enforcement of DWI laws.
- Increase enforcement of driving under the influence by minors laws.
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.
- Increase the number of law enforcement task forces and coordinated enforcement campaigns.
- Increase training for anti-DWI advocates.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend TxDOT Alcohol Partners events	4	4	✓
▪ Conduct parent education programs to increase the awareness of underage drinking and/or drug use	12	18	✓
▪ Coordinate Driving While Intoxicated (DWI) Law Enforcement Advisory Committee and related media activity	1	2	✓
▪ Create tool kit for courts to use for a peer to peer program based on the pilot program from 2014	1	1	✓
▪ Distribute pieces of PI&E to promote alcohol awareness, laws, consequences and promote campaigns	30,000	40,786	✓
▪ Maintain website at watchurbac.tamu.edu with alcohol awareness information	1	1	✓
▪ Maintain social networking sites for information dissemination and marketing of programs	2	2	✓
▪ Provide demonstrations on the use of ignition interlock technologies	15	16	✓
▪ Support events to educate the public about alcohol awareness and promote Watch UR BAC campaign	100	243	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5PEM	1	Planned:	\$465,869.25			\$160,237.02	\$626,106.27
		1	Actuals:	\$463,293.56			\$266,543.39	\$729,836.95

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

Organization Name

Division TRF-TS

Project Number

Texas Association, Family, Career and Community**2015-TAFCC-G-1YG-0122****Title / Desc. Alcohol and Drug Driving Awareness Education**

The Family, Career and Community Leaders of America's Families Acting for Community Traffic Safety (FACTS) educating high school students concerning alcohol and drug driving awareness.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Coordinate alcohol and drug awareness presentations at FCCLAs meetings and state conference	6	4	<input type="checkbox"/>
▪ Manage exhibit booths at five FCCLA regional events and one state conference.	6	4	<input type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5PEM	1	Planned:	\$30,756.48			\$38,438.86	\$69,195.34
		1	Actuals:	\$12,049.38			\$172,505.55	\$184,554.93

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

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	2015-PC-Tx-ABL-00001
TxDOT-Amarillo	2015-PC-Tx-AMA-00002
TxDOT-Atlanta	2015-PC-Tx-ATL-00003
TxDOT-Austin	2015-PC-Tx-AUS-00004
TxDOT-Beaumont	2015-PC-Tx-BMT-00005
TxDOT-Bryan	2015-PC-Tx-BRY-00007
TxDOT-Brownwood	2015-PC-Tx-BWD-00006
TxDOT-Childress	2015-PC-Tx-CHS-00008
TxDOT-CorpusChristi	2015-PC-Tx-CRP-00009
TxDOT-Dallas	2015-PC-Tx-DAL-00010
TxDOT-El Paso	2015-PC-Tx-ELP-00011
TxDOT-Ft. Worth	2015-PC-Tx-FTW-00012
TxDOT-Houston	2015-PC-Tx-HOU-00013
TxDOT-Lubbock	2015-PC-Tx-LBB-00015
TxDOT-Lufkin	2015-PC-Tx-LKF-00016
TxDOT-Laredo	2015-PC-Tx-LRD-00014
TxDOT-Odessa	2015-PC-Tx-ODA-00017
TxDOT-Paris	2015-PC-Tx-PAR-00018
TxDOT-Pharr	2015-PC-Tx-PHR-00019
TxDOT-San Antonio	2015-PC-Tx-SAT-00021
TxDOT-San Angelo	2015-PC-Tx-SJT-00020
TxDOT-Tyler	2015-PC-Tx-TYL-00022
TxDOT-Waco	2015-PC-Tx-WAC-00023
TxDOT-Wichita Falls	2015-PC-Tx-WFS-00024
TxDOT-Yoakum	2015-PC-Tx-YKM-00025

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
State	State	25	Planned:	\$250,000.00			\$250,000.00
		25	Actuals:	\$198,309.94			\$198,309.94

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

Organization Name

District AUS

Project Number

Travis County Attorney's UDPP**2015-Travis C-G-1YG-0022****Title / Desc. Comprehensive Underage Drinking Prevention Program**

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

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Collect months of UDPP statistics in Travis, Hays and Williamson Counties	12	34	✓
▪ Conduct year round public information and education (PI&E) campaign in the tri-county area	1	1	✓
▪ Conduct Underage Drinking Prevention Task Force meetings	5	6	✓
▪ Conduct Busted and Why Risk It? presentations to youth and adults in Travis, Hays and Williamson Counties	460	714	✓
▪ Establish collaboration(s) between existing agencies on underage drinking and anti-DWI issues	12	139	✓
▪ Participate in community events in Travis, Hays and Williamson Counties	50	112	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5PEM	1	Planned:	\$171,407.85			\$228,409.08	\$399,816.93
		1	Actuals:	\$168,581.06			\$259,121.83	\$427,702.89

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

Organization Name

Division TRF-TS

Project Number

Education Service Center, Region VI**2015-ESCVI-G-1YG-0010****Title / Desc. Alcohol Drug and Safety Training Education Program AD-A-STEP for Life.**

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

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Analyze Participant evaluations to determine overall effectiveness of Alcohol Drug & Safety Training Program	500	637	✓
▪ Develop Teacher/Staff resource binder to consist of program lessons, supplementals, games, and activities	1	3	✓
▪ Teach Adult Basic Education, ESL, 21st Century students & parents in the AD-A-STEP program	700	955	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$93,635.92			\$56,934.00	\$150,569.92
		1	Actuals:	\$93,558.76			\$58,345.89	\$151,904.65

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

Organization Name

Division TRF-TS

Project Number

Mothers Against Drunk Driving**2015-MADD-G-1YG-0015**Title / Desc. **TAKE THE WHEEL Initiative in Dallas, Travis, Cameron and Hidalgo Counties.**

Increase awareness to reduce alcohol related traffic fatalities in Dallas, Travis, Cameron and Hidalgo Counties in collaboration with Law Enforcement, the Criminal Justice System and community citizens.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend TxDOT Alcohol Partners Events	4	18	<input checked="" type="checkbox"/>
▪ Attend Coalition or Task Force meetings related to alcohol related traffic fatalities issues	48	36	<input type="checkbox"/>
▪ Conduct MADD Take the Wheel Media Awareness Campaigns	6	6	<input checked="" type="checkbox"/>
▪ Conduct Volunteer Speakers Bureau training sessions	12	13	<input checked="" type="checkbox"/>
▪ Conduct Power of Parents Workshops for 100 parents	24	18	<input type="checkbox"/>
▪ Conduct Law Enforcement Roll Call Briefings	120	106	<input type="checkbox"/>
▪ Coordinate Law Enforcement Recognition and Awards Ceremony	3	3	<input checked="" type="checkbox"/>
▪ Coordinate Roundtable Meeting for judges, district attorneys, and probation officers on community DWI/DUI issue	6	5	<input type="checkbox"/>
▪ Participate in DWI/DUI court cases to monitor prosecution processes	1,800	4,171	<input checked="" type="checkbox"/>
▪ Train Volunteers to serve as court monitors	45	44	<input type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$800,972.02			\$317,862.06	\$1,118,834.08
		1	Actuals:	\$579,317.56			\$430,135.97	\$1,009,453.53

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

Organization Name

Division TRF-TS

Project Number

Mothers Against Drunk Driving**2015-MADD-G-1YG-0016**Title / Desc. **TAKE THE WHEEL Initiative in Harris and Montgomery Counties.**

Increase awareness to reduce alcohol related traffic fatalities in Harris and Montgomery Counties in collaboration with Law Enforcement, the Criminal Justice System and community citizens.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend TxDOT Alcohol Partners Events	4	6	✓
▪ Attend Coalition or Task Force meetings related to alcohol related traffic fatalities issues	10	14	✓
▪ Conduct MADD Take the Wheel Media Awareness Campaigns in Harris/Montgomery Counties	2	2	✓
▪ Conduct Speakers Bureau training sessions for new volunteers	4	7	✓
▪ Conduct Power of Parents Workshops for 100 parents	8	9	✓
▪ Conduct Law Enforcement Roll Call Briefings	80	99	✓
▪ Coordinate Law Enforcement Recognition and Awards Ceremony	1	2	✓
▪ Coordinate Roundtable Meeting for judges, district attorneys, and probation officers on community DWI/DUI issue	2	3	✓
▪ Participate in DWI/DUI court cases to monitor prosecution processes	2,148	2,154	✓
▪ Train Volunteers to serve as court monitors	36	37	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$286,153.30			\$195,954.51	\$482,107.81
		1	Actuals:	\$225,200.13			\$174,870.39	\$400,070.52

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

Organization Name

Division TRF-TS

Project Number

Mothers Against Drunk Driving**2015-MADD-G-1YG-0017**Title / Desc. **TAKE THE WHEEL Initiative in Bexar County.**

Increase awareness to reduce alcohol related traffic fatalities in Bexar County in collaboration with Law Enforcement, the Criminal Justice System and community citizens.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend TxDOT Alcohol Partners Events	4	6	✓
▪ Attend Coalition or Task Force meetings related to alcohol related traffic fatalities	12	24	✓
▪ Conduct MADD Take the Wheel Media Awareness Campaigns in Bexar County	2	3	✓
▪ Conduct Power of Parents Workshops for 100 parents	4	19	✓
▪ Conduct Volunteer Speakers Bureau training sessions	4	19	✓
▪ Conduct Law Enforcement Roll Call Briefings	30	30	✓
▪ Coordinate Law Enforcement Recognition and Awards Ceremony	1	1	✓
▪ Coordinate Roundtable Meeting for judges, district attorneys, and probation officers on community DWI/DUI issue	2	2	✓
▪ Participate in DWI/DUI court cases to monitor prosecution processes	750	1,285	✓
▪ Train Volunteers to serve as court monitors	15	18	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$137,110.10			\$56,341.28	\$193,451.38
		1	Actuals:	\$100,675.59			\$61,830.42	\$162,506.01

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

Organization Name

Division TRF-TS

Project Number

Mothers Against Drunk Driving**2015-MADD-G-1YG-0018**Title / Desc. **TAKE THE WHEEL Initiative in El Paso County.**

Increase awareness to reduce alcohol related traffic fatalities in El Paso County in collaboration with Law Enforcement, the Criminal Justice System and community citizens.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend TxDOT Alcohol Partners Events	4	5	✓
▪ Attend Coalition or Task Force meetings related to alcohol related traffic fatalities	8	14	✓
▪ Conduct Power of Parents Workshops for 50 parents	1	12	✓
▪ Conduct MADD Take the Wheel Media Awareness Campaigns in El Paso County	2	2	✓
▪ Conduct Volunteer Speakers Bureau training sessions	4	7	✓
▪ Conduct Law Enforcement Roll Call Briefings in El Paso County	30	31	✓
▪ Coordinate Law Enforcement Recognition and Awards Ceremony	1	1	✓
▪ Coordinate Roundtable Meeting for judges, district attorneys, and probation officers on community DWI/DUI issue	1	2	✓
▪ Participate in DWI/DUI court cases to monitor prosecution processes	600	634	✓
▪ Train Volunteers to serve as court monitors	15	25	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$134,113.48			\$41,663.39	\$175,776.87
		1	Actuals:	\$103,172.48			\$65,109.29	\$168,281.77

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

Organization Name

Division TRF-TS

Project Number

Mothers Against Drunk Driving**2015-MADD-G-1YG-0019**Title / Desc. **TAKE THE WHEEL Initiative in Smith and Gregg Counties.**

Increase awareness to reduce alcohol related traffic fatalities in Smith and Gregg Counties in collaboration with Law Enforcement, the Criminal Justice System and community citizens.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend TxDOT Alcohol Partners Events	4	7	<input checked="" type="checkbox"/>
▪ Attend Coalition or Task Force meetings related to alcohol related traffic fatalities issues	15	15	<input checked="" type="checkbox"/>
▪ Conduct MADD Take the Wheel Media Awareness Campaigns in Smith/Gregg Counties	2	3	<input checked="" type="checkbox"/>
▪ Conduct Volunteer Speakers Bureau training sessions	2	10	<input checked="" type="checkbox"/>
▪ Conduct Power of Parents Workshops for 100 parents	4	5	<input checked="" type="checkbox"/>
▪ Conduct Law Enforcement Roll Call Briefings	30	31	<input checked="" type="checkbox"/>
▪ Coordinate Law Enforcement Recognition and Awards Ceremony	2	2	<input checked="" type="checkbox"/>
▪ Coordinate Roundtable Meeting for judges, district attorneys, and probation officers on community DWI/DUI issue	2	1	<input type="checkbox"/>
▪ Participate in DWI/DUI court cases to monitor prosecution processes	650	660	<input checked="" type="checkbox"/>
▪ Train Volunteers to serve as court monitors	15	15	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	1	Planned:	\$153,787.99			\$46,028.93	\$199,816.92
		1	Actuals:	\$105,573.13			\$61,041.40	\$166,614.53

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

Organization Name

Division TRF-TS

Project Number

Sam Houston State University**2015-SHSU-G-1YG-0063****Title / Desc. Impaired Driving Initiatives - DECP, ARIDE, and DITEP**

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

Strategies Addressed

- Improve and increase training for law enforcement officers.
- Improve education programs on alcohol and driving for youth.
- Increase intervention efforts.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct DRE instructor update course	1	1	<input checked="" type="checkbox"/>
▪ Conduct Drug Recognition Expert Work Group meeting	1	0	<input type="checkbox"/>
▪ Conduct Agency coordinator regional meetings to review the Texas Drug Recognition Expert program	2	1	<input type="checkbox"/>
▪ Develop DRE instructor subcontract to be implemented	1	1	<input checked="" type="checkbox"/>
▪ Maintain National DRE Tracking Database (Texas Section)	1	1	<input checked="" type="checkbox"/>
▪ Maintain Sam Houston State University Impaired Driving Grant Website	1	1	<input checked="" type="checkbox"/>
▪ Provide Texas prosecutors with DRE updates, materials, lists of current DREs and DRE instructors	100	275	<input checked="" type="checkbox"/>
▪ Revise Set of DRE student and instructor policies	1	1	<input checked="" type="checkbox"/>
▪ Revise Texas DRE Recertification curriculum maintaining IACP standards	1	1	<input checked="" type="checkbox"/>
▪ Train DREs in the 8 hour Texas DRE Recertification course	60	164	<input checked="" type="checkbox"/>
▪ Train Texas peace officers in the NHTSA/IACP approved DRE course	60	47	<input type="checkbox"/>
▪ Train Texas peace officers in the NHTSA/IACP approved ARIDE course	260	355	<input checked="" type="checkbox"/>
▪ Train secondary educational professionals in the NHTSA/IACP approved DITEP training	500	440	<input type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$651,126.83			\$582,906.15	\$1,234,032.98
		1	Actuals:	\$519,160.55			\$528,716.36	\$1,047,876.91

Task: Training				Alcohol and Other Drug Counter Measures				AL - 2		
Organization Name				Division				TRF-TS	Project Number	
Sam Houston State University								2015-SHSU-G-1YG-0133		
Title / Desc. Drug Impairment Training for Texas Employers (DITTE)										
This project will continue to work with Texas employers to educate employees/managers on traffic safety, specifically impaired driving, reducing the number of fatalities & injuries on Texas roadways.										
Strategies Addressed										
- Increase intervention efforts.										
Performance Objectives				Target		Actual		Met?		
▪ Conduct Advisory Group meeting to review the Drug Impairment Training for Texas Employers curriculum				1		2		☑		
▪ Develop DITTE instructor subcontract for implementation				1		1		☑		
▪ Maintain Sam Houston State University Impaired Driving Initiatives website				1		1		☑		
▪ Train Texas employers in the 6-hour drug impairment training course				350		498		☑		
Financial Information:										
Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total		
MAP21	M5TR	1	Planned:	\$155,654.82			\$67,980.59	\$223,635.41		
		1	Actuals:	\$68,930.05			\$85,985.63	\$154,915.68		

Task: Training				Alcohol and Other Drug Counter Measures AL - 2				
Organization Name				Division TRF-TS		Project Number		
Sam Houston State University				2015-SHSU-G-1YG-0136				
Title / Desc. Drug Impairment Training for Texas Community Supervision, Juvenile Probation and Parole Officers.								
The primary goal is to provide a 6-hour curriculum on drug impairment to TX Community Supervision, Juvenile Probation & Parole Officers reducing fatalities & injuries on TX roadways.								
Strategies Addressed								
- Increase intervention efforts.								
Performance Objectives				Target	Actual	Met?		
▪ Conduct Advisory Group meeting to review the Drug Impairment Training for TX Supervision, Juvenile Probation				1	2	<input checked="" type="checkbox"/>		
▪ Develop instructor subcontract-Drug Impairment Training TX Supervision, Juvenile Probation & Parole Officers				1	1	<input checked="" type="checkbox"/>		
▪ Maintain Sam Houston State University Impaired Driving Initiatives website				1	1	<input checked="" type="checkbox"/>		
▪ Train TX Community Supervision, Juvenile Probation & Parole Officers in 6-hour drug impairment course				350	287	<input type="checkbox"/>		
Financial Information:								
Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$122,083.26			\$80,421.18	\$202,504.44
		1	Actuals:	\$55,427.70			\$49,250.46	\$104,678.16

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

Organization Name

Division TRF-TS

Project Number

Texans Standing Tall**2015-TST-G-1YG-0174****Title / Desc. Enhanced Visibility Enforcement Campaign to Reduce Underage Social Access to Alcohol and DUI**

Using controlled party dispersal and media advocacy, this campaign focuses on holding adults that provide alcohol to youth accountable and increasing awareness of social host and zero tolerance laws.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Assist community coalitions and law enforcement in utilizing SnapTrends data to implement EVEC	4	8	<input checked="" type="checkbox"/>
▪ Coordinate trainings for local law enforcement on controlled party dispersal (CPD) training techniques	4	6	<input checked="" type="checkbox"/>
▪ Evaluate Enhanced Visibility Enforcement Campaign to reduce underage social access to alcohol	1	1	<input checked="" type="checkbox"/>
▪ Provide media advocacy trainings for community coalitions for Enhanced Visibility Enforcement Campaign	4	4	<input checked="" type="checkbox"/>
▪ Provide media plan development trainings for community coalitions	4	5	<input checked="" type="checkbox"/>
▪ Support Enhanced Visibility Enforcement Campaign (EVEC) by promoting the program	1	0	<input type="checkbox"/>
▪ Support community coalitions and law enforcement conducting the Enhanced Visibility Enforcement Campaign	4	3	<input type="checkbox"/>
▪ Update www.TexansStandingTall.org on underage social access to alcohol and other drugs and CPD trainings	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$192,832.28		\$5,000.00	\$43,287.18	\$241,119.46
		1	Actuals:	\$192,832.28		\$2,178.33	\$54,482.03	\$249,492.64

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

Organization Name

Division TRF-TS

Project Number

Texas A&M Agrilife Extension Service**2015-Texas Ag-G-1YG-0187****Title / Desc. Texas AgriLife Extension Alcohol and Other Drugs Parent Education Program**

Education and awareness parent education program designed to improving parenting, family and children's life skills to reduce the number of DUI related crashes where the driver is under age 21.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Strengthening Families Classes	14	46	✓
▪ Conduct Youth Life Skills Education Classes	14	21	✓
▪ Conduct Parental Influence Awareness Programs	17	21	✓
▪ Create Project Advisory Group	1	1	✓
▪ Develop Parental Influence Education Program	1	1	✓
▪ Evaluate Alcohol and Other Drugs Parent Education Program	1	1	✓
▪ Identify Community Partners to Promote Parent Classes	3	8	✓
▪ Implement Parent Education Skills Program	1	1	✓
▪ Purchase incentive items to support the project	100	100	✓
▪ Train Group of Volunteer Parent Educators	1	1	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	1	Planned:	\$79,416.46			\$20,413.08	\$99,829.54
		1	Actuals:	\$74,809.24			\$60,482.95	\$135,292.19

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

Organization Name

Division TRF-TS

Project Number

Texas A&M Transportation Institute**2015-TTI-G-1YG-0024****Title / Desc. Peer-to-Peer Program for Decreasing Impaired Driving Among College Students**

This project will address the problem of impaired driving by college students and will be driven by peer-to-peer communication at no less than 20 different college campuses in Texas.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Administer statewide contest for college students to help generate target audience material for the program	1	1	✓
▪ Conduct public press conference that will include college student representatives as active participants	1	1	✓
▪ Conduct statewide symposium with a theme of reducing impaired driving among college students	1	1	✓
▪ Establish social media presence (other than Facebook to support program outreach and information dissemination	1	2	✓
▪ Establish teams of student leaders (i.e., 1 on each campus) participating in program outreach	15	19	✓
▪ Identify organization that is common to most colleges and can serve as a point of consistent collaboration	1	1	✓
▪ Maintain starter kit of resources to support program deployment by college students	1	1	✓
▪ Maintain state advisory board comprised of college students to help lead and guide program content & outreach	1	1	✓
▪ Provide college campuses in Texas with resources to address impaired driving among college students	15	19	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$313,931.76			\$108,706.57	\$422,638.33
		1	Actuals:	\$296,397.33			\$106,891.12	\$403,288.45

Task: Training				Alcohol and Other Drug Counter Measures				AL - 2		
Organization Name				Division				TRF-TS	Project Number	
Texas A&M Transportation Institute								2015-TTI-G-1YG-0029		
Title / Desc. Alcohol/Ignition Interlock Training for Texas Adult Probation Personnel and Alcohol/Drug Training										
This will provide Alcohol/Ignition Interlock Training for Adult Probation Officers, develop Alcohol Training for Juvenile Probation Officers & prepare video for Alcohol/Ignition Interlock curriculum.										
Strategies Addressed										
<ul style="list-style-type: none">- Educate the public and stakeholders on the use of interlock devices and other alcohol monitoring technologies for DWI offenders.- Improve and increase training for law enforcement officers.- Increase intervention efforts.										
Performance Objectives								<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Alcohol and Ignition Interlock Training Sessions for Adult Probation Personnel								10	10	<input checked="" type="checkbox"/>
Financial Information:										
Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total		
MAP21	M5TR	1	Planned:	\$190,112.88			\$49,084.11	\$239,196.99		
		1	Actuals:	\$186,081.02			\$59,657.37	\$245,738.39		

Task: Training				Alcohol and Other Drug Counter Measures AL - 2				
Organization Name			Division TRF-TS			Project Number		
Texas Alcoholic Beverage Commission						2015-TABC-G-1YG-0177		
Title / Desc. TABC Promoting Retailer Integrity while Delivering Education (P.R.I.D.E.) Project								
Project to increase the number of inspections at licensed retailers during times of increased DWI enforcement thereby increasing public safety and voluntary compliance with alcoholic beverage laws.								
Strategies Addressed								
- Improve and increase training for law enforcement officers.								
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.								
Performance Objectives								
						Target	Actual	Met?
▪ Conduct inspections at licensed alcoholic beverage locations during increased instances of DWI crashes						200	2,806	☑
▪ Develop online toolkit that contains materials on the alcoholic beverage laws for community members						1	1	☑
▪ Educate employees of TABC licensed locations about the alcoholic beverage laws and responsible service						4,000	17,608	☑
▪ Produce law enforcement toolkit that contains materials on the alcoholic beverage laws						1	1	☑
▪ Produce retailer toolkit that contains materials on the alcoholic beverage laws						1	1	☑
▪ Produce series of training videos for retailers						1	1	☑
▪ Train commissioned peace officers on alcoholic beverage enforcement operations/laws						5,000	6,561	☑
Financial Information:								
Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$438,487.50			\$556,734.81	\$995,222.31
		1	Actuals:	\$433,118.29			\$636,949.63	\$1,070,067.92

Task: Training	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Texas Association of Counties	Division TRF-TS	Project Number 2015-TAC-G-1YG-0154
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Title / Desc. Rural Courts Impaired Driving Liaison Project

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

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend Education Committee Meetings	2	2	☑
▪ Attend TxDOT Program Partner Meetings	2	2	☑
▪ Coordinate creation and implementation of an impaired driving curriculum	1	1	☑
▪ Educate Constitutional County Judges	260	438	☑
▪ Maintain DWI website	1	1	☑
▪ Provide Telephone hotline/help desk	1	1	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	1	Planned:	\$200,315.84			\$142,625.00	\$342,940.84
		1	Actuals:	\$189,614.14			\$230,971.00	\$420,585.14

Task: Training	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Texas Center for the Judiciary	Division TRF-TS	Project Number 2015-TCJ-G-1YG-0092
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Title / Desc. Texas Judicial Resource Liaison and DWI Judicial Education

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

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct DWI Conference for DWI Court Teams and Student Conduct Officers	1	1	☑
▪ Conduct DWI Court Team Training	1	1	☑
▪ Conduct Impaired Driving Forum	1	1	☑
▪ Conduct DWI Summit meetings	2	1	☐
▪ Conduct DWI judicial education breakout sessions at the Annual Conference	3	3	☑
▪ Conduct DWI judicial education breakout sessions at the Criminal Justice Conference	3	3	☑
▪ Conduct DWI judicial education breakout sessions at the Winter Regional Conference	4	4	☑
▪ Distribute DWI Newsletters	3	3	☑
▪ Evaluate DWI Courts	6	10	☑
▪ Maintain DWI Bench Book	1	1	☑
▪ Maintain Texas Judicial Resource Liaison	1	1	☑
▪ Manage Texas Judges' DWI Resource website	1	1	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$705,549.18			\$765,423.28	\$1,470,972.46
		1	Actuals:	\$702,668.98			\$1,258,508.83	\$1,961,177.81

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

Organization Name

Division TRF-TS

Project Number

Texas Justice Court Training Center**2015-TJCTC-G-1YG-0111**Title / Desc. **Texas Justice Court Traffic Safety Initiative**

The Texas Justice Court Traffic Safety Initiative's goal is to reduce DWI offenses by providing judicial education and support to Texas justices of the peace and court personnel.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct four-hour program classes at 20 hour justice of the peace seminars	5	5	✓
▪ Conduct two-hour program classes at TJCTC seminars	6	6	✓
▪ Distribute Guide to Reporting Requirements electronically to Texas justices of the peace and court personnel	1	1	✓
▪ Distribute Magistration and Inquest Field Guide electronically to justices of the peace and court personnel	1	1	✓
▪ Distribute newsletter related entirely to program content to all justices of the peace and court personnel	1	1	✓
▪ Distribute newsletters containing an article relevant to the program	3	3	✓
▪ Enroll additional Texas counties in the DWI Bond Schematic Program	20	0	□
▪ Maintain Internet site dedicated to the program, accessible to justices of the peace and court personnel	1	1	✓
▪ Participate in seminar focusing on DWI law impacting all levels of the judiciary with other program partners	1	1	✓
▪ Revise Guide to Reporting Requirements	1	1	✓
▪ Revise Magistration and Inquest Field Guide	1	1	✓
▪ Train group of newly elected or appointed justices of the peace in program areas at new judge seminars	1	1	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$138,677.87			\$142,334.06	\$281,011.93
		1	Actuals:	\$132,955.76			\$202,470.64	\$335,426.40

Task: Training	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Texas Municipal Courts Education Center	Division TRF-TS	Project Number 2015-TMCEC-G-1YG-0139
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Title / Desc. Municipal Traffic Safety Initiatives

To provide judicial education on impaired driving issues to municipal judges & court support personnel, as well as encourage courts to participate in public outreach on related issues.

Strategies Addressed

- Conduct periodic project monitoring and evaluation of traffic safety activities.
- Perform accurate accounting and efficient reimbursement processing.
- Provide technical assistance and support for the Strategic Highway Safety Plan.
- Provide training and assistance for local and statewide traffic safety problem identification.
- Review and update program procedures as needed.
- Educate the public and stakeholders on the use of interlock devices and other alcohol monitoring technologies for DWI offenders.
- Improve adjudication and processing of DWI cases through improved training for judges, administrative license revocation judges, prosecutors, and probation officers.
- Improve DWI processing procedures.
- Improve education programs on alcohol and driving for youth.
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.
- Increase the use of warrants for mandatory blood draws.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct statewide traffic safety conference for judges, court personnel, & city officials	1	1	☑
▪ Coordinate traffic safety exhibits at city and court-related seminars and events	24	35	☑
▪ Educate municipal judges through an awareness (PI&E) campaign on impaired driving	1,100	1,298	☑
▪ Identify courts as award recipients for the MTSI Traffic Safety Awards	9	15	☑
▪ Participate in joint Impaired Driving Forum for judges with other 3 judicial education centers	1	1	☑
▪ Produce information pages and links for the TMCEC website on traffic safety issues	10	10	☑
▪ Produce newsletter pages on traffic safety for municipal judges & court support personnel	10	12	☑
▪ Train magistrates in TS courses at regional & local prog. & webinars related to impaired driving	75	909	☑
▪ Train municipal prosecutors in ts courses at TMCEC regional conferences, local programs, and webinars	100	572	☑
▪ Train municipal court personnel in ts courses at reg. & local prog., orientations, clinics, & webinars	800	4,866	☑
▪ Train municipal judges in ts courses at reg. conferences, local programs, orientations, clinics & webinars	1,000	3,898	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$339,698.96		\$6,600.00	\$195,152.56	\$541,451.52
		1	Actuals:	\$339,631.56		\$5,900.00	\$353,461.74	\$698,993.30

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

Organization Name

Division TRF-TS

Project Number

Texas Municipal Police Association**2015-TMPA-G-1YG-0005****Title / Desc. Texas DWI Detection and Standardized Field Sobriety Testing (SFST) Training Program**

This program will increase enforcement of laws related to impaired driving by providing DWI subject matter experts and conducting and supporting SFST and DWI detection courses throughout the state.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Train-the-Trainer Courses	1	3	✓
▪ Conduct Fundamentals of DWI Investigation and Enforcement Courses	15	44	✓
▪ Conduct Standardized Field Sobriety Testing Refresher Courses	160	200	✓
▪ Develop Curriculum for Fundamentals of DWI Investigation and Enforcement Course	1	3	✓
▪ Produce Follow up evaluation on DWI Investigation Course after six months	1	1	✓
▪ Produce Follow up evaluation to SFST Refresher Course after six months	1	1	✓
▪ Produce Training materials needed for the SFST Refresher Course	1	6	✓
▪ Provide Texas SFST Coordinator	1	1	✓
▪ Support Alcohol related programs/events	15	18	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$818,521.65			\$739,827.20	\$1,558,348.85
		1	Actuals:	\$599,692.01			\$836,339.90	\$1,436,031.91

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

Organization Name

Division TRF-TS

Project Number

Texas Municipal Police Association**2015-TMPA-G-1YG-0021****Title / Desc. Law Enforcement Training to Reduce Impaired Driving by People Under 21**

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

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend national conference on underage impaired driving	1	1	✓
▪ Attend TxDOT Alcohol Partners Events	4	4	✓
▪ Conduct instructor update conference on reducing impaired driving among youth	1	2	✓
▪ Conduct train-the-trainer courses	3	3	✓
▪ Distribute Public Information and Education Materials to certified police officers and in program marketing	17,000	20,079	✓
▪ Educate school administrators on the prevalence of drugs and alcohol and how it leads to impaired driving	50	180	✓
▪ Evaluate instructors teaching program courses	100 %	142 %	✓
▪ Participate in coalitions to reduce impaired driving among youth	20	21	✓
▪ Train Texas peace officers and court personnel to reduce impaired driving among youth	1,550	2,339	✓
▪ Update curriculum for Alcohol and Drug Abuse Prevention Training for College and University Officers	1	1	✓
▪ Update curriculum for Alcohol and Drug Abuse Prevention Training for School Resources Officers	1	1	✓
▪ Update curriculum for Focus on Reducing Impaired Driving Among Youth classes	1	1	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$560,544.96			\$446,914.00	\$1,007,458.96
		1	Actuals:	\$434,345.69			\$358,995.81	\$793,341.50

Task: Training				Alcohol and Other Drug Counter Measures				AL - 2		
Organization Name				Division				TRF-TS	Project Number	
University of Houston/Downtown								2015-UHD-G-1YG-0100		
Title / Desc. Mobile Video Training Course										
Law enforcement officer training course consisting of the legal and procedural use of mobile video recording for impaired driving countermeasures.										
Strategies Addressed										
- Improve and increase training for law enforcement officers.										
Performance Objectives								<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Train Texas peace officers in 12 classes on the Mobile Video curriculum								288	352	<input checked="" type="checkbox"/>
Financial Information:										
Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total		
MAP21	M5TR	1	Planned:	\$131,600.04			\$184,320.00	\$315,920.04		
		1	Actuals:	\$131,600.04			\$193,280.00	\$324,880.04		

Task: Training				Alcohol and Other Drug Counter Measures				AL - 2		
Organization Name				Division				TRF-TS	Project Number	
University of Houston/Downtown								2015-UHD-G-1YG-0104		
Title / Desc. Standardized Field Sobriety Testing/Blood Warrant/Mobile Video Updates										
Police officer training course for Standardized Field Sobriety Testing Re-certification, Evidentiary Blood Search Warrants, and Mobile Video Updates.										
Strategies Addressed										
- Improve and increase training for law enforcement officers.										
Performance Objectives							<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Train Texas peace officers in 20 classes on SFST/Blood Warrant/Mobile Video Updates							400	406	<input checked="" type="checkbox"/>	
Financial Information:										
Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total		
MAP21	M5TR	1	Planned:	\$127,600.00			\$128,000.00	\$255,600.00		
		1	Actuals:	\$127,600.00			\$129,920.00	\$257,520.00		

FY 2015 Traffic Safety Funds Program Area Expenditure Summary

Alcohol and Other Drug Counter Measures

AL - 2

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405B	405C	405D	405F	410	STATE	INCOME	LOCAL	
Enforcement	<i>Planned:</i>	78	\$9,333,617.28	\$2,163,570.57		\$2,853,236.95			\$757,519.92		\$3,559,289.84	\$325,870.00
	<i>Actual:</i>	75	\$17,221,612.69	\$1,730,315.20		\$1,919,920.29			\$754,519.92		\$12,816,857.28	\$137,311.41
Evaluation	<i>Planned:</i>	2	\$203,828.21			\$162,887.52					\$40,940.69	
	<i>Actual:</i>	2	\$177,741.85			\$139,222.35					\$38,519.50	
Program Management												
Public Information Campaigns	<i>Planned:</i>	15	\$13,017,597.92	\$86,069.58		\$5,689,868.48		\$25,680.01	\$1,250,000.00	\$10,000.00	\$5,955,979.85	\$86,069.58
	<i>Actual:</i>	39	\$27,554,337.69	\$78,712.86		\$5,614,498.40		\$25,680.01	\$1,185,907.98	\$4,356.67	\$20,645,181.77	\$78,712.86
Training	<i>Planned:</i>	22	\$11,752,441.04	\$433,520.29		\$6,338,406.81				\$11,600.00	\$4,968,913.94	\$233,204.45
	<i>Actual:</i>	22	\$11,698,137.45	\$369,996.51		\$5,322,365.78				\$8,078.33	\$5,997,696.83	\$180,382.37
TOTALS:		<i>Planned:</i> 117	\$34,307,484.45	\$2,683,160.44		\$15,044,399.76		\$25,680.01	\$2,007,519.92	\$21,600.00	\$14,525,124.32	\$645,144.03
		<i>Actual:</i> 138	\$56,651,829.68	\$2,179,024.57		\$12,996,006.82		\$25,680.01	\$1,940,427.90	\$12,435.00	\$39,498,255.38	\$396,406.64

Emergency Medical Services**EM - 3****Goals**

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

Strategies

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

Project Descriptions

Task: Training	Emergency Medical Services EM - 3
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Organization Name Texas Engineering Extension Service - ESTI	District BRY	Project Number 2015-TEEXESTI-G-1YG-0160
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Title / Desc. **Rural / Frontier EMS Education Training Program**

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

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend Conference / Meetings to promote the grant	6	3	<input type="checkbox"/>
▪ Distribute times, information about the grant in general and about specific funded classes	12	12	<input checked="" type="checkbox"/>
▪ Teach student hours in grant funded classes	70,000	58,803	<input type="checkbox"/>
▪ Train Students in continuing education classes	175	110	<input type="checkbox"/>
▪ Train Students in initial EMS classes	1,200	1,655	<input checked="" type="checkbox"/>
▪ Update times, the funded class listing on the Rural / Frontier EMS Education website	36	37	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	EM	1	Planned:	\$493,676.93			\$717,755.16	\$1,211,432.09
		1	Actuals:	\$424,353.73			\$1,383,352.79	\$1,807,706.52

FY 2015 Traffic Safety Funds Program Area Expenditure Summary

Emergency Medical Services

EM - 3

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405B	405C	405D	405F	410	STATE	INCOME	LOCAL	
<i>Enforcement</i>												
<i>Evaluation</i>												
<i>Program Management</i>												
<i>Public Information Campaigns</i>												
<i>Training</i>	<i>Planned:</i> 1	\$1,211,432.09	\$493,676.93								\$717,755.16	\$493,676.93
	<i>Actual:</i> 1	\$1,807,706.52	\$424,353.73								\$1,383,352.79	\$424,353.73
TOTALS:	<i>Planned:</i> 1	\$1,211,432.09	\$493,676.93								\$717,755.16	\$493,676.93
	<i>Actual:</i> 1	\$1,807,706.52	\$424,353.73								\$1,383,352.79	\$424,353.73

Motorcycle Safety

MC - 4

Goals

- To reduce the number of motorcyclist fatalities

Strategies

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

Project Descriptions

Task: Public Information Campaigns						Motorcycle Safety MC - 4			
Organization Name			Division			TRF-TS		Project Number	
EnviroMedia Social Marketing						2015-EnviroMe-SOW-0008			
Title / Desc. Motorcycle Safety Awareness Campaign									
Bilingual public awareness and education campaign to raise awareness of motorcyclists amongst motorists.									
Strategies Addressed									
- Improve public information and education on motorcycle safety, including the value of wearing a helmet.									
Performance Objectives						Target	Actual	Met?	
Develop a public awarness campaign to educate motorists to look twice for motorcycles						1	1	<input checked="" type="checkbox"/>	
Financial Information:									
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total		
MAP21	M9MA	1	Planned: \$500,000.00			\$500,000.00	\$1,000,000.00		
		1	Actuals: \$496,405.84			\$1,472,547.54	\$1,968,953.38		

Task: Public Information Campaigns						Motorcycle Safety MC - 4			
Organization Name			Division			TRF-TS		Project Number	
Texas A&M Transportation Institute						2015-TTI-G-1YG-0037			
Title / Desc. Motorcyclists Safety Equipment Use Program									
An outreach program to increase safety equipment use within the Texas motorcycling community, based on an understanding of rider attitudes, perceptions, social norms, and history will be developed.									
Strategies Addressed									
- Improve public information and education on motorcycle safety, including the value of wearing a helmet.									
Performance Objectives						Target	Actual	Met?	
Develop statewide motorcyclist safety gear campaign and communications plan						1	1	<input checked="" type="checkbox"/>	
Evaluate statewide motorcyclist safety gear pilot campaign						1	1	<input checked="" type="checkbox"/>	
Provide motorcyclist public events, rallies, or meetings with outreach and support						3	9	<input checked="" type="checkbox"/>	
Purchase motorcycle safety gear campaign materials						1	4	<input checked="" type="checkbox"/>	
Survey Texas motorcycle riders						200	2,103	<input checked="" type="checkbox"/>	
Financial Information:									
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total		
402	MC	1	Planned: \$157,111.63			\$39,291.67	\$196,403.30		
		1	Actuals: \$146,140.32			\$36,582.64	\$182,722.96		

Task: Public Information Campaigns**Motorcycle Safety MC - 4**

Organization Name

Division TRF-TS

Project Number

Texas A&M Transportation Institute**2015-TTI-G-1YG-0043****Title / Desc. Statewide Motorist Awareness & Motorcyclist Safety Outreach and Support**

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

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Complete content updates & maintenance support to the website, Facebook & Twitter targeting motorcyclists	52	54	✓
▪ Complete content updates and maintenance support to the website, Facebook & Twitter targeting motorists	52	54	✓
▪ Conduct statewide analysis of fatal and severe injury motorcycle crashes	1	1	✓
▪ Conduct Texas Motorcycle Safety Forum	1	2	✓
▪ Conduct statewide motorist awareness & motorcycle safety outreach activities	15	15	✓
▪ Coordinate Texas Motorcycle Safety Coalition & Board Activities	4	3	□
▪ Develop outreach plan	1	1	✓
▪ Revise Texas Motorcycle Plan based on priority recommendations from NHTSA Statewide Motorcycle Assessment	1	1	✓
▪ Survey motorists to determine awareness of motorcycle-related laws & safe ways to share the road	500	500	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	MC	1	Planned:	\$236,584.40			\$59,307.59	\$295,891.99
		1	Actuals:	\$193,080.38			\$48,520.37	\$241,600.75

Task: Training**Motorcycle Safety MC - 4**

Organization Name

Division TRF-TS

Project Number

Texas A&M Transportation Institute**2015-TTI-G-1YG-0044****Title / Desc. Increasing Recruitment/Retention of Motorcyclist Safety Training Instructors**

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

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct pre and post workshop evaluations	7	7	✓
▪ Coordinate professional development workshops	8	8	✓
▪ Create website to coordinate dissemination of information & managing training for motorcycle rider	1	1	✓
▪ Develop educational & recruitment campaign to increase the number of rider coaches in underserved areas	1	1	✓
▪ Maintain web-based motorcycle instructor online training program	1	1	✓
▪ Revise on-bike/classroom instructor training scenarios to reflect Motorcycle Safety Foundation course mat	10	10	✓
▪ Survey states to identify best practices for rider coach or instructor training	50	50	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	MC	1	Planned:	\$192,588.39			\$48,173.90	\$240,762.29
		1	Actuals:	\$116,803.32			\$76,173.92	\$192,977.24

FY 2015 Traffic Safety Funds Program Area Expenditure Summary

Motorcycle Safety

MC - 4

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405B	405C	405D	405F	410	STATE	INCOME	LOCAL	
<i>Enforcement</i>												
<i>Evaluation</i>												
<i>Program Management</i>												
<i>Public Information Campaigns</i>	<i>Planned:</i>	3	\$1,492,295.29	\$393,696.03			\$500,000.00				\$598,599.26	
	<i>Actual:</i>	3	\$2,393,277.09	\$339,220.70			\$496,405.84				\$1,557,650.55	
<i>Training</i>	<i>Planned:</i>	1	\$240,762.29	\$192,588.39							\$48,173.90	
	<i>Actual:</i>	1	\$192,977.24	\$116,803.32							\$76,173.92	
TOTALS:												
	<i>Planned:</i>	4	\$1,733,057.58	\$586,284.42			\$500,000.00				\$646,773.16	
	<i>Actual:</i>	4	\$2,586,254.33	\$456,024.02			\$496,405.84				\$1,633,824.47	

Occupant Protection

OP - 5

Goals

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

Strategies

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

Project Descriptions

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

Organization Name

Division TRF-TS

Project Number

Texas Department of Transportation**Click It Or Ticket Mobilization Incentive**Title / Desc. **Click It Or Ticket Mobilization Incentive**

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

Participating Organizations**Project #**

City of Alvin - Police Department	2015-AlvinPD-INC-CIOT-00022
City of Angleton - Police Department	2015-AngletonPD-INC-CIOT-00042
City of Atlanta - Police Department	2015-AtlantaPD-INC-CIOT-00023
Austin County Constable - Precinct 3	2015-AustinCoP3-INC-CIOT-00021
City of Beeville - Police Department	2015-BeevilPD-INC-CIOT-00024
City of Brazoria - Police Department	2015-BrazoriaPD-INC-CIOT-00025
City of Brookshire - Police Department	2015-BrookshirePD-INC-CIOT-00026
City of Cibolo - Police Department	2015-CiboloPD-INC-CIOT-00027
City of Clute - Police Department	2015-ClutePD-INC-CIOT-00028
City of Crockett - Police Department	2015-CrockettPD-INC-CIOT-00029
City of Daingerfield - Police Department	2015-DaingrFldPD-INC-CIOT-00030
City of Deer Park - Police Department	2015-DeerPark-INC-CIOT-00031
City of Denison - Police Department	2015-DenisonPD-INC-CIOT-00032
Harris County Constable Precinct 7	2015-HarrisP7-INC-CIOT-00052
City of Hempstead - Police Department	2015-HempsteadPD-INC-CIOT-00044
City of Hitchcock - Police Department	2015-HitchcockPD-INC-CIOT-00045
City of Houston - ISD Police Department	2015-HoustISDPD-INC-CIOT-00046
City of Jacinto City - Police Department	2015-JacintPD-INC-CIOT-00047
Jones Creek Marshal's Office	2015-JonesCrMO-INC-CIOT-00054
City of Kemah - Police Department	2015-KemahPD-INC-CIOT-00048
City of Magnolia - Police Department	2015-MagnoliaPD-INC-CIOT-00049
City of Morgan's Point - Police Department	2015-Morgans Point PD-INC-CIOT-00050
City of Navasota - Police Department	2015-navasota-INC-CIOT-00033
City of Palmhurst - Police Department	2015-PalmhurstPD-INC-CIOT-00035
City of Ralls - Police Department	2015-RallsPD-INC-CIOT-00036
City of Santa Fe - Police Department	2015-SantaFe-INC-CIOT-00037
University of Houston-Department of Public Safety	2015-UnivHouPS-INC-CIOT-00053
University of Texas Pan American - Police Department	2015-UTPAPD-INC-CIOT-00040
City of Vidor - Police Department	2015-VidorPD-INC-CIOT-00038
City of Wake Village - Police Department	2015-WakeVilgPD-INC-CIOT-00039
City of Willis - Police Department	2015-Willis PD-INC-CIOT-00051

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M1PE	20	Planned:	\$57,000.00	\$3,000.00			\$60,000.00
		31	Actuals:	\$91,228.87			\$10,426.33	\$101,655.20

Task: Enforcement

Occupant Protection OP - 5

Organization Name

Division TRF-TS

Project Number

Texas Department of Transportation

STEP - Click It Or Ticket Mobilization

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

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

Performance Measures

Other arrests	104
CMV Speed citations	7
Community events (e.g., health fairs, booths)	29
DUI Minor arrests/citations	0
DWI arrests	6
HMV citations	38
Child Safety Seat citations	1,959
Media exposures (e.g., news conferences, news releases, and interviews)	83
STEP Enforcement Hours	7,045
Other citations	3,546
Presentations conducted	48
Public information and education materials distributed	6,431
Public information and education materials produced	775
Safety Belt citations	12,435
Speed citations	676
ITC citations	138

Participating Organizations

Project #

City of Alamo - Police Department	2015-AlamoPD-CIOT-00057
City of Amarillo - Police Department	2015-AmarilloPD-CIOT-00073
City of Athens - Police Department	2015-AthensPD-CIOT-00060
City of Austin - Police Department	2015-AustinPD-CIOT-00068
Bexar County Sheriff's Office	2015-BexarCoSO-CIOT-00067
Chambers County Sheriff's Department	2015-Chambers-CIOT-00070
City of Cibolo - Police Department	2015-CiboloPD-CIOT-00075
City of Corpus Christi - Police Department	2015-CorpusPD-CIOT-00061
City of Dallas - Police Department	2015-Dallas-CIOT-00054
City of Eagle Pass - Police Department	2015-Eagle Pass Police Dept.-CIOT-00084
El Paso County Sheriff's Office	2015-EIPasoCO-CIOT-00049
City of El Paso - Police Department	2015-EIPasoPD-CIOT-00062
City of Garland - Police Department	2015-GarlandPD-CIOT-00077
City of Glenn Heights Police Department	2015-GlennPD-CIOT-00076
City of Harlingen - Police Department	2015-Harlingen-CIOT-00072
City of Houston - Police Department	2015-HoustonPD-CIOT-00046
City of Hudson - Police Department	2015-HudsonPD-CIOT-00058
Jim Wells County Constable's Office Pct 5	2015-JWCCP5-CIOT-00088
City of Kingsville - Police Department	2015-kingsvPD-CIOT-00064
City of Laredo - Police Department	2015-LaredoPD-CIOT-00051
City of Lewisville - Police Department	2015-LewisvPD-CIOT-00083
City of Lubbock - Police Department	2015-Lubbock PD-CIOT-00047
City of Marshall - Police Department	2015-MarshallPD-CIOT-00066
City of McAllen - Police Department	2015-McAllenPD-CIOT-00089
City of Mission - Police Department	2015-Mission-CIOT-00052
City of Palacios - Police Department	2015-PalaciosPD-CIOT-00087
City of Penitas - Police Department	2015-PentasPD-CIOT-00071

City of Pharr - Police Department	2015-PharrPD-CIOT-00056
City of Roanoke - Police Department	2015-RoanokePD-CIOT-00081
City of San Antonio - Police Department	2015-SanAntPD-CIOT-00045
City of San Diego - Police Department	2015-SanDiegoPD-CIOT-00059
City of Socorro - Police Department	2015-SocorrPD-CIOT-00082
City of Victoria - Police Department	2015-VictoriaPD-CIOT-00074
City of Wallis - Police Department	2015-WallisPD-CIOT-00079
Webb County Constable Pct. 1	2015-WebbCCP1-CIOT-00053
City of Wichita Falls - Police Department	2015-WichitaPD-CIOT-00078

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	OP	40	Planned:	\$500,000.00				\$500,000.00
		38	Actuals:	\$381,441.79			\$7,125.80	\$388,567.59

Task: Evaluation

Occupant Protection OP - 5

Organization Name	Division	TRF-TS	Project Number
Texas A&M Transportation Institute			2015-TTI-G-1YG-0089

Title / Desc. Occupant Restraint Observational Surveys

Surveys of occupant restraint use are conducted to estimate statewide belt use, child occupant restraint use, and front seat driver & passenger use & characteristics in 18 cities.

Strategies Addressed

- Increase public information and education campaigns.

Performance Objectives

	Target	Actual	Met?
▪ Conduct statewide survey in 22 Texas counties using certified survey design	1	1	✓
▪ Conduct citywide surveys of child restraint use	14	15	✓
▪ Conduct citywide surveys of front seat occupant restraint use	18	18	✓
▪ Conduct citywide surveys of school-age children (5-16 years old)	18	18	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M1OP	1	Planned:	\$333,433.12			\$83,391.37	\$416,824.49
		1	Actuals:	\$330,920.48			\$82,848.35	\$413,768.83

Task: Evaluation

Occupant Protection OP - 5

Organization Name	Division	TRF-TS	Project Number
Texas A&M Transportation Institute			2015-TTI-G-1YG-0090

Title / Desc. Nighttime Occupant Restraint Observation Survey

Conduct observational surveys in 18 Texas cities during nighttime hours.

Strategies Addressed

- Concentrate efforts on historically low use populations.

Performance Objectives

	Target	Actual	Met?
▪ Conduct city surveys of nighttime safety belt use	18	18	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M1OP	1	Planned:	\$63,743.86			\$15,946.94	\$79,690.80
		1	Actuals:	\$63,404.54			\$15,955.05	\$79,359.59

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

Organization Name

Division TRF-TS

Project Number

Texas A&M Transportation Institute**2015-TTI-G-1YG-0096**Title / Desc. **Click It or Ticket Evaluation Survey**

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

Strategies Addressed

- Concentrate efforts on historically low use populations.
- Increase public information and education campaigns.
- Sustain high visibility enforcement of occupant protection laws

Performance Objectives

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

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M1OP	1	Planned:	\$49,389.16			\$12,353.78	\$61,742.94
		1	Actuals:	\$49,316.36			\$14,816.59	\$64,132.95

Task: Public Information Campaigns

Occupant Protection OP - 5

Organization Name

District AUS

Project Number

Baylor Scott and White Memorial Hospital

2015-ScottWhi-G-1YG-0117

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

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

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Acquire new partners (EMS, LE, FD's, judges, prosecutors, etc) in CPS efforts in target counties	2	3	✓
▪ Assist or more CPS inspection events in the Austin District	14	20	✓
▪ Attend local, state, nat'l child passenger partnership or task force meetings annually	12	20	✓
▪ Conduct Safe Kids Worldwide approved CPS Technician Update Course with a minimum of (10) participants	1	0	□
▪ Conduct 32 hours NHTSA approved Child Passenger Safety Courses with a minimum of (10) class participants	2	2	✓
▪ Conduct child passenger restraint use surveys, (1) in each target county	11	11	✓
▪ Conduct CPS inspections w/min. of 2 events in pop < 30,000; min. of 4 events in pop >30,000	60	76	✓
▪ Develop new public information & educational item to support the grant project activities	1	3	✓
▪ Distribute child passenger safety seats throughout the target counties	600	674	✓
▪ Distribute child passenger safety educational materials throughout each of the 11 target counties	60,000	60,711	✓
▪ Participate in community events w/min. of 2 events in pop. < 30,000 & min. of 4 events in pop >30,000	60	62	✓
▪ Provide elem. schools (within grant) CPS signage to display along student drop-off/pick-up lane	2	2	✓
▪ Provide "NHTSA 4 Steps for Kids" education activities with a minimum of 1 in each of the (11) Counties	30	51	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M1CSS	1	Planned:	\$237,869.78			\$65,996.00	\$303,865.78
		1	Actuals:	\$158,238.07			\$86,543.60	\$244,781.67

Task: Public Information Campaigns**Occupant Protection OP - 5**

Organization Name

District AUS

Project Number

City of Austin - EMS**2015-AustinEM-G-1YG-0206****Title / Desc. Austin/Travis County Emergency Medical Services (ATCEMS) Child Safety Seat Program**

Use 19 certified technicians and 2 child passenger safety seat instructors to host monthly seat check and booster seat education events and booster seat compliance surveys at local elementary schools.

Strategies Addressed

- Increase EMS involvement in local community safety efforts.
- Increase EMS/fire department involvement in CPS fitting stations.
- Increase public information and education campaigns.
- Increase training opportunities and retention of child passenger safety (CPS) technicians and instructors.
- Maintain CPS seat distribution programs for low income families.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Distribute Child Passenger Safety Seats to families in need	175	250	<input checked="" type="checkbox"/>
▪ Distribute Booster seats to families in need	420	467	<input checked="" type="checkbox"/>
▪ Distribute English safety brochures to local clinics and child care facilities	5,000	5,400	<input checked="" type="checkbox"/>
▪ Distribute Spanish brochures to local clinics and child care facilities	5,000	5,400	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M1CSS	1	Planned:	\$32,550.00			\$8,562.50	\$41,112.50
		1	Actuals:	\$28,885.34			\$9,372.98	\$38,258.32

Task: Public Information Campaigns**Occupant Protection OP - 5**

Organization Name

Division TRF-TS

Project Number

EnviroMedia Social Marketing**2015-EnviroMe-SOW-0005****Title / Desc. FY15 Teen Click It or Ticket: Occupant Protection Program**

This campaign will work to increase public awareness of the dangers of Teens not wearing proper vehicle restraints.

Strategies Addressed

- Increase public information and education campaigns.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Develop Public awareness campaign that encourages Texan Teens to wear their seat belt	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M1PE	1	Planned:	\$500,000.00			\$500,000.00	\$1,000,000.00
		1	Actuals:	\$493,553.53			\$651,066.53	\$1,144,620.06

Task: Public Information Campaigns**Occupant Protection OP - 5**

Organization Name

Division TRF-TS

Project Number

EnviroMedia Social Marketing**2015-EnviroMe-SOW-0012****Title / Desc. Child Passenger Safety Public Information and Education Campaign**

Bilingual public awareness and education campaign to increase the proper selection and use of child safety seats coinciding with the NHTSA Child Passenger Safety Week.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Create Awareness Campaign for Child Passenger Safety Campaign	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M1PE	1	Planned:	\$500,000.00			\$500,000.00	\$1,000,000.00
		1	Actuals:	\$481,690.70			\$1,382,942.73	\$1,864,633.43

Task: Public Information Campaigns

Occupant Protection OP - 5

Organization Name

District WAC

Project Number

Hillcrest Baptist Medical Center-HHS

2015-HHS-G-1YG-0156

Title / Desc. **Texas KidSafe Program**

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

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct or assist in Child Passenger Safety Technician Certification Courses	3	3	☑
▪ Conduct Child Passenger Safety training programs targeted to medical personnel	10	8	☐
▪ Conduct child safety seat/seat belt observational surveys	15	15	☑
▪ Conduct or participate in Child Passenger Safety Seat Check-up Events	21	25	☑
▪ Conduct Youth Child Passenger Safety educational presentations	150	166	☑
▪ Conduct Adult Child Passenger Safety educational presentations	200	398	☑
▪ Conduct KidSafe Program CPS Fitting Station sessions at KidSafe Program fitting station locations	400	1,176	☑
▪ Coordinate CEU seminars for Certified Child Passenger Safety Technicians	3	3	☑
▪ Coordinate Child Passenger Safety focused educational campaigns	4	4	☑
▪ Coordinate public events focused on childrens safety in and around vehicles	4	11	☑
▪ Distribute KidSafe Program participants and partners satisfaction surveys	100	447	☑
▪ Distribute child safety seats to families in need	950	1,214	☑
▪ Distribute pieces of Child Passenger Safety educational materials	45,500	54,870	☑
▪ Evaluate KidSafe Program participants to assess an increase in Child Passenger Safety knowledge and awareness	200	408	☑
▪ Maintain Texas KidSafe Child Passenger Safety Technician Facebook Group Page	1	1	☑
▪ Maintain databases to record and analyze data collected through Texas KidSafe Program data collection tools	6	6	☑
▪ Maintain KidSafe Program CPS Fitting Stations	10	37	☑
▪ Maintain Child Passenger Safety Educational Displays	120	123	☑
▪ Participate in health fairs, safety fairs and community events	40	62	☑
▪ Provide educational packets to persons identified by the Please Be Seated Program	100	118	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	OP	1	Planned:	\$259,565.98			\$332,641.92	\$592,207.90
		1	Actuals:	\$259,565.98			\$415,188.97	\$674,754.95

Task: Public Information Campaigns				Occupant Protection OP - 5			
Organization Name			District DAL		Project Number		
Injury Prevention Center of Greater Dallas			2015-IPCOGD-G-1YG-0077				
Title / Desc. Give Kids a Boost							
A community-based school intervention to increase booster seat use among school-age children (5-8 years of age) in Dallas County.							
Strategies Addressed							
- Concentrate efforts on historically low use populations.							
- Increase intervention efforts by healthcare professionals, teachers, and all safety advocates.							
Performance Objectives				Target	Actual	Met?	
▪ Conduct sustainability activity with school stakeholders on the Give Kids a Boost project				1	6	☑	
▪ Conduct focus groups among parents, teachers, and community stakeholders to inform the intervention strategy				6	6	☑	
▪ Conduct child occupant restraint observations of 5-8 year olds at project and comparison schools				2,200	4,136	☑	
▪ Develop final project report including observation results and recommendations for sustainability				1	1	☑	
▪ Distribute booster seats during car seat check-up events in partnership with the local police department				154	187	☑	
▪ Implement education and enforcement strategy to increase booster seat use among 5-8 year olds				1	1	☑	
▪ Obtain letter of commitment from school leadership				1	1	☑	
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M1CPS	1	Planned: \$103,143.40			\$55,754.19	\$158,897.59
		1	Actuals: \$88,133.83			\$53,931.84	\$142,065.67

Task: Public Information Campaigns				Occupant Protection OP - 5			
Organization Name			District DAL		Project Number		
Injury Prevention Center of Greater Dallas			2015-IPCOGD-G-1YG-0078				
Title / Desc. Child Passenger Safety Technician Training							
A one-year initiative to train and retain child passenger safety technicians.							
Strategies Addressed							
- Increase training opportunities and retention of child passenger safety (CPS) technicians and instructors.							
Performance Objectives				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Conduct Continuing Education class on child passenger safety to retain currently trained technicians				1	1	<input checked="" type="checkbox"/>	
▪ Conduct car seat check-up events				4	4	<input checked="" type="checkbox"/>	
▪ Develop final project evaluation report				1	1	<input checked="" type="checkbox"/>	
▪ Provide child safety seats, as needed, to families at check-up events				150	177	<input checked="" type="checkbox"/>	
▪ Train new Child Passenger Safety technicians				32	34	<input checked="" type="checkbox"/>	
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M1TR	1	Planned: \$48,240.77			\$26,600.61	\$74,841.38
		1	Actuals: \$48,159.85			\$64,895.58	\$113,055.43

Task: Public Information Campaigns**Occupant Protection OP - 5**

Organization Name

Division TRF-TS

Project Number

Sherry Matthews Advocacy Marketing**2015-SMAM-SOW-0018**Title / Desc. **Click It or Ticket. Public Information and Education Campaign**

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

Strategies Addressed

- Sustain high visibility enforcement of occupant protection laws

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M1PE	1	Planned:	\$2,000,000.00			\$2,000,000.00	\$4,000,000.00
		1	Actuals:	\$1,949,718.76			\$3,611,171.76	\$5,560,890.52

Task: Public Information Campaigns**Occupant Protection OP - 5**

Organization Name

Division TRF-TS

Project Number

Texas A&M Agrilife Extension Service**2015-Texas Ag-G-1YG-0128****Title / Desc. Texas A&M AgriLife Extension Service Passenger Safety Project**

A program to increase child restraint and seat belt usage among low use populations and promote safe driving practices statewide through educational campaigns, checkup events and trainings.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct 6-Hour Technician Update for technicians in Texas or one 8-hour Technician Renewal Training	1	1	✓
▪ Conduct National Child Passenger Safety Technician Certification Trainings	2	3	✓
▪ Conduct Operation Kids classes for officers to increase child safety seat enforcement.	6	6	✓
▪ Conduct safety seat checkup events in historically low-use communities.	15	33	✓
▪ Conduct programs on seat belts, car seats, distracted driving and other safe driving practices	45	101	✓
▪ Conduct child safety seat inspections at checkup events, appointments, and fitting stations	1,500	2,168	✓
▪ Distribute child safety seats as replacements as needed at inspections to low-use communities	1,200	1,510	✓
▪ Distribute Public Information and Education (PI&E) resources to support grant efforts	60,000	72,086	✓
▪ Educate participants on the importance of safety belts/child restraints using project Rollover Convincers	18,000	18,560	✓
▪ Provide online transportation safety course for childcare providers	1	1	✓
▪ Support educational programs on occupant protection, distracted driving and pedestrian and bicycle safety	125	158	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M1CPS	1	Planned:	\$378,879.48			\$204,103.00	\$582,982.48
		1	Actuals:	\$374,290.70			\$365,573.10	\$739,863.80

Task: Public Information Campaigns**Occupant Protection OP - 5**

Organization Name

District HOU

Project Number

Texas Children's Hospital**2015-TCH-G-1YG-0103****Title / Desc. Increasing child restraint usage in Greater Houston**

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

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct CPS technician 1-day renewal course	1	1	<input checked="" type="checkbox"/>
▪ Conduct NHTSA Child Passenger Safety Technician training courses	3	3	<input checked="" type="checkbox"/>
▪ Conduct Media exposures related to child passenger safety	50	66	<input checked="" type="checkbox"/>
▪ Conduct Child safety seat inspections at community car seat check up events	1,000	1,304	<input checked="" type="checkbox"/>
▪ Conduct Child safety seat inspections at network inspections station sites	3,300	4,210	<input checked="" type="checkbox"/>
▪ Distribute Child restraint systems to low-income and at risk families at inspection stations	1,100	1,208	<input checked="" type="checkbox"/>
▪ Distribute Educational materials on child passenger safety to the community	75,000	115,370	<input checked="" type="checkbox"/>
▪ Educate Law enforcement, EMS, and healthcare personnel about current child occupant protection standards	75	199	<input checked="" type="checkbox"/>
▪ Implement the survey among a minimum of 5% of parents and caregivers who attend a local inspection	5 %	17 %	<input checked="" type="checkbox"/>
▪ Teach CEU and specialized training classes for CPS technicians about new products	10	10	<input checked="" type="checkbox"/>
▪ Teach Car seat safety classes for parents and caregivers	40	58	<input checked="" type="checkbox"/>
▪ Train New child passenger safety technicians	45	44	<input type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M1CSS	1	Planned:	\$191,286.64		\$10,000.00	\$296,488.54	\$497,775.18
		1	Actuals:	\$189,888.45		\$18,922.00	\$454,599.60	\$663,410.05

Task: Public Information Campaigns**Occupant Protection OP - 5**

Organization Name

Division TRF-TS

Project Number

Texas Department of State Health Services**2015-TDSHS-G-1YG-0145****Title / Desc. Statewide Child Passenger Safety Education and Distribution Program**

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

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
Assist community organization with a CPS certification course	1	2	<input checked="" type="checkbox"/>
Assist Click It or Ticket promotion and CPS Week events in Texas	2	4	<input checked="" type="checkbox"/>
Assist organizations with conducting child seat check-ups or inspection station events	12	12	<input checked="" type="checkbox"/>
Conduct Safe Riders child passenger safety technician certification courses	4	4	<input checked="" type="checkbox"/>
Conduct training sessions for seat distribution and education program partner agencies	8	5	<input type="checkbox"/>
Conduct educational presentations to public stakeholders regarding heat stroke	10	15	<input checked="" type="checkbox"/>
Conduct Safe Riders program website updates	12	24	<input checked="" type="checkbox"/>
Conduct Safe Riders child seat check-up and/or inspection station events	18	19	<input checked="" type="checkbox"/>
Conduct educational presentations to public stakeholders regarding occupant protection.	40	29	<input type="checkbox"/>
Coordinate CPS advisory committee meetings	4	0	<input type="checkbox"/>
Create new safety seat distribution and education programs in areas of high need.	10	4	<input type="checkbox"/>
Enroll persons in the Texans Saved by the Belt program	25	9	<input type="checkbox"/>
Maintain Maintain ongoing safety seat distribution and education programs	50	660	<input checked="" type="checkbox"/>
Provide CPS technicians with recertification assistance	200	687	<input checked="" type="checkbox"/>
Provide referrals to distribution programs and/or technical assistance through a toll-free phone line	5,000	10,908	<input checked="" type="checkbox"/>
Provide educational or promotional pieces to the public	350,000	69,328	<input type="checkbox"/>
Train CPS technicians through update classes	60	30	<input type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	OP	1	Planned:	\$889,896.37			\$900,000.00	\$1,789,896.37
		1	Actuals:	\$616,315.26			\$917,944.58	\$1,534,259.84

Task: Public Information Campaigns**Occupant Protection OP - 5**

Organization Name

District ELP

Project Number

University Medical Center of El Paso**2015-UMCEP-G-1YG-0062**Title / Desc. **El Paso Safety In Motion Initiative**

University Medical Center Of El Paso's Trauma Injury Prevention unit seeks support for a traffic safety & injury prevention initiative prioritizing occupant protection, pedestrian & bicyclist.

Strategies Addressed

- Concentrate efforts on historically low use populations.
- Increase intervention efforts by healthcare professionals, teachers, and all safety advocates.
- Increase public information and education campaigns.
- Increase training opportunities and retention of child passenger safety (CPS) technicians and instructors.
- Maintain CPS seat distribution programs for low income families.
- Increase public information and education efforts on pedestrian and bicyclist safety.
- Develop and implement public information and education efforts on traffic safety issues.
- Support the establishment and growth Safe Communities Coalitions.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Certify National Child Passenger Safety Technician	30	29	<input type="checkbox"/>
▪ Conduct Bicycle Safety Educational events	2	2	<input checked="" type="checkbox"/>
▪ Conduct Walk this Way Campaigns	2	2	<input checked="" type="checkbox"/>
▪ Conduct Distracted Driving presentations	12	23	<input checked="" type="checkbox"/>
▪ Conduct Educational classes to parents/caregivers on Occupant Protection	16	32	<input checked="" type="checkbox"/>
▪ Conduct Child Safety Seat Fitting Station events to provide 110 Child safety seats	22	30	<input checked="" type="checkbox"/>
▪ Coordinate Click It for Chicken events at local schools	3	9	<input checked="" type="checkbox"/>
▪ Educate people on Pedestrian safety	200	1,528	<input checked="" type="checkbox"/>
▪ Participate in Educational event during Child Passenger Safety Week	1	1	<input checked="" type="checkbox"/>
▪ Participate in Health and Safety Fairs in El Paso County	8	26	<input checked="" type="checkbox"/>
▪ Purchase Special Restraints for Special needs loaner program	6	6	<input checked="" type="checkbox"/>
▪ Train Health Care Professionals on the proper use & installation of Special Restraints	10	17	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	OP	1	Planned:	\$87,846.59			\$37,759.31	\$125,605.90
		1	Actuals:	\$86,041.46			\$85,892.13	\$171,933.59

FY 2015 Traffic Safety Funds Program Area Expenditure Summary

Occupant Protection

OP - 5

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405B	405C	405D	405F	410	STATE	INCOME	LOCAL	
Enforcement	<i>Planned:</i>	60	\$560,000.00	\$500,000.00	\$57,000.00				\$3,000.00			
	<i>Actual:</i>	69	\$490,222.79	\$381,441.79	\$91,228.87						\$17,552.13	
Evaluation	<i>Planned:</i>	3	\$558,258.23		\$446,566.14						\$111,692.09	
	<i>Actual:</i>	3	\$557,261.37		\$443,641.38						\$113,619.99	
Program Management												
Public Information Campaigns	<i>Planned:</i>	12	\$10,167,185.08	\$1,237,308.94	\$3,991,970.07					\$10,000.00	\$4,927,906.07	\$259,565.98
	<i>Actual:</i>	12	\$12,892,527.33	\$961,922.70	\$3,812,559.23					\$18,922.00	\$8,099,123.40	\$259,565.98
Training												
TOTALS:												
	<i>Planned:</i>	75	\$11,285,443.31	\$1,737,308.94	\$4,495,536.21				\$3,000.00	\$10,000.00	\$5,039,598.16	\$259,565.98
	<i>Actual:</i>	84	\$13,940,011.49	\$1,343,364.49	\$4,347,429.48					\$18,922.00	\$8,230,295.52	\$259,565.98

Pedestrian and Bicyclist Safety

PS - 6

Goals

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

Strategies

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

Project Descriptions

Task: Public Information Campaigns
Pedestrian and Bicyclist Safety PS - 6
Organization Name
District SAT
Project Number
Alamo Area Metropolitan Planning Organization
2015-AAMPO-G-1YG-0060
Title / Desc. Bike Walk Safe Alamo Area

This project increases education of motorists, bicyclists and pedestrians regarding their shared role in achieving the goal of fewer motor vehicle-related pedestrian and bicyclist fatalities.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
Attend community events	5	15	✓
Educate parents	160	231	✓
Educate road users	840	1,102	✓
Manage bike rodeo kit rentals	10	10	✓
Teach adult bicyclists	180	202	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PS	1	Planned:	\$7,196.50			\$2,000.00	\$9,196.50
		1	Actuals:	\$7,196.50			\$1,998.00	\$9,194.50

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

Organization Name

Division TRF-TS

Project Number

Elbowz Racing**2015-Elbowz-G-1YG-0161****Title / Desc. Elbowz Racing Bicycle Safety Program**

Elbowz Racing will promote bicycle safety to riders and motorists in the Austin, Dallas, and Fort Worth TxDOT districts.
The program will concentrate on gear usage and rules of the road at our events

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Elementary school Presentations	6	4	<input type="checkbox"/>
▪ Distribute Bicycle Safety social media mentions using top social media outlets	48	76	<input checked="" type="checkbox"/>
▪ Participate in Bicycle Safety Awareness at Community events	3	5	<input checked="" type="checkbox"/>
▪ Participate in Other Deliverables not mentioned other places	3	7	<input checked="" type="checkbox"/>
▪ Participate in Bicycle Safety Awareness campaigns at bicycle racing Events	6	5	<input type="checkbox"/>
▪ Participate in Earned media awareness opportunities	9	12	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PS	1	Planned:	\$113,230.40			\$30,000.00	\$143,230.40
		1	Actuals:	\$63,183.46			\$38,187.67	\$101,371.13

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

Organization Name

Division TRF-TS

Project Number

Please Be Kind to Cyclists**2015-PBKTC-G-1YG-0106****Title / Desc. Distributing Educational Videos to Promote Bicycle Safety for Bicyclists and Motorists**

We will promote motorists and cyclists behavior change by distributing quality videos to driving and cycling educators, law enforcement and via social media and other avenues to the general public.

Strategies Addressed

- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Increase public information and education efforts on pedestrian and bicyclist safety.
- Develop and implement public information and education efforts on traffic safety issues.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Administer Product Website	1	1	<input checked="" type="checkbox"/>
▪ Complete Final Phase of Educational Video	1	3	<input checked="" type="checkbox"/>
▪ Distribute Promotional Items & Education Materials	80 %	187 %	<input checked="" type="checkbox"/>
▪ Distribute videos to driving/defensive driving schools; law enforcement and commercial transportation entities	2,000	5,360	<input checked="" type="checkbox"/>
▪ Provide Showings of short versions of the video to the general public	30	364	<input checked="" type="checkbox"/>
▪ Survey the driving schools and other entities that accessed the video	80 %	1 %	<input type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PS	1	Planned:	\$178,840.30			\$52,050.00	\$230,890.30
		1	Actuals:	\$136,021.49			\$84,221.69	\$220,243.18

FY 2015 Traffic Safety Funds Program Area Expenditure Summary

Pedestrian and Bicyclist Safety

PS - 6

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405B	405C	405D	405F	410	STATE	INCOME	LOCAL	
<i>Enforcement</i>												
<i>Evaluation</i>												
<i>Program Management</i>												
<i>Public Information Campaigns</i>	<i>Planned:</i>	5	\$723,059.20			\$249,450.00					\$174,342.00	\$548,717.20
	<i>Actual:</i>	3	\$330,808.81								\$124,407.36	\$206,401.45
<i>Training</i>	<i>Planned:</i>	1	\$346,248.50			\$259,477.50					\$86,771.00	\$259,477.50
	<i>Actual:</i>	0										\$0.00
TOTALS:	<i>Planned:</i>	6	\$1,069,307.70			\$508,927.50					\$261,113.00	\$808,194.70
	<i>Actual:</i>	3	\$330,808.81								\$124,407.36	\$206,401.45

Police Traffic Services

PT - 7

Goals

- To increase effective enforcement and adjudication of traffic safety-related laws to reduce fatal and serious injury crashes
- To reduce commercial motor vehicle crashes, injuries and fatalities involving vehicles with a vehicle body type of "Semi-Trailer" or "Truck-Tractor".

Strategies

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

Project Descriptions

Task: Enforcement**Police Traffic Services PT - 7**

Organization Name

Division TRF-TS

Project Number

Texas Department of Transportation**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	287
CMV HMV Citations	5,997
CMV Safety Belt Citations	4,265
CMV Speed citations	4,668
Community events (e.g., health fairs, booths)	20
DUI Minor arrests/citations	0
DWI arrests	0
Child Safety Seat citations	2
Media exposures (e.g., news conferences, news releases, and interviews)	55
STEP Enforcement Hours	7,743
Other citations	4,134
Presentations conducted	28
Public information and education materials distributed	15,738
Public information and education materials produced	1,500
Safety Belt citations	49
Speed citations	229
Speed related crashes	3,598
ITC citations	1,065

Participating Organizations**Project #**

City of Eagle Lake - Police Department	2015-EagleLkP-S-1YG-0048
City of Fort Worth - Police Department	2015-Fortwort-S-1YG-0025
City of Houston - Police Department	2015-HoustonP-S-1YG-0043
City of Laredo - Police Department	2015-LaredoPD-S-1YG-0028

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PT	4	Planned:	\$371,594.70			\$461,661.56	\$833,256.26
		4	Actuals:	\$388,768.33			\$807,974.15	\$1,196,742.48

Task: Enforcement**Police Traffic Services PT - 7**

Organization Name

Division TRF-TS

Project Number

Texas Department of Transportation**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

Media exposures (e.g., news conferences, news releases, and interviews)	1,673
Child Safety Seat citations	7,748
CMV Speed citations	209
Community events (e.g., health fairs, booths)	596
DD citations	2,665
DUI Minor arrests/citations	110
DWI arrests	4,032
HMV citations	2,195
Alcohol related crashes	11,221
ITC related crashes	48,812
STEP Enforcement Hours	158,493
Other arrests	6,633
Other citations	77,138
Presentations conducted	2,088
Public information and education materials distributed	143,479
Public information and education materials produced	13,828
Safety Belt citations	38,187
Speed citations	284,873
Speed related crashes	80,705
ITC citations	50,710

Participating Organizations**Project #**

Town of Addison - Police Department	2015-AddisonP-S-1YG-0087
City of Allen - Police Department	2015-AllenPD-S-1YG-0078
City of Amarillo - Police Department	2015-Amarillo-S-1YG-0016
City of Arlington - Police Department	2015-Arlingto-S-1YG-0021
City of Austin - Police Department	2015-AustinPD-S-1YG-0019
City of Beaumont - Police Department	2015-Beaumont-S-1YG-0101
Bexar County Sheriff's Office	2015-BexarCoS-S-1YG-0052
City of Brownsville - Police Department	2015-BrownsPD-S-1YG-0050
City of Bryan - Police Department	2015-BryanPD-S-1YG-0059
City of Corpus Christi - Police Department	2015-CorpusPD-S-1YG-0060
Dallas County Sheriff's Department	2015-DallasCO-S-1YG-0080
City of Dallas - Police Department	2015-Dallas-S-1YG-0091
City of Denton - Police Department	2015-DentonPD-S-1YG-0010
El Paso County Sheriff's Office	2015-EIPasoCO-S-1YG-0035
City of El Paso - ISD Police Department	2015-EIPasoII-S-1YG-0067
City of El Paso - Police Department	2015-EIPasoPD-S-1YG-0057
City of Euless - Police Department	2015-Euless-S-1YG-0073
City of Fort Worth - Police Department	2015-Fortwort-S-1YG-0022
City of Frisco - Police Department	2015-FriscoPD-S-1YG-0069
City of Garland - Police Department	2015-GarlandP-S-1YG-0049
City of Georgetown - Police Department	2015-Georgeto-S-1YG-0079

City of Grand Prairie - Police Department	2015-GrandPra-S-1YG-0012
City of Haltom City - Police Department	2015-HaltomPD-S-1YG-0031
City of Harlingen - Police Department	2015-Harlinge-S-1YG-0036
Harris County Sheriff's Office	2015-HarrisCo-S-1YG-0027
Harris County Constable Precinct 1	2015-HarrisP1-S-1YG-0046
Harris County Constable Precinct 7	2015-HarrisP7-S-1YG-0083
City of Houston - Police Department	2015-HoustonP-S-1YG-0042
City of Hurst - Police Department	2015-HurstPD-S-1YG-0033
City of Irving - Police Department	2015-Irving-S-1YG-0015
Jefferson County Sheriff's Office	2015-Jefferso-S-1YG-0095
City of Keller - Police Department	2015-KellerPD-S-1YG-0018
City of Killeen - Police Department	2015-KilleenP-S-1YG-0068
City of Kyle - Police Department	2015-KylePD-S-1YG-0077
City of La Porte - Police Department	2015-LaPorte-S-1YG-0056
City of Laredo - Police Department	2015-LaredoPD-S-1YG-0026
City of Longview - Police Department	2015-LongviPD-S-1YG-0058
City of Lubbock - Police Department	2015-Lubbock -S-1YG-0006
City of McAllen - Police Department	2015-McAllenP-S-1YG-0070
City of Midland - Police Department	2015-Midland-S-1YG-0054
City of Mission - Police Department	2015-Mission-S-1YG-0008
City of New Braunfels - Police Department	2015-NewBrau-S-1YG-0096
City of North Richland Hills - Police Department	2015-NRichlan-S-1YG-0047
City of Odessa - Police Department	2015-Odessa-S-1YG-0039
City of Pasadena - Police Department	2015-PasadePD-S-1YG-0074
City of Plano - Police Department	2015-PlanoPD-S-1YG-0055
City of Rowlett - Police Department	2015-Rowlet P-S-1YG-0009
City of Southlake - Police Department	2015-Southlak-S-1YG-0062
City of Sugar Land - Police Department	2015-Sugarlan-S-1YG-0086
Taylor County Sheriff's Office	2015-TaylorCo-S-1YG-0089
Texas Department of Public Safety	2015-TDPS-S-1YG-0011
Tom Green County	2015-Tomgreen-S-1YG-0024
City of Tyler - Police Department	2015-Tyler PD-S-1YG-0071
City of Waco - Police Department	2015-WacoPD-S-1YG-0020
City of Wichita Falls - Police Department	2015-WichitaP-S-1YG-0013

Financial Information:

<i>Fund</i>	<i>Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
402	PT	57	<i>Planned:</i> \$10,564,648.30			\$8,218,459.82	\$18,783,108.12
		55	<i>Actuals:</i> \$7,590,647.44			\$14,400,227.62	\$21,990,875.06

Task: Enforcement**Police Traffic Services PT - 7***Organization Name**Division* TRF-TS*Project Number***Texas Department of Transportation****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	47
CMV Speed citations	1
Community events (e.g., health fairs, booths)	28
DD citations	7
DUI Minor arrests/citations	5
DWI arrests	39
HMV citations	0
Child Safety Seat citations	17
Media exposures (e.g., news conferences, news releases, and interviews)	56
STEP Enforcement Hours	1,636
Other citations	679
Presentations conducted	60
Public information and education materials distributed	11,330
Public information and education materials produced	300
Safety Belt citations	261
Speed citations	1,835
ITC citations	79

Participating Organizations*Project #*

City of Alice - Police Department	2015-AlicePD-S-1YG-0017
City of Benbrook - Police Department	2015-Benbrook-S-1YG-0007
City of Kilgore - Police Department	2015-KilgoreP-S-1YG-0081
City of Palmhurst - Police Department	2015-Palmhurst-S-1YG-0075
City of San Juan - Police Department	2015-SanJuanP-S-1YG-0029
City of Weatherford - Police Department	2015-Weatherford-S-1YG-0061

Financial Information:

<i>Fund</i>	<i>Source</i>	<i># Projects</i>		<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
402	PT	7	<i>Planned:</i>	\$64,667.46			\$21,652.47	\$86,319.93
		6	<i>Actuals:</i>	\$52,264.89			\$20,240.81	\$72,505.70

Task: Public Information Campaigns

Police Traffic Services PT - 7

Organization Name

Division TRF-TS

Project Number

Texas Municipal Police Association

2015-TMPA-G-1YG-0002

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

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

Strategies Addressed

- Concentrate efforts on historically low use populations.
- Increase intervention efforts by healthcare professionals, teachers, and all safety advocates.
- Increase occupant protection education, training, and awareness of safety belt issues for law enforcement, judges and prosecutors.
- Increase public information and education campaigns.
- Sustain high visibility enforcement of occupant protection laws
- Increase and sustain enforcement of traffic safety-related laws.
- Increase and sustain high visibility enforcement of Intersection Traffic Control (ITC) laws.
- Increase public education and information campaigns regarding enforcement activities.
- Increase public information and education on intersection related traffic issues.
- Increase public information and education on sharing the road with commercial motor vehicles (CMV).
- Provide technical and managerial support to local law enforcement agencies and highway safety professionals.
- Conduct and assist local, state and national traffic safety campaigns.
- Conduct public information and education campaigns related to distracted driving.
- Develop and implement public information and education efforts on traffic safety issues.
- Implement and evaluate countermeasures to reduce the incidence of distracted driving.
- Improve the recording of distracted driving as a contributing factor on crash reports.
- Provide assistance to update the drivers' education curriculum and administrative standards.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Assist Child passenger safety seat checkup inspection events	20	54	✓
▪ Attend Law enforcement conferences	6	7	✓
▪ Attend Traffic Safety Specialists, partner or judicial traffic safety conferences / events	15	31	✓
▪ Collect New articles on the Buckle Up Texas, Facebook/Twitter web pages	55	67	✓
▪ Conduct Meetings with TxDOT PTS Program Manager or LEL staff	8	13	✓
▪ Distribute Pieces of PI & E materials at conferences, training and traffic safety events	30,000	61,683	✓
▪ Educate Teens drivers not in public schools on dangers of distracted driving	1,000	1,365	✓
▪ Educate Law enforcement officers on the dangers of distracted driving	2,300	2,459	✓
▪ Educate Adults on the dangers of distracted driving	4,600	5,598	✓
▪ Educate Teen drivers in public schools on the dangers of distracted driving	6,000	9,493	✓
▪ Enroll Non-funded law enforcement agencies by LELs and staff for the IDM incentive	77	138	✓
▪ Enroll Non-funded law enforcement agencies by LEL staff for CIOT Incentive	135	139	✓
▪ Maintain Child passenger safety (CPS) technician and instructor certifications for LELs	100 %	100 %	✓
▪ Support Funded and non funded law enforcement agencies	600	2,356	✓
▪ Teach Child passenger safety seat technician classes	3	7	✓
▪ Update Course curriculum on 4 hour law enforcement distracted driving course	1	1	✓
▪ Update Course curriculum on dangers of adult distracted driving	1	1	✓
▪ Update Course curriculum on dangers of teen distracted driving	1	1	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PT	1	Planned:	\$906,890.72			\$512,330.00	\$1,419,220.72
		1	Actuals:	\$901,738.08			\$586,239.70	\$1,487,977.78

FY 2015 Traffic Safety Funds Program Area Expenditure Summary

Police Traffic Services

PT - 7

Task	# Proj	Total	FEDERAL							MATCH			Fed. 402 to Local
			402	405B	405C	405D	405F	410	STATE	INCOME	LOCAL		
Enforcement	Planned:	68	\$19,702,684.31	\$11,000,910.46								\$8,701,773.85	\$11,000,910.46
	Actual:	65	\$23,260,123.24	\$8,031,680.66								\$15,228,442.58	\$8,031,680.66
Evaluation													
Program Management													
Public Information Campaigns	Planned:	1	\$1,419,220.72	\$906,890.72								\$512,330.00	
	Actual:	1	\$1,487,977.78	\$901,738.08								\$586,239.70	
Training													
TOTALS:	Planned:	69	\$21,121,905.03	\$11,907,801.18								\$9,214,103.85	\$11,000,910.46
	Actual:	66	\$24,748,101.02	\$8,933,418.74								\$15,814,682.28	\$8,031,680.66

Speed Control

SC - 8

Goals

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

Strategies

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

Project Descriptions

Task: Enforcement				Speed Control SC - 8			
Organization Name			Division TRF-TS			Project Number	
Texas Department of Transportation			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			4,171				
CMV Speed citations			11				
Community events (e.g., health fairs, booths)			54				
DUI Minor arrests/citations			0				
DWI arrests			5				
HNV citations			102				
ITC citations			28				
Child Safety Seat citations			13				
Other arrests			210				
STEP Enforcement Hours			7,281				
Presentations conducted			98				
Public information and education materials distributed			21,229				
Public information and education materials produced			6,820				
Safety Belt citations			5				
Speed citations			24,213				
Speed related crashes			2,529				
Media exposures (e.g., news conferences, news releases, and interviews)			120				
Participating Organizations			Project #				
City of Brenham - Police Department			2015-Brenham-S-1YG-0100				
City of Bullard - Police Department			2015-BullardP-S-1YG-0103				
City of Deer Park - Police Department			2015-DeerPark-S-1YG-0040				
City of Farmers Branch - Police Department			2015-Farmers -S-1YG-0034				
City of Lewisville - Police Department			2015-LewisvPD-S-1YG-0045				
City of Mansfield - Police Department			2015-Mansfiel-S-1YG-0066				
City of Mesquite - Police Department			2015-Mesquite-S-1YG-0063				
Montgomery County Sheriff's Office			2015-MontgoSO-S-1YG-0032				
City of Texas City - Police Department			2015-TexasCit-S-1YG-0023				
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	SC	9	Planned: \$400,452.90			\$236,645.14	\$637,098.04
		9	Actuals: \$311,776.98			\$221,552.90	\$533,329.88

Task: Enforcement**Speed Control SC - 8**

Organization Name

Division TRF-TS

Project Number

Texas Department of Transportation**STEP WAVE SPEED**Title / Desc. **STEP WAVE SPEED**

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

Performance Measures

Other arrests	0
CMV Speed citations	0
Community events (e.g., health fairs, booths)	0
DUI Minor arrests/citations	0
DWI arrests	0
HMV citations	0
Child Safety Seat citations	0
Media exposures (e.g., news conferences, news releases, and interviews)	3
STEP Enforcement Hours	21
Other citations	5
Presentations conducted	0
Public information and education materials distributed	0
Public information and education materials produced	0
Safety Belt citations	0
Speed citations	42
ITC citations	0

Project Notes

Note: Request For Reimbursement did not get processed due to Invalid PIN. TxDOT made multiple attempts to contact the subgrantee to fix the PIN.

Participating Organizations**Project #**

City of Meridian - Police Department

2015-Meridian-S-1YG-0088

Financial Information:

Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	SC	2	Planned:	\$6,810.75			\$7,722.00	\$14,532.75
		1	Actuals:					

FY 2015 Traffic Safety Funds Program Area Expenditure Summary

Speed Control

SC - 8

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405B	405C	405D	405F	410	STATE	INCOME	LOCAL	
Enforcement	Planned:	11	\$651,630.79	\$407,263.65							\$244,367.14	\$400,452.90
	Actual:	10	\$533,329.88	\$311,776.98							\$221,552.90	\$311,776.98
Evaluation												
Program Management												
Public Information Campaigns												
Training												
TOTALS:	Planned:	11	\$651,630.79	\$407,263.65							\$244,367.14	\$400,452.90
	Actual:	10	\$533,329.88	\$311,776.98							\$221,552.90	\$311,776.98

Traffic Records

TR - 9

Goals

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

Strategies

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

Project Descriptions

Task: Evaluation					Traffic Records			TR - 9	
Organization Name				Division		TRF-TS			Project Number
Texas Department of Public Safety									2015-TDPS-G-1YG-0262
Title / Desc. State Traffic Records Systems Citation Database									
Highway Safety Op Center will identify trends and develop statistical findings relating to crimes, crashes, and traffic enforcement. Funding is needed to hire full time employees for data analysis.									
Strategies Addressed									
- Improve the integration of traffic records between state agencies and local entities.									
Performance Objectives					Target	Actual	Met?		
▪ Achieve accessibility of citation data by end-users in DPS and, as appropriate, other participating agencies					1	0	<input type="checkbox"/>		
▪ Obtain citation data with no missing critical data elements					95 %	0 %	<input type="checkbox"/>		
Financial Information:									
Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
MAP21	M3DA	1	Planned:	\$971,588.00			\$242,897.00	\$1,214,485.00	
		1	Actuals:	\$224,626.82			\$56,156.70	\$280,783.52	

Task: Program Management					Traffic Records			TR - 9	
Organization Name				Division		TRF-TS			Project Number
CRIS									2015-CRIS-G-1YG-0239
Title / Desc. Agency Support									
Provide technical support to the Crash Data and Analysis (CDA) section and CRASH and Submission Services agencies for the Crash Records Information System (CRIS).									
Financial Information:									
Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
MAP21	M3DA	1	Planned:	\$280,000.00				\$280,000.00	
		1	Actuals:	\$44,147.00				\$44,147.00	

Task: Program Management					Traffic Records			TR - 9	
Organization Name				Division		TRF-TS			Project Number
CRIS									2015-CRIS-G-1YG-0240
Title / Desc. CRIS Automated Annual Spatial Load									
CRIS Automated Annual Spatial Load									
Financial Information:									
Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
MAP21	M3DA	1	Planned:	\$320,000.00				\$320,000.00	
		1	Actuals:	\$197,720.40				\$197,720.40	

Task: Program Management						Traffic Records TR - 9	
Organization Name			Division TRF-TS			Project Number	
CRIS						2015-CRIS-G-1YG-0245	
Title / Desc. Crash Records/Data Analysis Operations and CRIS							
Crash Records/Data Analysis Operations and CRIS							
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
State	State	1	Planned:	\$2,924,309.00			\$2,924,309.00
		1	Actuals:	\$1,634,991.50			\$1,634,991.50

Task: Program Management						Traffic Records TR - 9	
Organization Name			Division TRF-TS			Project Number	
CRIS						2015-CRIS-G-1YG-0247	
Title / Desc. CRIS Help Desk Services							
Ensures officers and other CRIS users have access to one help desk for issues and questions.							
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M3DA	1	Planned:	\$870,000.00			\$870,000.00
		1	Actuals:	\$560,000.00			\$560,000.00

Task: Program Management						Traffic Records TR - 9		
Organization Name			Division TRF-TS			Project Number		
Texas A&M Transportation Institute						2015-TTI-G-1YG-0081		
Title / Desc. Data Driven Approaches to Crime and Traffic Safety								
A high visibility law enforcement approach focusing on location based policing and data evaluation. Community resources will be used to address and reduce crime, crashes and traffic violations.								
Strategies Addressed								
- Increase and sustain enforcement of traffic safety-related laws.								
- Increase and sustain high visibility enforcement of Intersection Traffic Control (ITC) laws.								
Performance Objectives						Target	Actual	Met?
▪ Conduct TxDOT approved DDACTS train the trainer instructor workshop						1	1	✓
▪ Conduct TxDOT approved DDACTS practitioner training workshops						4	5	✓
▪ Create DDACTS program website						1	1	✓
▪ Evaluate TxDOT approved DDACTS practitioner workshop						1	1	✓
▪ Evaluate TxDOT approved DDACTS train the trainer workshop						1	1	✓
▪ Participate in meeting with TxDOT to discuss DDACTS program progress						1	1	✓
▪ Provide technical assistance to the Texas Department of Public Safety in using DDACTS principles						1	1	✓
▪ Train traffic safety stakeholders in the TxDOT approved DDACTS train the trainer instructor workshop						10	15	✓
▪ Train traffic safety stakeholders in the TxDOT approved DDACTS practitioner workshop						60	60	✓
Financial Information:								
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
MAP21	M3DA	1	Planned:	\$181,626.49		\$45,428.43	\$227,054.92	
		1	Actuals:	\$163,472.57		\$41,018.67	\$204,491.24	

Task: Program Management				Traffic Records TR - 9			
Organization Name			Division TRF-TS			Project Number	
Texas Department of State Health Services - ISG			2015-TDSHS-IS-G-1YG-0157				
Title / Desc. Dissemination of linked data reports, new record sharing capacity & stakeholder training							
Improve record linking; new record sharing capacity for EMS & trauma; analytics to query data, customer training for reports & AIS, dissemination of linked data reports with indepth MV analysis.							
Strategies Addressed							
- Improve the intake, tracking, analysis and reporting of crash data.							
- Improve the integration of traffic records between state agencies and local entities.							
Performance Objectives							
				Target	Actual	Met?	
▪ Create automated Injury Severity Score Calculation				1	3	✓	
▪ Create data extract file of linked EMS/Hospital and Crash records for TxDOT				1	2	✓	
▪ Create data sharing component of patient records between EMS and Hospitals				1	3	✓	
▪ Create HL7 CDM capacity in Texas NEMSIS version 3 System				1	1	✓	
▪ Develop reports utilizing analysis of EMS/Trauma Registry data linked to crash records				25	25	✓	
▪ Implement analytical data tool for stakeholders to perform data queries				1	4	✓	
▪ Revise mechanism for linking EMS/Trauma Registry data to crash data				1	1	✓	
▪ Train EMS and Hospital Champions from 22 TSAs on data management				44	233	✓	
▪ Train people to use the AIS system				72	214	✓	
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M3DA	1	Planned: \$1,586,978.75			\$403,963.87	\$1,990,942.62
		1	Actuals: \$1,411,019.04			\$395,549.14	\$1,806,568.18

Task: Program Management				Traffic Records TR - 9			
Organization Name			Division TRF-TS		Project Number		
Texas Department of Transportation			2015-TxDOT-G-1YG-0236				
Title / Desc. Texas Department of Insurance Funds							
Texas Department of Insurance Funds							
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
State	State	1	Planned:	\$750,000.00			\$750,000.00
		1	Actuals:	\$1,023,181.73			\$1,023,181.73

Task: Program Management					Traffic Records		TR - 9		
Organization Name			Division			TRF-TS		Project Number	
Texas Department of Transportation						2015-TxDOT-G-1YG-0259			
Title / Desc. FARS Overhead									
FARS Overhead									
Financial Information:									
Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
MAP21	M3DA	1	Planned:	\$45,000.00				\$45,000.00	
		1	Actuals:	\$35,204.57				\$35,204.57	

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

Organization Name

Division TRF-TS

Project Number

Texas Municipal Police Association**2015-TMPA-G-1YG-0014****Title / Desc. Comprehensive Law Enforcement Advanced DUI/DWI Reporting System (LEADRS) Impaired Driving**

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

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Collect Alcohol related articles for LEADRS Facebook page	120	373	<input checked="" type="checkbox"/>
▪ Collect DUI/DWI cases entered into LEADRS	9,000	8,126	<input type="checkbox"/>
▪ Complete LEADRS web application enhancements	6	6	<input checked="" type="checkbox"/>
▪ Conduct LEADRS user satisfaction evaluation to measure effectiveness of the program	1	2	<input checked="" type="checkbox"/>
▪ Conduct LEADRS steering committee meetings	2	2	<input checked="" type="checkbox"/>
▪ Conduct Meetings with TxDOT Program Managers or LEADRS staff	14	11	<input type="checkbox"/>
▪ Create News and information articles on LEADRS	4	4	<input checked="" type="checkbox"/>
▪ Develop Marketing-related points of contact that increase LEADRS usage statewide	500	750	<input checked="" type="checkbox"/>
▪ Distribute Public information and educational (PI & E) program materials	5,000	6,698	<input checked="" type="checkbox"/>
▪ Maintain LEADRS website and server hosting	1	2	<input checked="" type="checkbox"/>
▪ Provide Technical support and maintenance for LEADRS users	100 %	100 %	<input checked="" type="checkbox"/>
▪ Send Last drink reports to the Texas Alcoholic Beverage Commission	52	52	<input checked="" type="checkbox"/>
▪ Support Local, state, or national conferences, workshops, forums, training or seminars	4	8	<input checked="" type="checkbox"/>
▪ Train Law enforcement officers on LEADRS	500	507	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M3DA	1	Planned:	\$586,845.91			\$603,500.00	\$1,190,345.91
		1	Actuals:	\$472,501.64			\$542,633.00	\$1,015,134.64

FY 2015 Traffic Safety Funds Program Area Expenditure Summary

Traffic Records

TR - 9

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405B	405C	405D	405F	410	STATE	INCOME	LOCAL	
<i>Enforcement</i>												
<i>Evaluation</i>	<i>Planned:</i> 1	\$1,214,485.00			\$971,588.00						\$242,897.00	
	<i>Actual:</i> 1	\$280,783.52			\$224,626.82						\$56,156.70	
<i>Program Management</i>	<i>Planned:</i> 9	\$8,597,652.45			\$3,870,451.15				\$3,674,309.00		\$1,052,892.30	
	<i>Actual:</i> 9	\$6,521,439.26			\$2,884,065.22				\$2,658,173.23		\$979,200.81	
<i>Public Information Campaigns</i>												
<i>Training</i>												
TOTALS:	<i>Planned:</i> 10	\$9,812,137.45			\$4,842,039.15				\$3,674,309.00		\$1,295,789.30	
	<i>Actual:</i> 10	\$6,802,222.78			\$3,108,692.04				\$2,658,173.23		\$1,035,357.51	

Driver Education and Behavior

DE - 10

Goals

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

Strategies

- Conduct and assist local, state and national traffic safety campaigns.
- Conduct public information and education campaigns related to distracted driving.
- Develop and implement public information and education efforts on traffic safety issues.
- Implement and evaluate countermeasures to reduce the incidence of distracted driving.
- Improve the recording of distracted driving as a contributing factor on crash reports.
- Provide assistance to update the drivers' education curriculum and administrative standards.

Project Descriptions

Task: Evaluation				Driver Education and Behavior DE - 10			
Organization Name			Division TRF-TS		Project Number		
Texas A&M Transportation Institute					2015-TTI-G-1YG-0091		
Title / Desc. Statewide Mobile Communication Device Use Survey							
Conduct observational survey of the use of mobile communication devices to obtain a statewide use estimate.							
Strategies Addressed							
- Implement and evaluate countermeasures to reduce the incidence of distracted driving.							
Performance Objectives				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Conduct statewide survey of mobile communication device use.				1	1	<input checked="" type="checkbox"/>	
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned: \$66,440.90			\$16,620.72	\$83,061.62
		1	Actuals: \$66,220.62			\$16,779.72	\$83,000.34

Task: Public Information Campaigns				Driver Education and Behavior DE - 10			
Organization Name			Division TRF-TS		Project Number		
Beehive Specialty					2015-BeeHive-G-1YG-0275		
Title / Desc. Beehive Storage and Fulfillment							
Traffic Safety Program Storage and Fulfillment							
Strategies Addressed							
- Develop and implement public information and education efforts on traffic safety issues.							
Performance Objectives				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Maintain Fulfillment, Storage, & Shipping for Texas Traffic Safety Program				1	1	<input checked="" type="checkbox"/>	
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned: \$125,000.00				\$125,000.00
		1	Actuals: \$125,000.00				\$125,000.00

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

Organization Name

District AUS

Project Number

Circuit of the Americas**2015-COTA-G-1YG-0283**Title / Desc. **COTA TxDOT Traffic Safety Partnership**

COTA will assist TxDOT with providing a public awareness campaign to promote traffic safety for the traveling public.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Assist in providing a public awareness campaign to promote traffic safety for the traveling public	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned:	\$77,500.00				\$77,500.00
		1	Actuals:	\$77,149.00				\$77,149.00

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

Organization Name

District LBB

Project Number

City of Lubbock - Parks & Recreation**2015-LubbockP-G-1YG-0185****Title / Desc. Safety City, Teaching Kids to be Street Smart**

The primary goal of Safety City is to develop and provide a comprehensive program to educate Lubbock County citizens of safe practices on and around public roadways.

Strategies Addressed

- Provide procedures and training on highway safety planning and project development.
- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve education programs on alcohol and driving for youth.
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.
- Increase public information and education campaigns.
- Improve public information and education on motorcycle safety, including the value of wearing a helmet.
- Improve public information and education on the value of not operating a motorcycle while under the influence of alcohol and/or other drugs.
- Increase public information and education efforts on pedestrian and bicyclist safety.
- Increase public education and information on railroad/highway crossing safety.
- Increase public education and information on roadway safety.
- Conduct and assist local, state and national traffic safety campaigns.
- Conduct public information and education campaigns related to distracted driving.
- Develop and implement public information and education efforts on traffic safety issues.
- Implement and evaluate countermeasures to reduce the incidence of distracted driving.
- Support statewide the Texas Safe Community efforts by providing education, training, and coordination on how to initiate and conduct community based traffic safety programs and how communities can become designated as a Texas Safe community Coalition.
- Support the establishment and growth Safe Communities Coalitions.
- Provide public information and education campaigns to promote safe motor vehicle operations around school buses.
- Increase public information and education concerning speed-related issues.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Educate students throughout Lubbock County proper bicycle safety and riding techniques	10,000	13,106	<input checked="" type="checkbox"/>
▪ Participate in Professional Training Seminar or Conference	1	11	<input checked="" type="checkbox"/>
▪ Provide students education in pedestrian safety	10,000	13,106	<input checked="" type="checkbox"/>
▪ Provide students with motor vehicle safety education and hands on training	10,000	13,304	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned:	\$34,885.65			\$55,246.50	\$90,132.15
		1	Actuals:	\$33,822.80			\$59,365.81	\$93,188.61

Task: Public Information Campaigns

Driver Education and Behavior DE - 10

Organization Name

District WAC

Project Number

Hillcrest Baptist Medical Center-Hillcrest

2015-Hillcrest-G-1YG-0155

Title / Desc. **Mature Driver Program**

A traffic safety injury prevention program for adult drivers, focusing on 55+, and their family/caregivers. Overarching goal is to assist drivers in obtaining optimal safety and comfort while driving.

Strategies Addressed

- Conduct and assist local, state and national traffic safety campaigns.
- Conduct public information and education campaigns related to distracted driving.
- Develop and implement public information and education efforts on traffic safety issues.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
Attend Civic, Service and Social Club Meetings to promote awareness of MDP and available program services	30	44	✓
Conduct AARPs Need to Talk Seminars for concerned family/caregivers of adult drivers	2	3	✓
Conduct CarFit Technician Trainings, as needed	3	3	✓
Conduct CarFit Events	12	16	✓
Conduct Observational Surveys at 15 locations, focusing on driving behaviors of adult drivers	15	16	✓
Conduct Educational Presentations, focusing on traffic safety issues to adult drivers & the community	48	53	✓
Coordinate Mature Driver Traffic Safety Day for adult drivers	1	1	✓
Coordinate AARP Driver Safety Courses in Service area	10	20	✓
Distribute Traffic Safety Educational Information to adult drivers who were seen at hospital ER after a MVC	25	25	✓
Distribute Mature Driver program Surveys focused on current driving behaviors of adult drivers	750	870	✓
Distribute Mature Driver Traffic Safety Educational Brochures and Promotional Items	20,000	38,697	✓
Evaluate MDP Partners to assess satisfaction with MDP staff and services	25	29	✓
Evaluate Mature Driver Program participants to assess satisfaction with MDP staff and services	125	286	✓
Maintain Current partnerships with Community Agencies in service counties to further increase awareness of MDP	24	43	✓
Maintain Traffic Safety Displays to promote awareness of MDP	26	55	✓
Participate in Awareness Campaigns, national and/or state which focus on older adults	2	4	✓
Participate in Health & Safety Fairs and Community Events in all service counties to educate & promote MDP	60	82	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned:	\$173,089.80			\$92,455.66	\$265,545.46
		1	Actuals:	\$173,089.80			\$150,449.73	\$323,539.53

Task: Public Information Campaigns				Driver Education and Behavior DE - 10			
Organization Name			Division TRF-TS			Project Number	
Sherry Matthews Advocacy Marketing			2015-SMAM-SOW-0009				
Title / Desc. General Topics. TV, Radio, Online, Social Media and Outdoor PSA Program							
This program generates millions of dollars in free radio, TV, online and out-of-home coverage for year-round statewide traffic safety messages and assistance with meeting federal match requirements.							
Strategies Addressed							
- Conduct and assist local, state and national traffic safety campaigns.							
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
State	State	1	Planned:	\$500,000.00		\$500,000.00	\$1,000,000.00
		1	Actuals:	\$499,994.35		\$5,352,895.06	\$5,852,889.41

Task: Public Information Campaigns				Driver Education and Behavior DE - 10			
Organization Name			Division TRF-TS			Project Number	
Sherry Matthews Advocacy Marketing						2015-SMAM-SOW-0010	
Title / Desc. Distracted Driving Talk, Text, Crash. Public Information and Education Campaign							
This multimedia statewide campaign is aimed at raising awareness about the dangers that go with driving distracted and encouraging motorists to give driving their full attention.							
Strategies Addressed							
- Develop and implement public information and education efforts on traffic safety issues.							
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned: \$1,200,000.00			\$1,200,000.00	\$2,400,000.00
		1	Actuals: \$1,191,128.83			\$2,080,274.72	\$3,271,403.55

Task: Public Information Campaigns				Driver Education and Behavior DE - 10			
Organization Name			Division TRF-TS		Project Number		
Sherry Matthews Advocacy Marketing			2015-SMAM-SOW-0011				
Title / Desc. Energy Sector Be Safe. Drive Smart. Public Information and Education Campaign							
This multi-media campaign provides motorists with tips for driving safely in high-traffic, energy production areas of the state.							
Strategies Addressed							
- Develop and implement public information and education efforts on traffic safety issues.							
Project Notes							
Note: This project is funded with TxDOT Maintenance (Non Traffic Operations) State funds. The State funds are not listed as Match in GTS.							
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
State	State	1	Planned:	\$815,000.00		\$815,000.00	\$1,630,000.00
		1	Actuals:				

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

Organization Name

Division TRF-TS

Project Number

Texas A&M Transportation Institute**2015-TTI-G-1YG-0023**Title / Desc. **Teens in the Driver Seat Program**

Deploy this award-winning, national best-practice peer-to-peer teen safety program at the high school and junior high levels; expand features and resources, and sustain diversified funding.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Achieve or less average wireless device use by teen drivers at TDS Program schools	8 %	7 %	<input type="checkbox"/>
▪ Achieve or greater average seat belt use rate by teen drivers at TDS Program schools	90 %	92 %	<input checked="" type="checkbox"/>
▪ Administer statewide contest for teens to help generate target audience material for the program	1	1	<input checked="" type="checkbox"/>
▪ Administer risk awareness and self-reported driving behavior surveys at TDS Program schools	10	28	<input checked="" type="checkbox"/>
▪ Conduct statewide teen driving safety summit	1	1	<input checked="" type="checkbox"/>
▪ Conduct Catch the Crazy (CRZY) outreach initiatives	2	2	<input checked="" type="checkbox"/>
▪ Coordinate meetings of the TDS Teen Advisory Board	3	4	<input checked="" type="checkbox"/>
▪ Develop new outreach activity designed for implementation by youth at Junior High Schools	1	1	<input checked="" type="checkbox"/>
▪ Implement parent-oriented teen driving safety resource kits designed for delivery by teens	10	12	<input checked="" type="checkbox"/>
▪ Provide resource kits and related technical support to junior high school student teams in Texas	40	43	<input checked="" type="checkbox"/>
▪ Provide resource kits and related technical support to high school student teams in Texas	135	162	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned:	\$597,290.04			\$334,710.42	\$932,000.46
		1	Actuals:	\$597,181.17			\$564,490.94	\$1,161,672.11

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

Organization Name

Division TRF-TS

Project Number

Texas A&M Transportation Institute**2015-TTI-G-1YG-0025****Title / Desc. Teens in the Driver Seat Program Outreach Enhancement with Assemblies**

Teens in the Driver Seat will partner with two different vendors that offer assemblies designed to educate and motivate youth/students to make good decisions and enhance driving safety.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Acquire Feedback from TDS Teen Advisory Board members regarding preferred assembly format and content	1	1	<input checked="" type="checkbox"/>
▪ Conduct CinemaDrive 3-D interactive assemblies	10	10	<input checked="" type="checkbox"/>
▪ Conduct Motivational Media Assemblies	10	10	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5PEM	1	Planned:	\$88,451.47			\$22,481.26	\$110,932.73
		1	Actuals:	\$85,378.22			\$22,750.88	\$108,129.10

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

Organization Name

Division TRF-TS

Project Number

Texas Municipal Courts Education Center**2015-TMCEC-G-1YG-0140****Title / Desc. Driving on the Right Side of the Road**

To integrate traffic safety into K-12 curriculum while utilizing municipal judges & court personnel as classroom resource persons and in community outreach on related issues.

Strategies Addressed

- Conduct periodic project monitoring and evaluation of traffic safety activities.
- Maintain coordination of traffic safety efforts and provide technical assistance.
- Perform accurate accounting and efficient reimbursement processing.
- Provide technical assistance and support for the Strategic Highway Safety Plan.
- Provide training and assistance for local and statewide traffic safety problem identification.
- Review and update program procedures as needed.
- Educate the public and stakeholders on the use of interlock devices and other alcohol monitoring technologies for DWI offenders.
- Improve adjudication and processing of DWI cases through improved training for judges, administrative license revocation judges, prosecutors, and probation officers.
- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve education programs on alcohol and driving for youth.
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.
- Increase intervention efforts by healthcare professionals, teachers, and all safety advocates.
- Increase occupant protection education, training, and awareness of safety belt issues for law enforcement, judges and prosecutors.
- Increase public information and education campaigns.
- Improve education and awareness of motorcycle safety among law enforcement and EMS personnel, educators and state & local traffic engineers.
- Improve public information and education on motorcycle safety, including the value of wearing a helmet.
- Improve public information and education on the value of not operating a motorcycle while under the influence of alcohol and/or other drugs.
- Increase public information and education efforts on pedestrian and bicyclist safety.
- Increase public education and information on railroad/highway crossing safety.
- Conduct and assist local, state and national traffic safety campaigns.
- Conduct public information and education campaigns related to distracted driving.
- Develop and implement public information and education efforts on traffic safety issues.
- Implement and evaluate countermeasures to reduce the incidence of distracted driving.
- Provide public information and education campaigns to promote safe motor vehicle operations around school buses.
- Increase public information and education concerning speed-related issues.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Develop Story or activity books in English & Spanish on impaired drivers, distracted driving & ts issues	2	2	✓
▪ Distribute Kits of DRSR materials to community groups, such as Boy & Girl Scouts & childrens shelters	25	46	✓
▪ Produce Newsletter pages for municipal judges & court support personnel on the DRSR program and TS	6	14	✓
▪ Provide DRSR workshop or exhibit at the Law Related Education annual statewide conference	1	1	✓
▪ Provide DRSR exhibits & distribute PI&E materials to municipal courts & teachers	24	44	✓
▪ Revise Levels of DRSR teaching materials that encompass K-12 & the other DRSR resources	4	5	✓
▪ Train Teachers / educators on the DRSR and TS materials at ISDs and regional ESCs programs & webinars	150	1,314	✓
▪ Train Lawyers, municipal judges & court personnel on serving as classroom resource persons on TS issues	300	939	✓

- | | | | |
|---|-----|-----|-------------------------------------|
| ▪ Train Municipal judges and court support personnel at TMCEC conferences and through webinars on TS issues | 500 | 866 | <input checked="" type="checkbox"/> |
|---|-----|-----|-------------------------------------|

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned:	\$159,437.96			\$61,564.80	\$221,002.76
		1	Actuals:	\$159,173.69			\$128,611.08	\$287,784.77

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

Organization Name	District AUS	Project Number
City of Austin - ISD		2015-AISD-G-1YG-0073

Title / Desc. Austin Independent School District Driver's Education Program

Driver's Education classes will serve 300+ students at Akins, Austin, Crockett, LBJ, Lanier, Reagan and Travis HS .
 Certified Instructors will distribute certificates to students upon completion.

Strategies Addressed

- Conduct public information and education campaigns related to distracted driving.
- Develop and implement public information and education efforts on traffic safety issues.

Performance Objectives

	Target	Actual	Met?
▪ Certify students in Drivers Education and provide certificates of completion to each	300	312	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned:	\$24,477.22			\$18,586.62	\$43,063.84
		1	Actuals:	\$24,477.22			\$20,262.43	\$44,739.65

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

Organization Name	Division TRF-TS	Project Number
Education Service Center, Region VI		2015-ESCVI-G-1YG-0013

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

Program will provide 8 Teen Driver Education staff development workshops to 300 instructors. Trainings will be presented by instructor trainers using a variety of current topics & marketed state wide.

Strategies Addressed

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

Performance Objectives

	Target	Actual	Met?
▪ Analyze Pre and post evaluation tools to determine program effectiveness	300	468	<input checked="" type="checkbox"/>
▪ Conduct Continuing Education Workshops for 300 Driver Education Instructors	8	10	<input checked="" type="checkbox"/>
▪ Develop Training Manual for Driver Education Instructor Continuing Education and Train the Trainers	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned:	\$94,093.29			\$53,086.00	\$147,179.29
		1	Actuals:	\$94,093.29			\$88,878.08	\$182,971.37

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

Organization Name

District HOU

Project Number

Memorial Hermann Hospital**2015-MHH-G-1YG-0072**Title / Desc. **Live Your DREAMS (Distraction Reduction Among Motivated Students)**

DREAMS will educate teens and parents in Harris County on teen DUI/distracted driver safety with a three-tiered approach including awareness events, high school and hospital based programs.

Strategies Addressed

- Improve education programs on alcohol and driving for youth.
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.
- Conduct and assist local, state and national traffic safety campaigns.
- Conduct public information and education campaigns related to distracted driving.
- Develop and implement public information and education efforts on traffic safety issues.
- Implement and evaluate countermeasures to reduce the incidence of distracted driving.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend Conferences	2	3	✓
▪ Develop Evaluation Tools	3	3	✓
▪ Develop Teen Driving Safety Curricula	3	3	✓
▪ Evaluate DREAMS Program	1	1	✓
▪ Evaluate Hospital-Based Prevention Programs	3	4	✓
▪ Evaluate School-Based prevention programs	6	8	✓
▪ Evaluate Awareness Events	9	12	✓
▪ Implement Hospital-Based Prevention Programs	3	4	✓
▪ Implement School-Based Prevention Programs	6	8	✓
▪ Implement Awareness Events	9	12	✓
▪ Revise Awareness Event Curriculum	1	1	✓
▪ Revise Hospital-based Curriculum	1	1	✓
▪ Revise School-based program curriculum	1	1	✓
▪ Select High Schools	9	9	✓
▪ Train Health Educator	1	1	✓
▪ Train Volunteers	24	30	✓
▪ Train Partner Volunteers	54	79	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned:	\$62,848.19			\$65,894.74	\$128,742.93
		1	Actuals:	\$45,814.37			\$77,638.98	\$123,453.35

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

Organization Name

Division TRF-TS

Project Number

National Safety Council**2015-NSC-G-1YG-0134****Title / Desc. Texas Employer Traffic Safety Program: OUR DRIVING CONCERN**

Continued outreach to TX employers that includes the Toolkit Training for employers to encourage the use of best practice programs that promote safe driving behaviors among employees & their families.

Strategies Addressed

- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Increase intervention efforts.
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.
- Increase training for anti-DWI advocates.
- Increase intervention efforts by healthcare professionals, teachers, and all safety advocates.
- Increase public information and education campaigns.
- Conduct and assist local, state and national traffic safety campaigns.
- Conduct public information and education campaigns related to distracted driving.
- Develop and implement public information and education efforts on traffic safety issues.
- Implement and evaluate countermeasures to reduce the incidence of distracted driving.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Advisory Group Meetings	2	2	✓
▪ Conduct Professional Development Webcasts for Employers, Managers, Supervisors and others	4	5	✓
▪ Coordinate Awards program to recognize Texas employer's Traffic Safety campaigns	1	1	✓
▪ Coordinate months of collaborations with partner agencies	12	12	✓
▪ Develop awards video that highlights award recipients & showcases best practices	1	1	✓
▪ Distribute Our Driving Concern e-newsletters to Texas employers, managers, supervisors, & others	30,000	106,100	✓
▪ Educate Attendees at Texas Safety Conference & Expo	400	1,026	✓
▪ Maintain Consecutive months of establishing & supporting traffic-safety campaigns with Texas employers	12	12	✓
▪ Manage NSC Employer network industries and link the ODC & TxDOT traffic safety resources to these employers	8	8	✓
▪ Provide In-Conjunction event/conference at TSCE on employer policy implementation	1	3	✓
▪ Train Employees on the ODC curriculum throughout the year	200	1,602	✓
▪ Utilize Traffic Safety resources in Spanish for the ODC Program	4	8	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned:	\$318,289.03			\$117,084.38	\$435,373.41
		1	Actuals:	\$299,243.87			\$132,982.11	\$432,225.98

Task: Training				Driver Education and Behavior DE - 10					
Organization Name			Division		TRF-TS			Project Number	
Texas A&M Agrilife Extension Service					2015-Texas Ag-G-1YG-0131				
Title / Desc. Texas A&M AgriLife Extension Service Safety City									
To plan a Safety City for the Bryan TxDOT District where children can have hands-on traffic safety education in a safe environment.									
Strategies Addressed									
<div>- Concentrate efforts on historically low use populations.</div> <div>- Increase intervention efforts by healthcare professionals, teachers, and all safety advocates.</div> <div>- Increase public information and education campaigns.</div> <div>- Increase public information and education efforts on pedestrian and bicyclist safety.</div>									
Performance Objectives				<u>Target</u>		<u>Actual</u>		<u>Met?</u>	
▪ Conduct media campaign to secure support for Safety City				1		1		<input checked="" type="checkbox"/>	
▪ Conduct bi-monthly Safety City Committee meetings with community partners to oversee construction of project				6		7		<input checked="" type="checkbox"/>	
▪ Coordinate committee to oversee the construction of a Safety City				1		1		<input checked="" type="checkbox"/>	
▪ Develop overall construction plan for classroom building and miniature city				1		1		<input checked="" type="checkbox"/>	
▪ Develop program to educate students on occupant protection, pedestrian safety, and bicycle safety				1		1		<input checked="" type="checkbox"/>	
▪ Implement marketing plan to secure sponsors and/or partners in financing and constructing a Safety City				1		2		<input checked="" type="checkbox"/>	
Financial Information:									
Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total	
402	DE	1	Planned:	\$84,263.76			\$22,928.08	\$107,191.84	
		1	Actuals:	\$82,078.96			\$29,463.71	\$111,542.67	

Task: Training				Driver Education and Behavior DE - 10					
Organization Name			Division		TRF-TS			Project Number	
Texas A&M Transportation Institute					2015-TTI-G-1YG-0094				
Title / Desc. Texas Driver Attitudes and Awareness of Traffic Safety Programs									
This project will provide a survey of Texans throughout the State to measure awareness of and attitudes toward traffic safety programs in Texas.									
Strategies Addressed									
<ul style="list-style-type: none">- Conduct and assist local, state and national traffic safety campaigns.- Develop and implement public information and education efforts on traffic safety issues.									
Performance Objectives							<u>Target</u>	<u>Actual</u>	<u>Met?</u>
<ul style="list-style-type: none">▪ Conduct survey of Texas drivers in 18 driver license offices throughout Texas							1	1	<input checked="" type="checkbox"/>
Financial Information:									
Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total	
402	DE	1	Planned:	\$52,850.58			\$13,223.12	\$66,073.70	
		1	Actuals:	\$51,573.45			\$12,910.11	\$64,483.56	

Task: Training	Driver Education and Behavior DE - 10
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Organization Name **Texas Tech University - Lubbock** District LBB Project Number **2015-TxTechLB-G-1YG-0113**

Title / Desc. **Development of an Interactive Animation Tool for Education of Teenage Drivers on Rural Roads**

Development of an interactive animation tool for education of teenage drivers on rural roads

Strategies Addressed

- Conduct and assist local, state and national traffic safety campaigns.
- Conduct public information and education campaigns related to distracted driving.
- Develop and implement public information and education efforts on traffic safety issues.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Develop Training Simulation	1	7	✓
▪ Distribute Training Software Modules	50	151	✓
▪ Distribute Follow-Up Surveys	300	1,923	✓
▪ Distribute Surveys	300	7,500	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned:	\$130,498.86			\$37,542.05	\$168,040.91
		1	Actuals:	\$124,114.33			\$40,732.54	\$164,846.87

FY 2015 Traffic Safety Funds Program Area Expenditure Summary

Driver Education and Behavior

DE - 10

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405B	405C	405D	405F	410	STATE	INCOME	LOCAL	
<i>Enforcement</i>												
<i>Evaluation</i>	<i>Planned:</i>	1	\$83,061.62	\$66,440.90							\$16,620.72	
	<i>Actual:</i>	1	\$83,000.34	\$66,220.62							\$16,779.72	
<i>Program Management</i>												
<i>Public Information Campaigns</i>	<i>Planned:</i>	10	\$6,852,113.56	\$2,367,203.45		\$88,451.47			\$1,315,000.00		\$3,081,458.64	\$207,975.45
	<i>Actual:</i>	10	\$11,300,756.08	\$2,356,545.29		\$85,378.22			\$499,994.35		\$8,358,838.22	\$206,912.60
<i>Training</i>	<i>Planned:</i>	7	\$1,095,665.92	\$767,320.93							\$328,344.99	\$302,088.03
	<i>Actual:</i>	7	\$1,124,263.45	\$721,395.49							\$402,867.96	\$276,484.88
TOTALS:			<i>Planned:</i> 18	\$8,030,841.10	\$3,200,965.28		\$88,451.47		\$1,315,000.00		\$3,426,424.35	\$510,063.48
			<i>Actual:</i> 18	\$12,508,019.87	\$3,144,161.40		\$85,378.22		\$499,994.35		\$8,778,485.90	\$483,397.48

Railroad / Highway Crossing**RH - 11****Goals**

- To reduce KAB crashes at railroad/highway crossings

Strategies

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

Project Descriptions

Task: Enforcement				Railroad / Highway Crossing RH - 11					
Organization Name			Division		TRF-TS			Project Number	
Texas Operation Lifesaver					2015-TxOpLife-G-1YG-0112				
Title / Desc. Highway-Railroad Safety Awareness									
Provide highway-railroad crossing safety training to Law Enforcement personnel and rail safety education presentations to the public. Administer the statewide program.									
Strategies Addressed									
- Increase education of law enforcement concerning laws governing railroad/highway crossings.									
- Increase public education and information on railroad/highway crossing safety.									
Performance Objectives				Target		Actual		Met?	
▪ Attend Coalition meetings, general meetings, and meetings with general public representing TXOL				12		12		☑	
▪ Conduct Rail Safety Awareness Instructor Training				1		1		☑	
▪ Conduct Field Training and Evaluations				2		2		☑	
▪ Conduct Rail Safety Awareness Training Classes for Law Enforcement				4		4		☑	
▪ Conduct Rail Safety Presentations to the public				400		691		☑	
▪ Maintain Statewide group of volunteer Presenters				1		1		☑	
▪ Manage Requests from media and the general public for information on rail safety				200		1,859		☑	
▪ Participate in Information/Safety Booths at Health Fairs, Conferences, etc				5		5		☑	
Financial Information:									
Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
402	RH	1	Planned:	\$72,319.00			\$54,146.00	\$126,465.00	
		1	Actuals:	\$63,604.75			\$49,016.96	\$112,621.71	

FY 2015 Traffic Safety Funds Program Area Expenditure Summary

Railroad / Highway Crossing

RH - 11

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405B	405C	405D	405F	410	STATE	INCOME	LOCAL	
Enforcement	<i>Planned:</i>	1	\$126,465.00	\$72,319.00							\$54,146.00	
	<i>Actual:</i>	1	\$112,621.71	\$63,604.75							\$49,016.96	
Evaluation												
Program Management												
Public Information Campaigns												
Training												
TOTALS:												
	<i>Planned:</i>	1	\$126,465.00	\$72,319.00							\$54,146.00	
	<i>Actual:</i>	1	\$112,621.71	\$63,604.75							\$49,016.96	

Roadway Safety

RS - 12

Goals

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

Strategies

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

Project Descriptions

Task: Public Information Campaigns						Roadway Safety		RS - 12		
Organization Name			Division			TRF-TS			Project Number	
Sherry Matthews Advocacy Marketing									2015-SMAM-SOW-0002	
Title / Desc. I-35 Traffic Safety Public Information and Education Campaign										
This multimedia campaign promotes safe driving on I-35 and informs drivers about TxDOT's 94-mile I-35 work zone and how to contend with it.										
Strategies Addressed										
- Increase public education and information on roadway safety.										
Financial Information:										
Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total		
State	State	1	Planned:		\$304,877.00		\$304,877.00	\$609,754.00		
		1	Actuals:		\$160,875.17		\$1,156,587.00	\$1,317,462.17		

Task: Training						Roadway Safety		RS - 12		
Organization Name			Division			TRF-TS			Project Number	
The University of Texas at Arlington									2015-UTatArli-G-1YG-0147	
Title / Desc. Texas City/County Work Zone Training Program										
UTA proposes to help reduce traffic crashes, injuries and fatalities in work zones by providing municipal and county employees training to increase knowledge of roadway safety problems and solutions.										
Strategies Addressed										
- Provide training and assistance for local and statewide traffic safety problem identification.										
- Increase public education and information on roadway safety.										
- Provide training on roadway safety issues.										
Performance Objectives							Target	Actual	Met?	
▪ Conduct classes for Texas city and county workers on work zone traffic control and safety							134	150	<input checked="" type="checkbox"/>	
▪ Train Texas city and county workers in safe roadway work zone traffic control practices							2,334	2,526	<input checked="" type="checkbox"/>	
Financial Information:										
Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total		
402	RS	1	Planned:	\$486,234.05			\$717,771.20	\$1,204,005.25		
		1	Actuals:	\$486,234.00			\$880,897.32	\$1,367,131.32		

FY 2015 Traffic Safety Funds Program Area Expenditure Summary

Roadway Safety

RS - 12

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405B	405C	405D	405F	410	STATE	INCOME	LOCAL	
<i>Enforcement</i>												
<i>Evaluation</i>												
<i>Program Management</i>												
<i>Public Information Campaigns</i>	<i>Planned:</i>	1	\$609,754.00						\$304,877.00		\$304,877.00	
	<i>Actual:</i>	1	\$1,317,462.17						\$160,875.17		\$1,156,587.00	
<i>Training</i>	<i>Planned:</i>	1	\$1,204,005.25	\$486,234.05							\$717,771.20	
	<i>Actual:</i>	1	\$1,367,131.32	\$486,234.00							\$880,897.32	
TOTALS:	<i>Planned:</i>	2	\$1,813,759.25	\$486,234.05					\$304,877.00		\$1,022,648.20	
	<i>Actual:</i>	2	\$2,684,593.49	\$486,234.00					\$160,875.17		\$2,037,484.32	

Safe Communities

SA - 13

Goals

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

Strategies

- *Support statewide the Texas Safe Community efforts by providing education, training, and coordination on how to initiate and conduct community based traffic safety programs and how communities can become designated as a Texas Safe community Coalition.*
- *Support the establishment and growth Safe Communities Coalitions.*

Project Descriptions

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

Organization Name

District BRY

Project Number

Texas A&M Agrilife Extension Service**2015-Texas Ag-G-1YG-0130**Title / Desc. **Brazos Valley Injury Prevention Coalition**

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

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Assessment of the traffic injuries and fatalities in the district	1	1	✓
▪ Conduct Programs for the Reality Education for Drivers (RED) Program	2	6	✓
▪ Conduct Programs to raise awareness of the dangers of speeding and reckless driving	4	5	✓
▪ Conduct Bimonthly meetings of the Brazos Valley Injury Prevention Coalition	6	6	✓
▪ Conduct Programs on the importance of seatbelt use focusing on teens and pickup truck drivers	10	14	✓
▪ Distribute Public information and educational (PI&E) materials	16,000	56,815	✓
▪ Provide Daycares, schools or groups with educational materials on best practice for child safety seats	10	23	✓
▪ Support Please be Seated Campaign raising awareness on importance of child safety seats	1	1	✓
▪ Support Motorcycle safety and awareness programs	4	4	✓
▪ Support Programs to raise awareness of the dangers of impaired driving	4	41	✓
▪ Support Programs on the dangers of distracted driving with an emphasis on texting	10	16	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	SA	1	Planned:	\$138,807.23			\$54,000.00	\$192,807.23
		1	Actuals:	\$138,508.08			\$105,269.84	\$243,777.92

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

Organization Name

District CRP

Project Number

Texas A&M University-Corpus Christi**2015-TAMUCC-G-1YG-0144****Title / Desc. Safe Communities Safe Driving Public Education Campaign**

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

Strategies Addressed

- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve education programs on alcohol and driving for youth.
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.
- Increase public information and education campaigns.
- Improve public information and education on motorcycle safety, including the value of wearing a helmet.
- Improve public information and education on the value of not operating a motorcycle while under the influence of alcohol and/or other drugs.
- Increase public information and education efforts on pedestrian and bicyclist safety.
- Conduct and assist local, state and national traffic safety campaigns.
- Conduct public information and education campaigns related to distracted driving.
- Develop and implement public information and education efforts on traffic safety issues.
- Support the establishment and growth Safe Communities Coalitions.
- Increase public information and education concerning speed-related issues.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend community health/safety fairs to distribute PI&E items and educate drivers	25	37	✓
▪ Conduct meetings of the Nueces County Safe Communities Coalition	10	11	✓
▪ Distribute news releases on meetings, TxDOT Goals, campaigns, events and presentations	16	17	✓
▪ Distribute Pieces of PI&E materials related to Safe Communities Coalition and TxDOT Goals	100,000	142,016	✓
▪ Educate Nueces County drivers, pedestrians, or cyclists through presentations provided in the community	400	740	✓
▪ Educate Younger Nueces County drivers or future drivers through presentations	400	1,472	✓
▪ Educate Nueces County residents through the distribution of PI&E items at community fairs and events	4,000	7,187	✓
▪ Provide Presentations on TxDOT Goal safety issues to Nueces County organizations or groups	20	31	✓
▪ Provide Presentations on TxDOT Goal safety issues to younger drivers (college or high school students)	20	46	✓
▪ Purchase promotional items restocked from TxDOT approved ones at events and presentations	3	4	✓
▪ Revise driver/motorcycle/bicycle/pedestrian PI&E items which may include those in Spanish	4	4	✓
▪ Revise driver/motorcycle/bicycle/pedestrian safety presentations	4	4	✓

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	SA	1	Planned:	\$59,077.39			\$34,260.02	\$93,337.41
		1	Actuals:	\$59,076.06			\$36,254.17	\$95,330.23

FY 2015 Traffic Safety Funds Program Area Expenditure Summary

Safe Communities

SA - 13

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405B	405C	405D	405F	410	STATE	INCOME	LOCAL	
<i>Enforcement</i>												
<i>Evaluation</i>												
<i>Program Management</i>												
<i>Public Information Campaigns</i>	<i>Planned:</i>	2	\$286,144.64								\$88,260.02	\$197,884.62
	<i>Actual:</i>	2	\$339,108.15								\$141,524.01	\$197,584.14
<i>Training</i>												
TOTALS:	<i>Planned:</i>	2	\$286,144.64								\$88,260.02	\$197,884.62
	<i>Actual:</i>	2	\$339,108.15								\$141,524.01	\$197,584.14

School Bus**SB - 14****Goals**

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

Strategies

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

Project Descriptions

Task: Training			School Bus SB - 14				
Organization Name		District BRY		Project Number			
Education Service Center, Region VI		2015-ESCVI-G-1YG-0011					
Title / Desc. School Bus Safety Training 101 Program							
This program is designed to identify and implement several school bus safety units that will be utilized in training sessions to educate school bus transportation personnel and students.							
Strategies Addressed							
- Provide safe school bus operation training for school bus drivers.							
Performance Objectives				Target	Actual Met?		
▪ Analyze Participant evaluations to determine the overall effectiveness of the Bus Safety 101 Program				400	2,790 <input checked="" type="checkbox"/>		
▪ Identify Set of content materials to be utilized in the various School Bus Safety Training 101 programs				1	2 <input checked="" type="checkbox"/>		
▪ Teach School Bus Transportation personnel & PreK-5th students in Bus Safety Training 101 Program				600	5,580 <input checked="" type="checkbox"/>		
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	SB	1	Planned:	\$100,252.14		\$117,395.00	\$217,647.14
		1	Actuals:	\$100,252.00		\$126,551.21	\$226,803.21

FY 2015 Traffic Safety Funds Program Area Expenditure Summary

School Bus

SB - 14

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405B	405C	405D	405F	410	STATE	INCOME	LOCAL	
<i>Enforcement</i>												
<i>Evaluation</i>												
<i>Program Management</i>												
<i>Public Information Campaigns</i>												
<i>Training</i>	<i>Planned:</i> 1	\$217,647.14	\$100,252.14								\$117,395.00	
	<i>Actual:</i> 1	\$226,803.21	\$100,252.00								\$126,551.21	
TOTALS:												
	<i>Planned:</i> 1	\$217,647.14	\$100,252.14								\$117,395.00	
	<i>Actual:</i> 1	\$226,803.21	\$100,252.00								\$126,551.21	

Section Four
PAID MEDIA REPORT

FY 2015 Football Season - Impaired Driving Campaign

October 12th, 2013 through February 2nd, 2014

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

While many Texans look forward to football game days and all the exciting activities that come with them, including tailgating, 45 percent of Texans who drink at football-watching parties report driving themselves home. This behavior leads to more alcohol-related crashes than on other days of the year. Alcohol-related traffic crashes in Texas were alarmingly high last football season. More than 1,700 DUI-alcohol crashes occurred in 2013 when a Texas college or professional football team was playing, a 7-percent increase over 2012. The dangerous trend on football game days when a Texas team is playing shows a continuous upward swing from 2011 to 2013.



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

A comprehensive campaign, including paid media, media relations, and a 19-stop community outreach tour encouraged Texans to get a sober ride game plan, not a DWI.

Paid Media, Football Season Impaired Driving Campaign,

In FY15, TxDOT set out to educate drivers about the dangers and consequences of drinking and driving, and the importance of making a plan, prior to kickoff, for a sober ride home.

Campaign/Markets	Medium	Final Budget*	Description
8 Media Markets Austin, Dallas/Fort Worth, El Paso, Harlingen/Weslaco, Brownsville/McAllen, Houston/Galveston, Lubbock, San Antonio, Waco / Temple / Bryan / College Station	Broadcast/Cable	\$150,402	One :30 and two :15 bookend spots in English and Spanish (six total spots)
	Radio Reads	\$162,362	3 non-promotional radio reads (:05, :10 and :15); 5 promotional radio reads (:60, :30, :15, :10 and :05); DJ amplification
	Mobile Banners	\$56,949	:15 and :05 spots
	Paid Social	\$2,030	:30 spots
	C-Store, Bar/Restaurant	\$52,155	Posters, cooler wraps (floor graphics and clings as added value); posters (coasters, table tents, front door and mirror clings as added value)
	Stadium Packages	\$104,000	Mobile banners (promo and non-promo-specific) and opt-in push texts
	PSA/Distribution (Statewide)	\$9,058	Existing "Overflow" :15 and :30 spots (English and Spanish) distributed as PSAs throughout Texas
	Subtotal	\$536,957	
	Added	\$2,058,128.61	
Grand Total		\$2,595,085.61	Total Impressions: 296,869,604

Section Four: Paid Media Reports

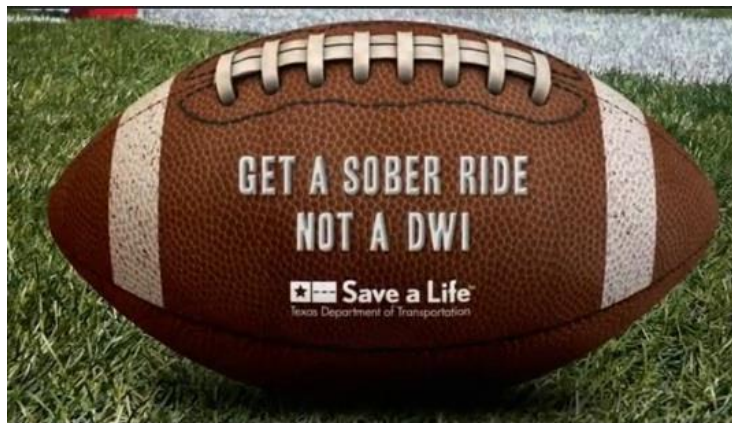
PSA Distribution

The existing “Overflow” TV spot (30-second, English) “Gameplan A” TV spot (15-second, English), “Gameplan B” TV spot (15-second, English) were distributed as PSAs and sent to TV stations throughout Texas for free placement. Spots were distributed statewide in both English and Spanish.

Broadcast and Cable Television

The existing “Overflow” TV spot (30-second, English and Spanish), “Gameplan A” TV spot (15-second, English and Spanish), and “Gameplan B” TV spot (15-second, English and Spanish) were used for the FY15 campaign. The spots encouraged fans to make finding a sober ride home part of their game-day ritual.

The television spots ran on high-profile sports channels and other programming with high viewership among the primary target audience. Cable/broadcast programming examples included: ESPN’s *College GameDay*, *SportsCenter*, and *Monday Night Football*. Those spots were supplemented with spots in pre-game programming, actual football games, and other sports-oriented programming, such as NFL pre-game shows on FOX, NBC, and CBS.



Gameplan TV spot end card

2016 Super Bowl Contest

As part of the campaign, Texans had the opportunity to enter a promotional contest giveaway to win 2016 Super Bowl tickets and accommodations as the grand prize or one of two “Entertainment Package” runner-up prizes. The grand prize included two tickets to the 2016 Super Bowl in San Francisco, travel, accommodations, and passes to the interactive theme park at the Big Game. Two runners-ups received the Entertainment Package, which consisted of a \$500 Best Buy gift card.

A contest web page, TexasGameplan.com, was used to house information about the Ultimate Giveaway. The site gained 38,791 total visits during the 12-week campaign period. Fans could enter the contest in a variety of ways: online at TexasGameplan.com, via text message, by signing a campaign pledge card on-site at an event, on Twitter, or on Instagram. All contest entries included a pledge to always make a sober-ride gameplan before kickoff.

The contest was promoted through radio reads, DJ endorsements (on-air and via social media), TV spots, static banner ads, mobile banners, social media, promotional fliers, and outreach events. Overall, 6,682, people entered the contest. Online was the most common method of entry (2,364). Texting (2,038), on-site (1,363), and Twitter entries (641) were also effective. Winners were selected randomly and announced at the end of the campaign.

Mobile Banners

Two mobile banner ads were created for the campaign – one for the general media campaign and one for a specific section of the mobile buy placed in hyper-local targeted areas within a 1-3 mile radius around college and professional football stadiums - and ran on the most popular mobile sites within the target audience, including Pandora, ESPN.com, IHeartRadio and mobile-site networks such as ThinkNear.com. These customized banners localized content and created a personalized experience for the user, resulting in 31,536,750 impressions.

Mobile banners, radio reads, social media, and outreach staffers promoting the contest drove users to TexasGameplan.com. TV, bar and restaurant, convenience store, and Traffic Safety Specialist (TSS) campaign materials drove users to SoberRides.org. TexasGameplan.com site visitors could enter to win tickets to the Big Game in 2016 and visitors to SoberRides.org could use the sober ride finder to secure a safe ride home.



TexasGameplan.com

Bar, Restaurant, and Convenience Store Advertising

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



Media placements included posters, standees, beverage and window clings, and floor and counter graphics (samples shown above) all emphasizing the importance of planning ahead for a sober ride. Additionally, bar and restaurant coasters and table tents encouraged people to plan a sober ride before kickoff and featured a mobile-friendly ride finder on SoberRides.org. Together, convenience store and bar/restaurant placements achieved 61,080,700 impressions for the campaign.

In-Stadium Signage

In-stadium packages ran during the football season at the University of Texas at Austin, Texas Tech and Texas A&M in College Station. Packages included LED signage, scoreboard signage, video board signage, booth space for a Fan Van event, and program ad.



Video board at Texas Tech



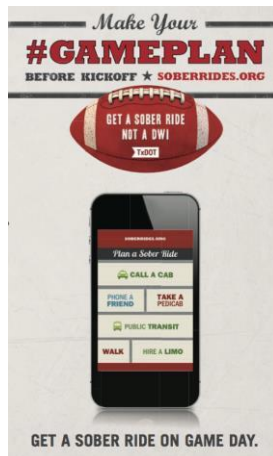
LED signage at University of Texas at Austin



Booth location at Texas A&M

TSS Materials

Existing posters, coasters, and stickers were used and push cards were created and distributed to the Traffic Safety Specialists (TSSs) and partners statewide. Over 168,000 materials were distributed in total. These items helped TSSs extend the campaign message in their own communities, giving them materials relevant to the target audience to hand out at local events.



Section Four: Paid Media Reports

Social Media

The FY15 Football campaign featured a strong social media push on both Facebook and Twitter. The strategy was to get people talking about their game-day rituals, ultimately culminating in a “#gameplan” for a sober ride. The call to action across all social media was: Plan for a sober ride home (make a #gameplan) and avoid a DWI. During the campaign period, TxDOT also changed out their Facebook cover photo and Twitter skin with campaign cover photo



TxDOT Facebook page with campaign cover photo



TxDOT Twitter page, with campaign skin

Section Four: Paid Media Reports

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

Campaign content was posted live on Twitter during high-profile college and NFL games in Texas. This helped leverage conversations happening on social media among the target audience during big game plays, getting the campaign's message in front of the right people at the right time.

There were a total of 56 Facebook posts and 101 Twitter posts during the campaign time period. All were designed to be shareable and resonate with males in the age 18- 34 target audience. In total, the campaign reached 708,104 people on Facebook and had 536 retweets and 244 favorited tweets on Twitter.

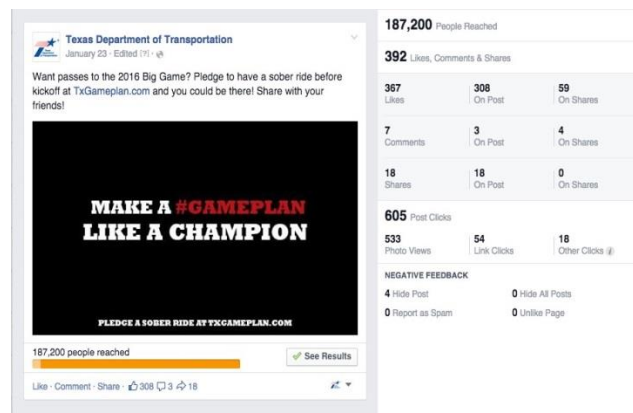
Facebook

Total number of posts: 56
 Total reach: 708,104
 Total shares: 311
 Total comments: 174
 Total likes: 3,091

Twitter

Total number of Tweets: 101
 Total retweets: 536
 Total favorite Tweets: 244
 Total impressions: 553,947

*Stats through 2/1/15



Texas Department of Transportation
December 2, 2014 · Edited · [qh](#)

Howdy, football fans! Pledge your sober ride #gameplan at [Texasgameplan.com](#) to win seats at the 2016 Big Game. Tell your friends!



33,728 people reached

Like · Comment · Share · [237](#) [7](#) [2](#)

33,728 People Reached

250 Likes, Comments & Shares

240 Likes	237 On Post	3 On Shares
7 Comments	7 On Post	0 On Shares
3 Shares	2 On Post	1 On Shares

204 Post Clicks


200 Photo Views	4 Link Clicks	0 Other Clicks i
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NEGATIVE FEEDBACK

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

Texas Department of Transportation
November 22, 2014 · [qh](#)

To: Baylor Fans, From: Head Coach Art Briles. If you're drinking or know someone who is, make sure you've got a sober ride #gameplan! [www.SoberRides.org](#)



39,808 people reached

Like · Comment · Share · [43](#) [1](#) [5](#)

39,808 People Reached

2,160 Video Views

178 Likes, Comments & Shares

72 Likes	43 On Post	29 On Shares
98 Comments	1 On Post	97 On Shares
8 Shares	5 On Post	3 On Shares

112 Post Clicks

98 Clicks to Play i	7 Link Clicks	7 Other Clicks i
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NEGATIVE FEEDBACK

0 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

Texas Department of Transportation
January 16 · Edited · [qh](#)

Make sure you've got everything you need for the #NFLPlayoffs this weekend. #gameplan SoberRides.org



156,915 people reached

Like · Comment · Share · [260](#) [2](#) [1](#)

161,152 People Reached

278 Likes, Comments & Shares

273 Likes	260 On Post	13 On Shares
2 Comments	2 On Post	0 On Shares
3 Shares	1 On Post	2 On Shares

335 Post Clicks

320 Photo Views	15 Link Clicks	0 Other Clicks i
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NEGATIVE FEEDBACK

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

Texas Department of Transportation
February 1 at 10:48am · [qh](#)

We're watching the Big Game in #Brownsville today! Our #FanVan schedule:
2:30pm-4:00pm, Highway 48 Bar and Grill
5:00pm-7:00pm, Ice House Bar & Grill
Find us, take funny photos, get a mini football, and pledge your sober ride #gameplan to enter to win seats at next year's Big Game!
Visit [www.TxGameplan.com](#). No purchase necessary. See Rules for details.



17,848 People Reached

132 Likes, Comments & Shares

124 Likes	120 On Post	4 On Shares
2 Comments	2 On Post	0 On Shares
5 Shares	1 On Post	5 On Shares

108 Post Clicks

108 Photo Views	0 Link Clicks	0 Other Clicks i
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NEGATIVE FEEDBACK

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

Section Four: Paid Media Reports

Texas Department of Transportation
October 16, 2014 · 🌐

Everything's bigger in Texas! And when you play big, you win big! Visit www.TexasGameplan.com to pledge to make a #SoberRide #gameplan, and you could win passes to the Big Game in San Francisco in 2016.



16,608 People Reached

138 Likes, Comments & Shares

134 Likes	129 On Post	5 On Shares
0 Comments	0 On Post	0 On Shares
4 Shares	0 On Post	4 On Shares

58 Post Clicks

54 Photo Views	4 Link Clicks	0 Other Clicks (0)
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NEGATIVE FEEDBACK

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

16,608 people reached

Like · Comment · Share · 129



TxDOT @TxDOT

Howdy, football fans! Pledge your sober ride [#gameplan @ TexasGameplan.com](http://www.TexasGameplan.com) 2 win seats to the 2016 Big Game. RT!

12:54 PM · 2 Dec 2014

10 RETWEETS 5 FAVORITES

TxDOT @TxDOT

Nearly one-third of all people killed each year on Texas roadways are involved in a DUI-alcohol crash. Don't be one of them this [#SuperBowl](#)

3:55 PM · 30 Jan 2015

19 RETWEETS 2 FAVORITES

TxDOT @TxDOT

Well, that's game! Make sure you have a [#saferide](#) home from the watch party. Make your [#gameplan](#) at SoberRides.org.

3:17 PM · 11 Jan 2015

15 RETWEETS 15 FAVORITES

TxDOT @TxDOT

Nearly one-third of all people killed each year on Texas roadways are involved in a DUI-alcohol crash. Don't be one of them this [#SuperBowl](#)

3:55 PM · 30 Jan 2015

19 RETWEETS 2 FAVORITES

TxDOT @TxDOT

RT for 2016 Big Game seats "I pledge to have a sober ride [#gameplan @TxDOT](#)" TxGameplan.com No purchase necessary. See Rules 4 details

8:25 PM · 31 Jan 2015

14 RETWEETS 3 FAVORITES

Outreach

The Fan Van was created to catch people's attention and to serve as a visual reminder of the dangers of driving after drinking on football game days. The Fan Van traveled across Texas to 15 cities and appeared at 15 events, generating 1,910,063 road impressions over the course of the tour. The first nine events took place at football tailgates and were set up on or near college campuses in order to reach a high concentration of the target audience. All of the events emphasized the importance of planning for a sober ride home as part of any game-day ritual.



Fan Van Tour Schedule:

Football Games

1. University of Texas at Austin vs. Oklahoma University, Dallas – Oct. 11
2. Texas Tech University vs. University of Kansas, Lubbock – Oct. 18
3. Stephen F. Austin University vs. SE Louisiana University, Nacogdoches - Oct. 25
4. University of Texas at El Paso vs. University of Southern Mississippi, El Paso – Nov. 1
5. University of Texas at Austin vs. West Virginia University, Austin – Nov. 8
6. Texas A&M University vs. University of Missouri, College Station – Nov. 15
7. Baylor University vs. Oklahoma State University, Waco – Nov. 22
8. Texas Christian University vs. Iowa State University, Fort Worth – Dec. 6
9. Kansas State vs. UCLA (Alamo Bowl), San Antonio – Jan. 2

NFL Games

1. Midland/Odessa – Jan. 4
2. Houston – Jan. 10
3. Tyler – Jan. 11
4. Dallas – Jan. 12
5. Corpus Christi – Jan. 18
6. Brownsville – Feb. 1

Spring Scrimmage Games

1. Baylor, Waco – Mar. 20
2. Texas State, San Marcos – Apr. 4
3. Texas Christian University, Fort Worth – Apr. 10
4. University of Texas at Austin, Austin – Apr. 18

Football Events

For the first half of the tour, the Fan Van setup amid college tailgates for greater exposure to the target audience. At each outreach event, people were encouraged to pledge to

have a sober ride gameplan and take a picture in front of the Fan Van. Staffers shared local statistics demonstrating the number of alcohol- and DUI-related crashes occurring on game days when a Texas team is playing.

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



NFL Events

For the second half of the tour, the Fan Van made various stops in cities across Texas, including Midland/Odessa, Houston, Tyler, Dallas, Corpus Christi, and Brownsville during the NFL playoffs and Super Bowl. Stopping at different restaurants and bars, the goal was to broaden the reach of the campaign via the Fan Van experience, to fans regardless of the presence of a hometown team. For all events, local media outlets were invited to come out and interview TxDOT Public Information Officers, with the Fan Van as their backdrop. A media alert and photo of the Fan Van were sent to local media in each event market.

The final stops of the Fan Van tour were spring scrimmage games at major universities in Texas. The Fan Van stopped at games in Waco, San Marcos, Fort Worth, and Austin to get people to pledge to get a sober ride home. As in the earlier college football stops, contacts were offered branded mini-footballs to remind them to always plan for a sober ride home. In all, event staffers spoke with 2,876 people – 1,695 of them pledged to always make a #gameplan before kickoff.

Earned Media

EnviroMedia distributed two statewide press releases in English and Spanish. The campaign kick off press release was distributed a few days before the Texas Longhorns and Oklahoma Sooners rivalry game in Dallas. The second release was distributed to the media the week leading up to the Super Bowl.

EnviroMedia distributed media advisories in more than a dozen cities that received visits from the TxDOT Fan Van and scheduled interviews at local television stations in each media market. The Fan Van was on display at college football tailgates and made stops at bars and restaurants during NFL football season. Media were invited to photograph the Fan Van and interview TxDOT representatives about the importance of making a game plan for a sober ride.

Media relations efforts resulted in 660 stories and \$2 million in earned media added value. Through media negotiations, partnerships and media relations efforts, \$4,068,570 was delivered in added value.

FY 2015 Holiday Season Impaired Driving Campaign

December 1st, 2014 – January 1st, 2015

During the 2014-2015 holiday season, the Texas Department of Transportation (TxDOT) set out to build upon the previous success of the sober ride messaging emphasized throughout the year in its other impaired-driving campaigns. The campaign utilized a combination of paid media, earned media, social media and various community outreach efforts to remind all Texans about the importance of not drinking and driving.



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

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

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

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

Paid Media

TxDOT placed a comprehensive campaign totaling \$610,916 to be run statewide, with special emphasis in Austin, Dallas-Fort Worth, El Paso, Houston, McAllen-Harlingen and San Antonio. The media buy ran from Dec. 1-31, 2013. TxDOT used existing TV and radio

advertisements (both in English and Spanish), which were distributed as PSAs, and expanded the campaign through the development of online, mobile and out-of-home media placements. Additionally, media-buy negotiations and partnerships delivered \$1,815,041.51 in added value.

Paid Media, Sober Rides Make Great Gifts Campaign - Beginning December 2014

Campaign/Markets	Medium	Final Budget	Description
Statewide Special Emphasis: Austin, Dallas-Fort Worth, El Paso, Houston, McAllen-Harlingen, San Antonio	Cable & Television	\$170,589.91	:30 and :15 spots in English and Spanish ran statewide
	Radio	\$252,406.25	:30 and :60 spots in English and Spanish ran statewide
	Mobile	\$37,350.00	Banners and geo-targeted mobile game in English and Spanish
	Online and Evite	\$77,277.80	Online banners, Evite banners and framed response page
	Paid Facebook Boosts	\$2,230.81	Boosted Facebook Posts
	C-Store and gas station	\$69,300.00	Gas pump toppers and window clings
	Restaurant and bar	\$20,900.00	Posters, bill inserts, mirror decals and coasters
	Outdoor	\$20,900.00	Bus tail ads and billboards
	PSA distribution	\$4,990.00	TV PSAs
	Added Value	\$1,596,778	
Grand Total		\$2,257,223.00	

Contest and Contest Landing Page

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

The prizes for the contest included:

- Grand Prize: A trip to the Richard Petty Speedway Experience OR a SpaFinder gift card.
- Second Prize (Runner-up): American Express Gift Card

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

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

TxDOT

**PLEDGE TO HAVE A
#SOBERRIDE THIS HOLIDAY SEASON
WIN GREAT PRIZES**

THE RICHARD PETTY DRIVING EXPERIENCE:

THE "KING'S EXPERIENCE PACKAGE"

- ▶ 10 LAPS BEHIND THE WHEEL OF A RACE CAR
- ▶ \$1,100 AMERICAN EXPRESS GIFT CARD FOR TRAVEL

OR

THE "EXPERIENCE OF A LIFETIME"

- ▶ 30 LAPS BEHIND THE WHEEL OF A RACE CAR
- ▶ \$650 AMERICAN EXPRESS GIFT CARD FOR TRAVEL

THE SPAFINDER GIFT CERTIFICATE:

- ▶ \$2,000 GIFT CERTIFICATE (NEVER EXPIRES)

RUNNER-UP PRIZE:

- ▶ \$1,000 AMERICAN EXPRESS GIFT CARD

HOW TO ENTER:

ONLINE:
Pledge here (or via mobile) to have sober ride home this holiday.

NAME *

EMAIL *

PHONE *

YES

Please send the game day reminders as that will let you, if you have a game plan to find a sober rider.

TEXT:
Pledge you have a sober ride this holiday season by texting SOBERRIDE to 7-4-1-2-1

TWITTER:
Tweet your pledge of holiday sober ride to @TxDOT, with #soberride
Example: I pledge to have a #soberride this holiday season @TxDOT

All purchases necessary. See Official Rules for details.

Mobile/Desktop contest landing page – HolidaySoberRide.com

Promotional links to HolidaySoberRide.com were also added to SoberRides.org (for both mobile and desktop).



Mobile SoberRides.org with contest link callout



SoberRides.org with contest

Contest Entry Results

Outreach Tour Pledges	2,184
Online/Text Pledges	2,744
Twitter Pledges	130
TOTAL	5,058

Section Four: Paid Media Reports

Television

The existing 15-second TV spots (English and Spanish) were placed statewide on top cable networks. The buy included Fox Sports Southwest and cable networks such as ESPN, BRAVO, TNT, VH1, DISC, TLC, Galavisión, etc. TV delivered a total of 14,890,000 impressions and 773.6 TRPs. The television spots were also distributed statewide for PSA placements, which generated 350.2.5 TRPs.

Radio

The existing 30- and 60-second radio spots (English and Spanish) were placed statewide on top stations. The radio buy included formats such as Country, Rock, Adult Contemporary, CHR, Alternative, Tejano and Mexican Regional. The ads were placed in all dayparts to maximize reach and frequency. Radio buys included social media posts to help extend the reach and frequency of the messages. Radio delivered a total of 10,505 TRPs.

Website and Online (banners, non-promotional and promotional)

Online banners ran on the most visited sites by the target audience. These included sites such as YouTube, Facebook, DallasMorningNews.com, ESPN Deportes and site networks such as Brand Exchange and Batanga. The online media buy delivered 16,235,111 impressions.

Non-promotional online banners led to SoberRides.org and TransporteSobrio.org during the media flight. Promotional banners encouraged users to take the sober ride pledge in order to enter the sweepstakes. All promo banners led to HolidaySoberRide.com, which received 33,910 total visits during the campaign flight.



Non-promo English banner



Non-promo Spanish banner



Non-promo English online banner



Promo English banners

Mobile (banners and geo-targeted mobile game)

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

The mobile media buy delivered 6,216,227 impressions. Again, non-promo mobile banners led to SoberRides.org and TransporteSobrio.org. Promo banners led to HolidaySoberRide.com.



Promo English mobile banner, 320x50



Non-promo English mobile banner, 320x50



Non-promo Spanish mobile banner, 320x50

Out of Home: Convenience Store and Gas Station Advertising

Messaging was placed in gas pump ads, counter clings and beverage fridge clings to reach out to party-going Texans as they picked up drinks or pumped gas on their way to holiday gatherings. The buy targeted an estimated 134 gas stations throughout the priority markets. All the ads reminded citizens to make getting a sober ride home part of their holiday plan. The convenience store media buy delivered 13,270,500 impressions.



Gas Station Pump Topper



Gas Station Pump Topper



Beverage Fridge Cling



Counter Cling

Out of Home: Restaurants and Bars

Sober ride messaging reached Texans through paid poster placements at their favorite restaurants or bars. Added-value bill inserts and coasters directed target audience members to the SoberRides.org website to ensure they got home safely. Added-value mirror decals were placed in restrooms to create a blurry reflection (that simulated intoxication) and provided sober ride messaging. The restaurant/bar media buy delivered 13,270,500 impressions.



Mirror Cling



Coaster

Out of Home: Billboards

Outdoor boards in English and Spanish were placed in rural markets. These markets included both general market as well as high Spanish-dominant populations. The outdoor buy generated 8,629,068 impressions.



English billboard



Spanish billboard

Texas Bus Promotion

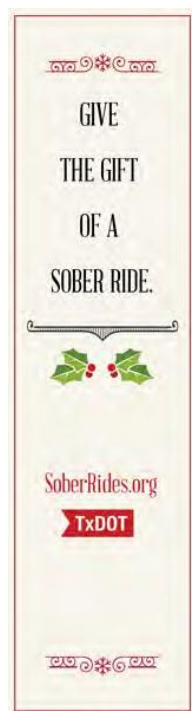
Bus tail ads were placed on buses within the Austin, San Antonio and Corpus Christi bus systems to help spread the sober ride message.



Bus ad

Evite

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



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

Campaign Assets Page

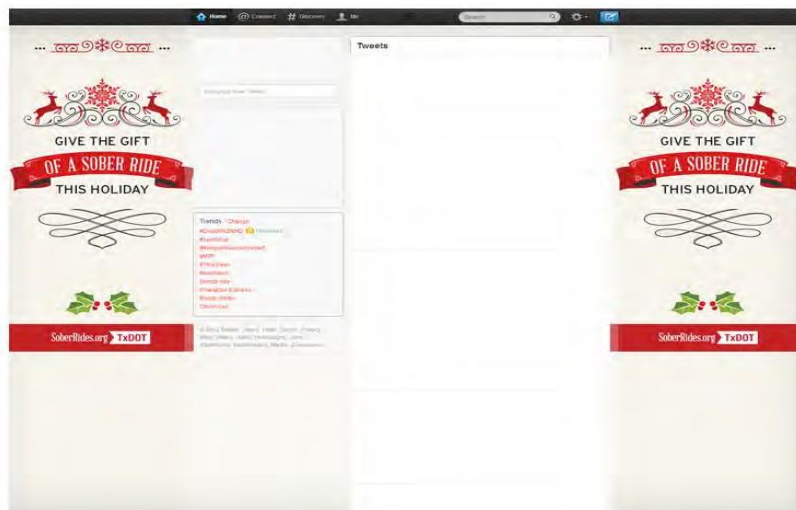
A campaign assets web page was created (enviromedia.com/txdot/txdots-2015-holiday-impaired-driving-campaign/) with downloadable campaign materials for TxDOT.

Social Media

An editorial calendar was developed for TxDOT's Facebook and Twitter feeds. In addition, the previously existing Facebook cover photo and Twitter skin was used to ensure consistent branding to Texans across all channels. EnviroMedia posted all campaign-related content to TxDOT's social media properties. Social media and other campaign elements encouraged viewers to use the hashtag #soberride when planning for their holiday outings. In addition, users who posted on Twitter with the hashtag #soberride pledge had the opportunity to win one of the contest prizes.



Facebook Cover Photo



Twitter skin

Facebook

On Facebook, there were 21 posts, 968 shares, 130 comments and 7,276 likes over the course of the campaign. On Twitter, there were 22 tweets, 200 retweets and 53 favorites. Overall, the social media campaign delivered more than 664,478 impressions.

Facebook							
Date	Number of posts	Reach	Post Clicks	Shares	Comments	Likes	Impressions
1-Dec	1	7,916	46	33	0	111	7,916
2-Dec	1	9,724	149	46	8	218	9,724
3-Dec	1	40,768	163	12	2	229	40,768
4-Dec	1	3,584	40	22	1	58	3,584
6-Dec	1	3,778	53	11	0	49	3,778
7-Dec	1	176,192	791	37	5	1,022	176,192
8-Dec	1	6,824	67	6	1	51	6,824
9-Dec	1	6,356	86	38	26	70	6,356
10-Dec	1	2,789	39	2	5	28	2,789
11-Dec	1	3,562	70	11	0	33	3,562
12-Dec	1	2,116	66	4	0	47	2,116
13-Dec	1	2,991	79	8	0	38	2,991
15-Dec	1	5,062	127	14	3	95	5,062
16-Dec	1	2,346	111	8	2	41	2,346
17-Dec	1	1,326	151	0	0	23	1,326
17-Dec	1	156,352	919	23	3	732	156,352
18-Dec	1	2,460	158	8	2	69	2,460
20-Dec	1	107,072	868	664	72	4,246	107,072
26-Dec	1	3,324	317	8	0	39	3,324
31-Dec	1	3,158	13	5	0	29	3,158
31-Dec	1	7,456	24	8	0	48	7,456
TOTAL	21	555,156	4337	968	130	7276	555,156

Texas Department of Transportation
December 20, 2014 · Edited (1) · [x](#)

Have holiday party plans? Have a holiday #SoberRide plan, too! Visit www.SoberRides.org.



❄️ Every holiday celebration should end with a sober ride home. ❄️
SoberRides.org

107,072 people reached [See Results](#)

Like · Comment · Share · 3,167 31 621

Twitter				
Date	Number of Tweets	Retweets	Favorites	Impressions
2-Dec	1	10	4	3,491
2-Dec	1	11	2	3,453
4-Dec	1	7	2	4,303
6-Dec	1	3	2	3,161
7-Dec	1	10	3	6,501
9-Dec	1	17	3	4,015
10-Dec	1	7	0	3,667
11-Dec	1	13	1	3,635
12-Dec	1	8	0	3,467
13-Dec	1	12	6	11,352
14-Dec	1	24	4	5,547
15-Dec	1	8	2	3,383
16-Dec	1	6	3	3,225
17-Dec	1	2	2	2,852
17-Dec	1	2	1	3,369
18-Dec	1	9	4	5,945
19-Dec	1	3	0	9,290
20-Dec	1	9	1	6,084
21-Dec	1	10	4	5,334
22-Dec	1	8	3	6,080
26-Dec	1	5	2	5,518
31-Dec	1	16	4	5,650
TOTAL	22	200	53	109,322



Community Outreach

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

The main feature of the campaign's community outreach was the Sober Ride Sleigh Tour. The tour, which took place Nov. 30 – Dec. 19, featured a donated limo decorated to look like a giant holiday gift. The Sober Ride Sleigh traveled to 13 Texas markets to further spread the message that people should "Give the gift of a sober ride." The tour visited: Dallas, Fort Worth, Abilene, Childress, Amarillo, Lubbock, El Paso, San Antonio, Corpus Christi, Houston, Beaumont, Lufkin and College Station.

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

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

The interior of the Sober Ride Sleigh was decorated with holiday swag, which provided a festive backdrop for Texans who wanted to snap photos with their mobile devices. Visitors were encouraged to upload photos to Instagram or Facebook and pledge, allowing them to be entered in the #soberride contest.

Sober Ride Sleigh Tour Schedule

Pledges - 1,221

Candy Canes Distributed - 1,818

Trivia Game Participants - 47

Road Impressions - 218,259

Sober Ride Sleigh Tour Metrics, outreach partnerships, and road impressions resulted in \$42,824.97 in campaign added value.

30---Nov	El Paso
1---Dec	El Paso
2---Dec	Lubbock
3---Dec	Abilene
4---Dec	Childress
5---Dec	Amarillo
6---Dec	Amarillo
7---Dec	Dallas
8---Dec	Dallas
9---Dec	Fort Worth
10---Dec	Austin
12---Dec	San Antonio
13---Dec	Corpus Christi
14---Dec	Houston
15---Dec	Houston
16---Dec	Beaumont
17---Dec	Lufkin
18---Dec	College Station
19---Dec	Austin

Call Center

EnviroMedia also reached out to 200 of the largest companies in Texas and 76 counseling and health clinics through a five-day call center. EnviroMedia worked with human resource officials to extend the campaign messaging to employees before company holiday parties and celebrations with family and friends. EnviroMedia also asked employers to share the campaign messaging through a company-wide email or other tactics to make sure all employees planned for a sober ride home. In addition, Texas employers were asked to add the campaign partner badge to their websites and to put the approved social media posts on their company social media pages.

Educational Materials

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





Gift Certificate – Front



Gift Certificate – Back

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

- Developed campaign talking points
- Developed two statewide news releases in English and Spanish – one for the campaign kickoff and another for the New Year's holiday
- Developed a press release template for law enforcement agencies to share with their local media
- Developed media advisories for the scheduled Sober Ride Sleigh tour stops
- Targeted media pitching in the 13 cities where the Sober Ride Sleigh made stops Media relations efforts resulted in \$1.2 million in earned media added value.

Summary of TxDOT Holiday Impaired Driving Media Relations Added Value	
Media Type	Publicity Value
Online (blogs, news websites, online sites of TV stations, online sites of print publications)	\$16,793.75
Print (daily newspapers, community newspapers, magazines)	\$291,177.78
Broadcast (television station shows, cable network shows)	\$590,785.70
Business Wire	\$391,529.04
TOTAL	\$1,290,286.27

Texas Hospitality Association and National Safety Council

The Texas Hospitality Association and the National Safety Council partnered with the campaign to distribute printed materials. EnviroMedia coordinated with the National Safety Council to order and distribute Sober Driver and Sober Ride gift certificates and posters. A total of 1,000 kits were produced and distributed.

Added Value

Through media negotiations, partnerships, and media relations efforts, \$2,929,889.24 was delivered in added value.

FY15 TxDOT Holiday Impaired Driving Campaign Dashboard

December 1, 2014 – January 1, 2015

Paid Media Cable: 773.6 TRPs Fox Sports SW: 14,890,000 IMPs Radio: 10,505 TRPs PSAs: 350.2 TRPs Online/Envite (impressions): 16,235,111 Online/Envite (clicks): 30,934 Outdoor: 8,629,068 Mobile (impressions): 6,216,227 Mobile (clicks): 63,691 CBStore: 13,270,500 IMPs Bar/Restaurant: 13,270,500 IMPs Total paid media: \$660,445 Added Value: \$1,596,778	Earned Media Online (blogs, news websites, online sites of TV staCons, online sites of print publicaCons): 86 Broadcast (TV staCon shows, cable network shows): 57 Print (daily newspapers, community newspapers, magazines): 107 Business Wire: 518 Earned media stories: 768 Added value: \$1,290,286.27	Website Traffic (HolidaySoberRide.com) Total visits: 33,910 Unique visits: 28,600 Page views: 39,256 Bounce rate: 93.46 % Average visit duraKon: 0:47 Desktop users: 4,786 Tablet users: 10,320 Mobile users: 18,804
Social Media Facebook: Total number of posts: 21 Total reach/impressions: 557,156 Total shares: 968 Total comments: 130 Total likes: 7,276 TwiMer: Total number of tweets: 22 Total retweets: 200 Total favorited tweets: 53 Total impressions: 109,322 *Stats through 12/31/14	Community Events Total number of stops: 13 Total pledges: 1,221 Trivia game parKcipants: 47 Road impressions: 2,012,347 Added value: \$42,824.97	Website Traffic (SoberRides.org/TransporteSobrio.org) Total sessions: 1,237 New visitors: 1,194 Pageviews: 1,361 Bounce rate: 92.97% Average session duraKon: 00:00:10 Desktop users: 83.59% Tablet users: 8.97% Mobile users: 7.44%

Summary of TxDot Holiday Impaired Driving Added Value Flight

Medium	Element	Value
Radio	:15 spots	\$198,504
	Negotiated Savings	\$118,403
Cable/Television	:30 spots	\$621,990
	Negotiated Savings	\$388,104
Mobile	Mobile Banners	\$1,501
	Negotiated Savings	\$23,904
Online	Negotiated Savings	\$117,061
CGStore & Gas Station	Added Value Impressions	\$153,898
	Negotiated Savings	\$16,200
Restaurant & Bar	Added Value Impressions	\$50,341
	Negotiated Savings	\$84,700
Outdoor	Added Value Impressions	N/A
PSA/Distribution	Sigma Tracked PSAs	\$26,351.90
Campaign Added Value		\$1,800,959.00

Summary of TxDOT Holiday Impaired Driving Media Relations Added Value	
Media Type	Publicity Value
Online (blogs, news websites, online sites of TV stations, online sites of print publications)	\$16,793.75
Print (daily newspapers, community newspapers, magazines)	\$291,177.78
Broadcast (television station shows, cable network shows)	\$590,785.70
Business Wire	\$391,529.04
TOTAL	\$1,290,286.27

Summary of TxDOT Holiday Impaired Driving Added Value	
Type of Added Value	Worth
Limo Donations	\$38,000.00
Road Impressions	\$4,824.97

FY 2015 Energy Sector “Be Safe. Drive Smart.” Campaign
Spring campaign; February 2nd – March 1st, 2015
Summer campaign; August 1st – August 31st, 2015

The increase in oil and gas production has reshaped many areas of Texas. Even with the decline in new drilling activities in 2015, overall production in Texas continues to rise and activity is still dramatically higher than it was five years ago. This activity has also brought an influx of truck traffic and a sharp increase in the number of motor vehicle crashes. Traffic fatalities are up statewide, and the numbers are particularly alarming in rural energy development areas where thousands of trucks have dramatically changed road conditions and the communities through which they pass.



TxDOT launched the *Be Safe. Drive Smart.* campaign in 2013 with media events, billboards, TV and radio commercials, gas pump toppers, and digital and print ads to alert drivers in energy-producing counties with the highest incidences of serious and fatal crashes to take proactive steps to drive safe. In addition to reminding drivers to safely share the road with trucks, campaign messages were tied to the leading causes of crashes, urging drivers to pay attention when they are behind the wheel, slow down, pass carefully, and obey traffic signs and signals. For Spanish-language materials, the slogan is *Maneje Listo. Maneje Seguro.*

Paid Media

For FY 2015, Sherry Matthews Advocacy Marketing continued paid media for the Be Safe, Drive Smart campaign in the areas of Texas where oil and gas production are the most concentrated—Eagle Ford Shale, Permian Basin, Barnett Shale, Granite Wash, Haynesville-Bossier Shale, and Cline Shale. The media mix included TV in the media markets that cover the six energy areas and radio advertising in all areas except the Barnett Shale and Haynesville-Bossier, where it is inefficient to use radio to reach the affected counties. It also included billboards, gas station ads, quarter-page ads in local newspapers, and online and mobile ad placements in all campaign regions. Spanish-language radio, TV, and digital ads delivered messages to bilingual and non-English-speaking Hispanics.





Paid Media Overview

Primary Target: Motorists in counties with the highest levels of oil and gas drilling activity and highest increases in traffic fatalities

Secondary Target: Oil and gas industry workers

Media Markets: San Antonio, Corpus Christi, and Laredo (Eagle Ford Shale)
Midland/Odessa (Permian Basin)
San Angelo (Cline Shale)
Amarillo (Granite Shale)
Dallas/Fort Worth (Barnett Shale)
Harrison, Panola, Shelby, and San Augustine counties in East Texas
(Haynesville-Bossier Shale)

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

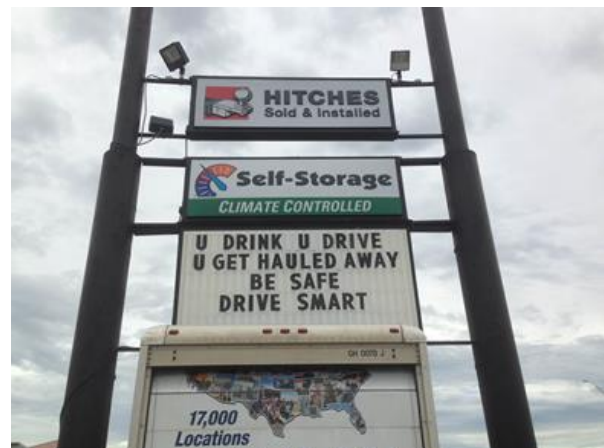
Media Flight Dates: Spring flight, February 2 – March 1, 2015
Summer flight digital only, August 1 – 31, 2015

Paid Media Summary

Media	Budget	Description	Impressions
Spot Radio	\$45,430.80	60-second radio spots on 42 stations in Amarillo, Corpus Christi, Laredo, Midland/Odessa, San Angelo, and San Antonio markets. Total of 3,286 spots in English and Spanish.	12,755,000
Radio Remotes	\$3,500.00	3 live remotes in Corpus Christi, Midland/Odessa, and Laredo markets to bring attention to "big signs" tour events.	378,000
Spot TV	\$72,369.85	30-second and 15-second TV spots on 28 stations in Amarillo, Corpus Christi, Laredo, Midland/Odessa, San Angelo, and San Antonio markets. Cable in Dallas/Fort Worth and east Texas. Total of 7,403 spots in English and Spanish.	12,988,000
Outdoor (Billboards)	\$120,765.00	Outdoor bulletins at 69 locations in targeted counties.	25,043,120
Gas Station Ads	\$38,052.00	Pumptoppers, fillboards, and window clings at 151 gas stations in targeted counties.	22,264,950
Print	\$21,994.66	2 quarter-page ads in 27 newspapers in Andrews, Azle, Beeville, Big Spring, Canadian, Carrizo Springs, Carthage, Center, Cleburne, Decatur, Denton, Floresville, Fort Stockton, Hallettsville, Kennedy, Laredo, Marshall, Miami, Midland, Odessa, Pearsall, Pleasanton, San Angelo, San Augustine, Shamrock, and Stanton.	278,544
Digital (Online and Mobile Ads)	\$46,781.00	Video ads and static banners on mobile and online ad networks, Facebook display ads, and YouTube video ads for 4 weeks in targeted counties for spring flight and an additional 4 weeks for summer flight.	4,422,606
TOTAL	\$348,893.31	Impressions:	78,130,220

Added Value

Added value achieved through negotiations with media vendors matched one-to-one TxDOT's investment in paid media for the Be Safe, Drive Smart campaign. Bonus (free) TV and radio spots were valued at \$136,139.71. Added value amounts from out-of-home advertising totaled \$272,033.11 and included billboard and pumptopper overrides, bonus gas station window clings, and negotiated lower monthly rates. Bonus digital ad impressions and clicks contributed an additional \$7,027.80.



Outreach Partnership with U-Haul

Earned Media

In July, TxDOT held Be Safe, Drive Smart media events in Corpus Christi, Odessa, and Laredo to increase awareness of safe driving practices in the Eagle Ford Shale and Permian Basin. These events showcased larger-than-life signs to catch the attention of the media and public. While the signs were spread throughout three locations in each of the markets, at least one of the locations hosted a major event or festival that brought in members of the public from across the region.



Media events and news releases generated 78 local TV news stories, 4 radio stories, 37 print, and 41 online features. The total publicity value of news media coverage of the campaign was \$1,907,845.74.

Outreach and Partnerships

Our media outreach events with the “big signs” drew large crowds at every appearance. By coinciding with the Fourth of July festivities in Corpus Christi, a popular summer concert series in Odessa, and a minor league baseball game in Laredo, we were able to bring our message to even more members of the public. Our radio remotes in each market heightened awareness of the signs prior to the events and ensured that people knew to look for them when they got to the event location.



We also unveiled our marquee sign program this year. In partnership with local civic organizations, we worked with local businesses to display traffic safety messaging on their marquee message boards during the week leading up to our “big signs” tour stops. In Odessa, the Chamber of Commerce held a contest to select which business created the best sign.

Along with increasing awareness in these communities, the signs were used by TxDOT’s Facebook, Instagram, and Twitter accounts to share the messages statewide.

Overall Campaign Value:

Added value from paid media vendors valued at \$415,200.62 combined with the \$1,907,845.74 generated from earned media activities contributed \$2,323,046.36 to the overall value of the Be Safe, Drive Smart safety campaign in FY2015.

TxDOT spent \$808,152.36 on the Energy Sector campaign in FY 2015. For every \$1 TxDOT invested in the program, it saw a \$2.75 return on investment in added value.

FY 2015 Teen “Teen Click It or Ticket” Campaign **February 17th through March 31st, 2015**

In February 2015, TxDOT launched its Teen Click It or Ticket campaign, encouraging teens to always wear their seat belt. This campaign followed the same messaging as the statewide “Click It or Ticket” program, but the campaign combined paid media, earned media, social media, school outreach, and community outreach efforts to remind Texas teens about the importance of always wearing a seat belt.



For the second year, TxDOT’s public education campaign featured animated characters. These characters each had a story that represented a short-term consequence of not wearing a seat belt. The goal of the campaign is to increase public awareness of the dangers of not wearing proper vehicle restraints (especially for younger drivers and passengers). The campaign launched February 10 with a statewide press release, sent in English and Spanish. A paid media flight supported the campaign February 17 through March 31. Paid advertising, earned media, and community outreach events from February through July asked all Texas teens to take the pledge to always buckle up.

The primary audience was high-risk teen drivers and passengers from 15 to 20 years old. While we spoke directly to this primary audience, the campaign also reached out to influential people in the lives of target audience members such as parents, teachers, and older siblings. The campaign drove Texans to the “Teen Safety” section of TexasClickItorTicket.com for program videos and materials and to a multimedia contest opportunity.

Creative Direction

The 2015 Teen Click It or Ticket campaign features three animated characters. These characters each represent a short-term consequence associated with not wearing a safety belt.

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

Paid Media

TxDOT placed a comprehensive paid media buy totaling \$126,750 that ran in Abilene, Austin, Dallas-Fort Worth, El Paso, Harlingen-Brownsville-McAllen, Houston, Lubbock, San Antonio, and Tyler-Longview. The media buy ran from February 17 through March 31, 2015. TxDOT ran new radio and mobile advertisements in English and Spanish. Additionally, media-buy negotiations and partnerships delivered \$96,757 in added value.

Paid Media, Teen Click It or Ticket Campaign – 2/17/15 - 3/31/15

Campaign/Markets	Medium	Final Budget	Description
	Radio	\$61,055.50	Four 15-second radio spots (three English and one Spanish) will be placed in nine targeted markets. The radio buy will target the highest ranked English and Spanish stations that reach 15 to 20 year olds.
	Mobile	\$62,585.75	Mobile ads will be placed in teen-oriented content with trusted premium publishers such as iFunny, Pandora, iHeartRadio, Facebook, etc.
	Paid Social Media	\$3,000.00	Paid social media posts will extend our message to teens on social media. We will use sponsored tweets on Twitter and boosted Facebook posts.
	Added Value	\$96,757.00	
Grand Total		\$126,641.25	Total Impressions: 17,649,196

Contest and Contest Landing Page

The campaign included a media contest that will ask teens to pledge to buckle up when they get in a car. The contest will be promoted through mobile banner ads. These ads will click through to a landing page that promotes teens to pledge and buckle up. Teens can also pledge by tweeting @TxDOT using #clickit. Once a pledge is made, the participant is entered into the contest for a chance to win a \$500 Best Buy gift card. The grand prize for the contest consisted of six (6) \$500 Best Buy gift certificates.

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

The Promotional Website <http://www.teenclickitorticket.com/> received 23,935 total visits, including 19,254 unique visits and 27,988 page views. The contest also received 494 online/ mobile entries including 67 Twitter entries and 561 total entries.



Radio (non-promotional and promotional)

The new 15-second radio spots (English and Spanish) were placed in nine markets including: Abilene, Austin, Dallas-Fort Worth, El Paso, Harlingen-Brownsville-McAllen, Houston, Lubbock, San Antonio, and Tyler-Longview. The radio ads ran on the highest-ranked English and Spanish stations that reach 15 to 20 year olds. Radio delivered a total of 2,588.60 GRPs (includes paid and promotional spots.)

Promotional

In addition to the campaign radio spots, the stations ran promotional spots to encourage teens to pledge to buckle up with the incentive of a \$500 Best Buy gift card. Station personalities utilized their social media pages to extend the reach and frequency of the contest.

Mobile Banners (non-promotional and promotional)

Using new creative: Mobile banners, featuring each of the animated characters, ran on the most visited mobile sites by the teen target audience. These included sites such as iFunny, Pandora, iHeartRadio, and Facebook. The banners drove users to the TexasClickItorTicket.com website. The mobile media buy reached 10,013,720 impressions.

Promotional: Promotional banners led to the contest's landing page at TeenClickItorTicket.org. They encouraged teen users to pledge to #ClickIt for a chance to win a \$500 gift card.



Standard non-promotional mobile banners

Website and Social Media

A campaign webpage "Teen Safety" page was created in English and Spanish for TxDOT's TexasClickItorTicket.com website. This page featured Teen Click It or Ticket materials such as videos, digital resources, useful parent links, and a parent guide.

Campaign Resource Page

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

Social Media

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



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

Messaging in Schools

In January 2015, a call center reached out to the schools that participated in the Teen Click It or Ticket program last year. The call center staff asked the schools if they would like to participate in the program again this year, confirmed addresses, and informed the schools that they would receive the educational toolkit in February. Participating schools each received an educational toolkit including posters, yard signs, a banner, car window decals, a parent-facing brochure, morning announcements, digital assets, and an implementation guide. Schools were encouraged to promote the campaign message in February; however, these materials have an evergreen message that can be displayed for the entire school year. In February 2015, 902 schools throughout Texas received these Teen Click It or Ticket toolkits.

Public Relations, Partners, and Outreach

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

The main feature of community outreach was the Wrecked Truck Tour. The tour, which traveled from March 4 to July 26, featured a wrecked 2005 F-250 King Ranch Edition pickup that told an important seat belt safety story. Ethan, the driver, and his passenger, Trey, were on their way to Bell County in 2009, when one of the truck's front tires blew. The truck flipped end over end, hit a rock embankment and landed upside down on the side of the road. Because these boys were wearing their seat belts, they are alive today to tell their story. This truck has spent years traveling throughout the state of Texas, making an impact on drivers and passengers.



The tour also featured an audio component to the "Wrecked Truck Experience." The survivors of the crash, Ethan and Trey, recorded a suspenseful, moving audio reenactment of their crash that was played at six listening stations creating the "Wrecked Truck Experience." Students could step up to the station, put on headphones and play the experience while looking at the visual of the pickup. After listening to the experience, the students, parents, and teachers were encouraged to take a pledge to always wear their seat belt. Outreach events were conducted at four University Interscholastic League (UIL) championship events, five winning high schools, and four Hawaiian Falls water parks in Texas. Presence at these events gave students, teachers and parents from all over Texas the opportunity to participate in the experience.



Wrecked Truck Experience Tour Schedule

Date	Location
March 5 th – 7 th	UIL Girls Basketball State Tournament
March 12 th – 14 th	UIL Boys Basketball State Tournament
April 15 th – 18 th	UIL Soccer State Championship
April 22 nd	Tuloso-Midway High School- Contest Winner
April 23 rd	Harlingen High School- Contest Winner
April 24 th	Anderson-Shiro High School- Contest Winner
April 29 th	Bruceville-Eddy High School- Contest Winner
April 30 th	Cove Charter Academy - Contest Winner
May 15 th – 16 th	UIL Track and Field State Meet
July 4 th – 5 th	Hawaiian Falls: Pflugerville
July 11 th – 12 th	Hawaiian Falls: Waco
July 18 th – 19 th	Hawaiian Falls: The Colony
July 25 th – 26 th	Hawaiian Falls: Garland

Wrecked Truck Experience

Tour Metrics

Pledges	2,307
Conversations	5,359
Impressions	25,000 +
Road Impressions	1,527,717

Section Four: Paid Media Report

Earned Media

On behalf of TxDOT, EnviroMedia distributed an English and Spanish campaign press release statewide. Media advisories were also distributed to announce, promote, and invite media to all events. Media relations efforts resulted in 402 stories and \$520,421.65 in earned media added value. The added value from earned media alone exceeded the required match for the campaign. This demonstrates the considerable support that this campaign received from media outlets. Through outreach events an additional \$33,887.88 added value was provided through road impressions, UIL sponsorships, and Enviromedia donations

Added Value

Through media negotiations, partnerships, and media relations efforts, \$651,066.53 was delivered in added value.

FY 2015 Teen Click It or Ticket Final Campaign Report

Social Media Twitter Total number of tweets: 6 Total retweets: 69 Total favorited tweets: 10	Social Media – Facebook Total number of posts: 9 Total reach/impressions: 69,400 Engaged users: Avg 3% Total shares: 304 Total comments: 30 Total likes: 333	Paid Media Radio: 2,588.60TRPs Mobile: 10,013,720 Total added value: \$96,757
Community Events Number of Events: 13 Total Pledges: 2,307 Conversations: 5,359 Impressions: 25,000+ Road Impressions: 1,527,717 Total added value: \$33,887.88	School Outreach Number of School Kits Distributed: 902	Earned Media Impressions Online (blogs, news websites, online sites of TV stations, online sites of print publications): 85 Broadcast (TV station shows, cable network shows): 1 Print (daily newspapers, community newspapers, magazines): 71 Business Wire: 246 Total earned media: 402 Total added value: \$520,421.65 Total impressions: 17,649,196 <small>*Impressions include: Nielson (TV), Circulation (Print), Unique visitors per month</small>

FY 2015 TEEN CLICK IT OR TICKET / Community Events Added Value

Item	Added Value Amount
UIL Sponsorship - UIL sponsorship included event space/ placement on UT Campus, Georgetown High School and the Frank Irwin Center for the wrecked truck experience. UIL invoiced \$10,000, but estimated amount of sponsorship was \$25,000.	\$25,000.00
Beats by Dre headphones - EnviroMedia donated 1 pair of headphones to the TCIOT campaign to be used as the giveaway.	\$200.00
iPads - EnviroMedia supplied 7 iPads to use at each of the wrecked truck events.	\$2,100.00
Road Impressions / Calculated road impressions the wrecked truck gathered traveling to the wrecked truck events.	\$6,587.87
TOTAL Community Event Added Value	\$33,887.87

FY 15 Teen Click It or Ticket — Media Summary

Medium	Final Budget	Description
Radio	\$61,055.50	Four 15-second radio spots (three English and one Spanish) will be placed in nine targeted markets. The radio buy will target the highest ranked English and Spanish stations that reach 15 to 20 year olds.
Mobile	\$62,585.75	Mobile ads will be placed in teen-oriented content with trusted premium publishers such as iFunny, Pandora, iHeartRadio, Facebook, etc.
Paid Social Media	\$3,000.00	Paid social media posts will extend our message to teens on social media. We will use sponsored tweets on Twitter and boosted Facebook posts.
Total:	\$126,641.25	

Section Four: Paid Media Report

FY 2015 Click It or Ticket (CIOT) Campaign ***May 18th 2015 through May 31st, 2015***



Click It or Ticket Campaign

Texas has 23.5 million registered vehicles—almost as many as it has residents. What these vehicles have in common is that virtually all of them have lifesaving seat belts. But seat belts save lives only when they're used. Since 2002, the *Click It or Ticket* campaign has increased the seat belt usage rate from 76 percent to more than 90 percent. In 2014 in Texas, however, 2,587 people were killed or seriously injured in crashes while not wearing a seat belt.



"Why I Ticket" TV Ad



Digital ads and an oversized wall wrap of the Austin Police Department's headquarters building remind people tickets may hurt, but crashes kill.

For FY 2015, TxDOT unveiled a new campaign that built upon its successful history of enforcement-based messaging by adding consequences that highlight the deadly results of not doing something as simple as buckling up. This bilingual, multimedia campaign included extensive paid media and earned media strategies as well as a sports marketing partnership with Fox Sports Southwest to reach Texas Rangers fans.

Paid Media

Paid media for the FY 2015 *Click It or Ticket* campaign focused on the period preceding the national *Click It or Ticket* enforcement mobilization, May 18 – May 31, 2015. The media mix included radio and out-of-home advertising, both proven avenues for reaching people in vehicles when an enforcement message is particularly relevant. Digital ads, targeted TV, sports marketing, and event marketing were also used to effectively send young people plus pickup truck drivers and passengers a strong enforcement based message. The Spanish-language radio, TV, and digital ads delivered messages to bilingual and non-English-speaking Hispanics.

Paid Media Overview

Primary Target: Adults 18 – 34

Secondary Target: Texas pickup drivers and their Passengers, with an emphasis on males 18 – 34.

Media Markets: Statewide, with emphasis on the following counties: Bastrop, Bell, Bexar, Chambers, Dallas, Denton, El Paso, Ft. Bend, Gregg, Kaufman, Harris, Hays, Hidalgo, Liberty, Midland, Orange, Robertson, Tarrant, Travis, Webb, Wichita and Wood.



“Ladders” Web Video and Digital Ad

Media: Spot 60-second and 30-second radio (English and Spanish)
Radio traffic sponsorship
Spot 30-second and 15-second TV (English and Spanish)
FOX Sports Southwest
Univision event marketing
PBR (Professional Bull Riders)
Minor league baseball stadium signage
Billboards
Pumptoppers and gas station window clings
Online and mobile video and banner ads

Media Flight Dates: May 4 – May 31, 2015



Rodeo Ad

Section Four: Paid Media Report

Paid Media Summary, Click It or Ticket Campaign, FY 2015

Media	Budget	Description	Impressions
Radio	\$138,028.95	60-second and 30-second radio spots on 137 stations in Abilene, Amarillo, Beaumont, Bryan, Corpus Christi, Dallas/Fort Worth, El Paso, Killeen/Temple, Laredo, Lubbock, Lufkin/Nacogdoches, Midland/Odessa, Rio Grande Valley, San Angelo, San Antonio, Tyler, Waco, and Wichita Falls markets. Total of 8,050 spots in English and Spanish.	16,307,000
	\$52,432.25	Radio traffic, weather and news sponsorship in English and Spanish (May 18 – May 31) in Austin, Dallas/Fort Worth, El Paso, Houston, Rio Grande Valley, and San Antonio.	7,257,000
Spot TV	\$284,090.86	30-second and 15-second TV spots on 86 stations in Austin, Beaumont, Dallas/Fort Worth, El Paso, Houston, Laredo, Midland/Odessa, Rio Grande Valley, San Antonio, Tyler, Waco, and Wichita Falls markets. Total of 5,009 spots in English and Spanish.	72,127,000
	\$150,025.00	FOX Sports Network Southwest statewide Texas Rangers pre-game, in-game, and post-game features.	64,999,500
Outdoor (Billboards)	\$132,320.00	Outdoor billboards at 49 locations in Abilene, Amarillo, Austin, Beaumont, Bryan/College Station, Corpus Christi, Dallas/Fort Worth, El Paso, Houston, Laredo, Lufkin/Nacogdoches, Lubbock, Midland/Odessa, Rio Grande Valley, San Angelo, San Antonio, Sherman, Tyler/Longview, Victoria, Waco/Temple, and Wichita Falls.	65,063,512
Gas Station Ads	\$41,250.00	Pump toppers and window clings at 150 locations in Abilene, Amarillo, Austin, Beaumont, Corpus Christi, Dallas/Fort Worth, El Paso, Houston, Laredo, Lubbock, Midland/Odessa, Rio Grande Valley, San Angelo, San Antonio, Sherman, Tyler/Longview, Waco/Temple, and Wichita Falls.	20,643,000
Univision Spanish Language Events	\$42,000.00	Sponsorship of events in 6 cities including Austin, Dallas, El Paso, Houston, McAllen, and San Antonio.	1,147,600
Minor League Baseball	\$75,750.00	Partnership with 5 teams that includes in-stadium campaign banners and messaging.	13,124,276
Professional Bull Riders	\$15,100.00	Banners and other message placement at 11 events throughout Texas.	266,030
Digital	\$108,726.67	Video and static banner ads on mobile and online ad networks, Facebook display ads, and YouTube video ads.	42,416,624
TOTAL	\$1,039,723.73		303,351,542

Section Four: Paid Media Report

Added Value

Added value achieved through negotiations with media vendors exceeded TxDOT's investment in paid media for the *Click It or Ticket* campaign. Bonus (free) TV and radio spots were valued at \$492,961. Added value amounts from out-of-home advertising totaled \$248,225.51 and included billboard and pump topper overrides, bonus gas station window clings, and negotiated lower monthly rates. Bonus digital ad impressions and clicks contributed an additional \$62,542.29. Sports marketing including Professional Bull Riders (PBR) events, minor league baseball, and a FOX Sports Network Southwest media buy added value totaling \$1,462,443.

Earned Media

Throughout May, TxDOT visited Austin, El Paso, Midland, Wichita Falls, Dallas, Tyler, Beaumont, Houston, Bryan/College Station, San Antonio, Waco, Laredo, and the Rio Grande Valley to educate the public and bring awareness to the importance of always buckling up. The highlight of the tour was a giant windshield with boots sticking out of it, bringing to life the deadly repercussions of not wearing a seat belt.



The 13 media events and two news releases generated 365 local TV news stories and 21 radio segments valued at \$1,161,535, 158 print articles valued at \$299,985, and 276 online hits valued at \$606,205. The total publicity value of news media coverage of the campaign was \$2,067,725.25.



Outreach and Partnerships

In FY15, Sherry Matthews Advocacy Marketing expanded its relationship with Fox Sports Southwest on behalf of the *Click It or Ticket* campaign and created a program called "Safe Days of Summer" to run throughout the Texas Rangers baseball season. This program ran for three months and included two 30-second PSAs, two 15-second PSAs, on-air and on-screen announcements, and fan giveaways.

Sherry Matthews Advocacy Marketing continued to build upon its successful partnership with the Professional Bull Riders (PBR) association with 11 events across the state. These events included elements ranging from banners and videos to event program ads and announcer mentions. Given the demographics of PBR audiences and the demographics of those who still do not regularly buckle up, this partnership is an extremely efficient way to reach our target audience.



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TxDOT distributed thousands of info cards and hundreds of campaign posters to traffic safety specialists and its district offices to support public education efforts. TxDOT also provided numerous partners with these cards and posters and created an online portal to allow them to access and distribute all

campaign materials. Brand ambassadors spoke at partner organizations' meetings and encouraged their members to use the online portal. The department's Facebook, Twitter, and YouTube channels also shared campaign messages statewide.

Overall Campaign Value

In FY 2015, TxDOT spent \$1,949,718.76 on the *Click It or Ticket* Campaign. The added value from paid media vendors totaling \$2,266,171.80 combined with the \$2,067,725.25 generated from earned media activities contributed \$4,333,897.05 to the overall value of the *Click It or Ticket* campaign in FY 2015.

For every \$1 TxDOT invested in the program, it saw an approximate \$2.25 return on investment in added value.

FY 2015 College & Young Adult Impaired Driving Campaign February 23rd through March 22nd, 2015



Campaign Overview

Coming of age. Making your mark. Defying authority. Ready to take on the world. No matter how you put it, every generation is determined to be different, to be better than their parents. And most are. Unfortunately, this is not always a positive change. In 2013, 51 percent of all people killed in alcohol-related crashes in Texas were between the ages of 17 and 35. And 53 percent of DUI drivers in fatal crashes in Texas were 35 years and under.

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

The College & Young Adult Impaired Driving campaign will focus on increasing public awareness of the dangers of drinking and driving involving young adults. This high-risk segment represents more than half of all fatalities in alcohol-related crashes in 2013. The goals of this campaign are to:

- Decrease the incidence of drinking and driving by young adults, as evidenced in the decreased number of alcohol-related crashes and fatalities
- Educate young adults to be responsible when it comes to drinking

Components of the 2015 *DWI Hangovers Don't Go Away* campaign include paid media (TV, Radio, Digital and OOH), creative development and production, grassroots event marketing, public relations, and project management.

Paid Media

TxDOT placed \$550,000 in paid media over one concentrated 4-week flight period that coincided with Spring Break.

Target Audience: Adults 18-30

Markets: Abilene, Amarillo, Austin, Beaumont, Bryan/College Station, Corpus Christi, Dallas/Ft. Worth, El Paso, Houston, Lubbock, Midland/Odessa, Rio Grande Valley, San Antonio, Tyler/Longview, Waco/Temple, Wichita Falls

FY2015 College & Young Adult Impaired Driving - Paid Media Recap

<u>Media</u>	<u>Description</u>	<u>Budget</u>	<u>Impressions</u>
TV/Cable	:30 English & Spanish spots, 4 weeks in Austin, Houston, Rio Grande Valley, San Antonio	\$ 75,000	10,230,000
Radio	:30 English & Spanish spots, 4 weeks in Austin, Corpus Christi, Rio Grande Valley, San Antonio	\$ 64,700	5,560,588
Digital	Banner ads and :30 on Pandora & Spotify, 4 weeks on mobile & tablets	\$ 40,000	9,234,398 (9,422 clicks)
Out-of-Home	185 units in English & Spanish of digital, vinyl, airport banner and ice machine wraps in Austin, Beaumont/Port Arthur, Dallas/Ft Worth, El Paso, Houston, San Antonio, Tyler/Longview and RGV	\$ 320,300	45,379,128
Grand Total		\$ 500,000	70,404,114 (9,422 clicks)

Campaign Messaging

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



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

Grassroots Outreach - Spring Break

In order to engage students and young adults where they live and play, a college campus and community festival tour was organized during the Spring Break timeframe. At each tour stop, a street team of four Segway riders wearing SoberRides.org t-shirts engaged students and event goers, handing out educational push cards, and campaign-branded lip balm and drawstring backpacks.

The Segway's were a very effective way to cover large areas like college campuses, beachfronts and city festivals. Also, because of the natural curiosity factor, they were effective at drawing people's attention and getting them to stop and dialogue. In addition to the Segway street team, an information table was set up in high-traffic areas as an additional distribution point for campaign materials.

To reach students before they left for Spring Break, the Segway street team hit the campuses of Texas A&M - Corpus Christi and the University of Texas-San Antonio, as well as Lamar University in Beaumont where we participated in their annual Beach or Busted safety fair.



Lamar University



Texas A&M-Corpus Christi



University of Texas-San Antonio



During the weeks of Spring Break, we engaged students and young adults at South By Southwest in Austin, the annual St. Patrick's Day Parade in Dallas and at the popular beach destination of South Padre Island.

Section Four: Paid Media Report



South By Southwest - Austin



St. Patrick's Day Parade - Dallas



Spring Break - South Padre Island

Fall Back-to-School

As college students went back to school in late August, we organized a college campus tour utilizing the Segway street teams again. The selected campuses were Texas Tech, Tarleton State, University of Houston, UT-Arlington and UT-Rio Grande Valley. Similar to the Spring Break tour, the Segway team engaged students on and around campus, distributing educational push cards and campaign-branded lip balm.

Section Four: Paid Media Report



Tarleton State University



University of Houston

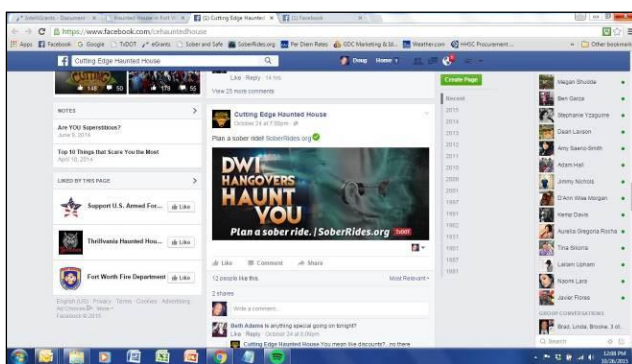
The combination of Spring Break and Back-to-School grassroots events saw the distribution of 3,750 backpacks, 21,000 lip balms, 14,200 educational push cards, and generated approximately 39,750 impressions.

Haunted Attraction Sponsorship

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



Onsite banners



Section Four: Paid Media Report

Public Relations

The campaign kick-off press conference was held at Texas A&M-Corpus Christi on the Tuesday before the first week of Spring Break. Attendance by a large contingency of local law enforcement agents from multiple departments communicated a strong unified message. The Segways provided a strong visual component at the press conference as well as for media interviews at each grassroots tour stop.

For each tour stop during the spring break phase, a media alert was distributed to the local media inviting them to come out. Key messaging, FAQs, and media talking points (English and Spanish) were provided to TxDOT Public Information Officers and Traffic Safety Specialists in each market in preparation of media and community events. The Segway Street Team served as a strong visual backdrop for the press coverage.



Press Conference – Texas A&M-Corpus Christi



Press Conference – Lamar University



Pharr District PIO Octavio Saenz

Section Four: Paid Media Report

Partnerships

From FY 2014 to FY 2015, the number of colleges and universities throughout the state that collaborated with TxDOT by distributing campaign materials in and around student dorms grew from 13 to 23. Each RA Kit contained five posters, five static clings, five SoberRides.org flyers, 25 educational push cards and an instruction booklet. A total of over 1,200 RA Kits were shipped to colleges and universities, and an additional 375 kits were sent to TxDOT TSSs for distribution at additional colleges and universities in their districts.



Poster



Window/Mirror Cling



Push Card



Flyer

Additionally, at the beginning of the Spring Break campaign, TxDOT Traffic Safety Specialists and partner organizations received 2,775 posters, 54,500 educational push cards, 10,000 lip balm and 4,250 drawstring backpacks for their use at community events they attended.

Overall Campaign Value

Earned media resulted in \$4,725,131 in added value and 92,326,980 impressions. Paid media match resulted in \$358,566.25 in added value. With \$5,083,697.25 in total added value, the DWI Hangovers Don't Go Away campaign delivered a 5:1 return on the \$1,000,000 investment.

FY 2015 MOTORCYCLE SAFETY AWARENESS CAMPAIGN**May 4th through May 23rd, 2015**

To promote motorcycle safety awareness, TxDOT continued with a comprehensive media campaign in April and May. The campaign was supported by paid media, a statewide press release and social media. Another key ingredient was a series of motorcycle processions conducted in partnership with local law enforcement and the Texas Patriot Guard. The campaign also featured a six-stop community events tour that reminded all Texans to “Look Twice for Motorcycles” and “Share the Road.”



Over the past five years, 2,354 motorcyclists have been killed in Texas. In 2014, Texas motorcycle crashes killed 455 motorcyclists. Half of the motorcyclists killed were not wearing a helmet at the time of their crash. One-third of motorcycle fatalities took place at intersections. Approximately 49 percent of motorcyclists who died in 2014 were riding in rural areas of the state.

TxDOT’s goal for this campaign has been to increase awareness among motorists about how to properly share the road with motorcyclists. The campaign started April 10, 2015, with the tour kicking off just ahead of Motorcycle Safety Awareness Month in May. Advertising and community events during that month asked Texans to “Look Twice” for motorcyclists at intersections, when entering highways, and when changing lanes or turning

Paid Media

TxDOT placed a comprehensive campaign totaling \$239,999.32 in six key markets: Austin, Dallas-Fort Worth, El Paso, Houston-Galveston, Odessa-Midland and San Antonio. The media buy ran from May 4 to May 23. TxDOT used existing TV, radio, billboard and online advertisements (banners and pre-roll video).

The campaign included the use of billboards, radio, mobile, online banner ads and social media as well as gas station and convenience store pump toppers and window clings. TxDOT also distributed the 30- and 15-second TV spots as PSAs so that they could run through the summer months. The comprehensive approach for the 2015 campaign delivered exceptional results. Additionally, media-buy negotiations and partnerships delivered \$565,088 in total media added value.

Motorcycle Safety Awareness Campaign: May 4th – 23rd, 2015

Paid Media, Motorcycle Safety Awareness Campaign			
Campaigns/ Markets	Medium	Final Budget	Description
Austin, Dallas-Fort Worth, El Paso, Houston- Galveston, Odessa- Midland and San Antonio	Radio	\$80,474.6	Four radio spots (60-second English and Spanish and 30-second English and Spanish)
	C-Store	\$81,000.0	Pump topper ads, beverage clings, window clings and Chevron ads
	Billboard	\$28,000.0	Two "Look Twice" (one English and one Spanish)
	Online	\$28,322.5	Existing Creative in English and Spanish. The 15-second Share the Road English and Spanish TV spot used for the pre-roll video ads.
Subtotal	Mobile	\$15,000.0	Banner ads on English and Spanish mobile sites
	Paid Social	\$4,989.00	Boosted Posts on Facebook
	TV PSA Distribution	\$2,000.0	The four existing TV spots (English and Spanish, 30- and 15-second)
		\$239,786.1	
	Added Value	\$565,08	
Grand Total		\$804,874.1	Total Impressions: 121,238,004

Outdoor

Outdoor boards were placed in highly visible areas around our major media markets: Austin, Dallas, Fort Worth, Houston and San Antonio. The outdoor buy totaled 17,609,324 impressions.





Online Banners

The online buy used animated banners across a network of English and Spanish websites. Pre-roll video ads were also placed on websites such as YouTube, with static companion banners that appeared alongside them. The online media buy reached 4,821,846 impressions and gathered 12,261 clicks.



Mobile

Static mobile banner ads were developed in English and placed on mobile sites that best reached the campaign's target audience. These were combined with English and Spanish display ads that ran in FY14. Mobile banners delivered a total 8,026,194 impressions and 57,385 clicks.

All banner traffic drove users to a tab on TxDOT's "Look Twice" Facebook page, https://www.facebook.com/TxDOT/app_632117646802393, where they could view the TV spot and see other campaign materials and messaging.

Section Four: Paid Media Report



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

TV PSA

Four existing television spots (English and Spanish, 30- and 15-second) were distributed as PSAs and sent to TV stations throughout Texas for free placement. These PSAs delivered a total of 445.95 target rating points (TRPs).

Radio

Existing radio spots were placed in the six markets (Austin, Dallas-Fort Worth, El Paso, Houston-Galveston, Odessa-Midland and San Antonio) on top stations. The four radio spots (English and Spanish, 30- and 60-second) were used to remind motorists just how vulnerable motorcyclists can be on the road and to always “Look Twice.” Radio delivered a total of 743.69 TRPs.

Social Media

Online and mobile placements drove the audience to the Facebook tab because the campaign doesn't have a dedicated website. The Facebook tab features campaign materials and tips that help people look out for motorcyclists.

The campaign also developed a comprehensive editorial calendar for both Facebook and Twitter that promoted campaign messages, creative and community events throughout May. English infographics were developed for the campaign that showcased the latest statistics in engaging ways.

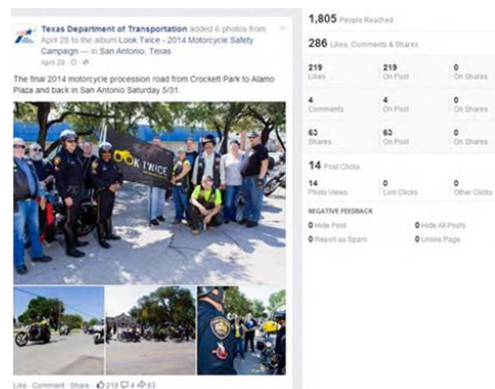
Campaign social media posts also included branded photos from the outreach tour and photo experience setup, pictures of the organized motorcycle processions and shared relevant news stories of motorcycle riders who died on Texas roads. The TxDOT Facebook and Twitter cover photos were switched out to the Look Twice campaign message during May.

On Facebook, there were 15 campaign-related posts that reached a total of 1,253,132 people over the course of the campaign. There were 28,240 engagements. On Twitter, there were 21 tweets that resulted in 2,351 engagements and a total of 157,790 impressions

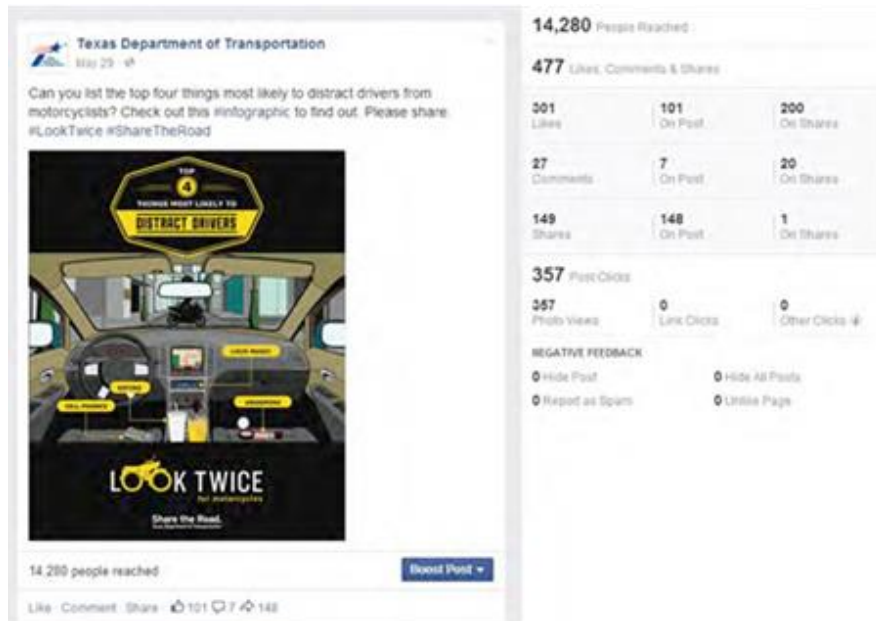


Images from the San Antonio motorcycle procession in the campaign Facebook photo album

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



Section Four: Paid Media Report



A campaign infographic focusing on distracted driving related to the importance of motorcyclist awareness

Convenience Stores

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



Section Four: Paid Media Report



Outreach



Through April and May, a team of trained outreach staffers traveled to seven cities across Texas to remind people to “Look Twice for Motorcycles” and always “Share the Road” with motorcyclists.

The campaign featured an eye-catching glass truck this year. Staffers invited attendees to take a pledge to always “Look Twice” and share the road with motorcyclists. Once participants pledged, they were able to enter the truck and take a photo on the motorcycle. Getting people on the motorcycle allowed them to get a feel for how vulnerable and unprotected motorcyclists are when they’re on the road. This served as a great reminder for them to always “Look Twice.”

Section Four: Paid Media Report

Participants wore a helmet and were encouraged to put on props — such as safety vests, bandanas and sunglasses — as they got their photos taken. Their photos came out in a campaign-branded photo overlay. The design made it look like the participant was riding the motorcycle down the highway and was being seen in the side mirror of a vehicle driver. Participants were able to access their photos and share them on social media platforms through a photo sharing service. While people waited to get on the motorcycle, staffers spoke with them about the importance of looking twice for motorcycles.

By the last stop, the campaign had interacted with about 1,159 visitors, and 828 people had taken the pledge to “Look Twice for Motorcycles.” A total of 1,888 photos were taken at events, and the campaign distributed 407 key chains with the “Look Twice” reminder.



Tour Schedule:

1. Moto GP
Austin – April 10-12
2. Buc Days
Corpus Christi – April 25
3. Cinco de Mayo
Longview – May 2
4. Hogs N Dogs & Vatos N
Gatos Laredo – May 9
5. Crude Fest
Midland-Odessa – May 16
6. Taste of Louisiana Festival
Houston – May 30



Earned Media

The campaign was further expanded during April and May when four motorcycle processions were held to help educate vehicle motorists about the presence of motorcycles on Texas highways. This year, the campaign partnered with the Texas Patriot Guard Riders, local Harley-Davidson stores, biker groups and law enforcement agencies to lead multiple processions (schedule below). The riders rode in formation and carried flags with appeals to “Look Twice for Motorcycles” and “Share the Road.” These processions were designed to be media photo opportunities to encourage local news stations, newspapers and other publications to come out and cover the campaign. Additionally, a campaign kickoff press conference was held in Austin.

Flag Procession (Media Photo Opportunity)

Austin – 4/23

Laredo 5/9

Midland/Odessa 5/15

Houston 5/29



Aside from the motorcycle processions, TxDOT distributed an English and Spanish press release statewide. City-specific event alerts announced the six community events in Austin, Corpus Christi, Longview, Laredo, Midland-Odessa and Houston as well as the four motorcycle processions.

Combined, earned media efforts resulted in more than 445 stories and \$891,247.54 in earned media added value.

Added Value

Through media negotiations, partnerships and media relations' efforts, \$1,472,547.54 was delivered in added value.

Section Four: Paid Media Report

FY 2015 Interstate 35 Work Zone Safety Campaign

November 1st, 2014 – March 29th, 2015



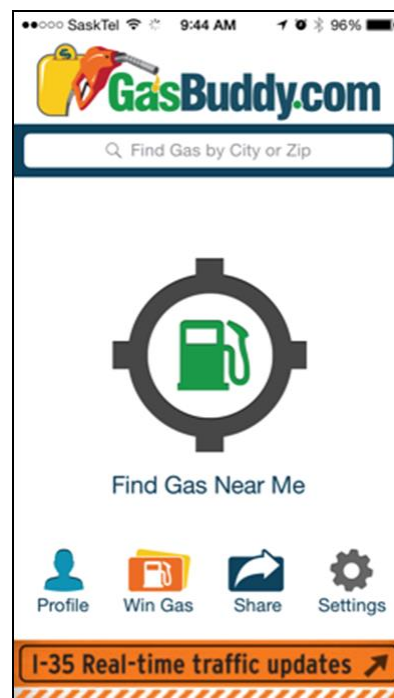
More than 10 million Texans live within 20 miles of Interstate 35, one of the busiest interstate highways in the nation. Improvements along the I-35 corridor have been underway for well over 40 years, and currently this highly traveled roadway has a 94-mile work zone between Hillsboro and Salado—the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

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

For FY 2015, TxDOT wanted to create awareness of the 146 people killed in work zone crashes in 2014, an increase of more than 20 percent over 2013. To supplement the efforts of the General Topics program, the I-35 campaign focused advertising on Work Zone Awareness Week.

Paid Media

For FY 2015, Sherry Matthews Advocacy Marketing focused paid media for the I-35 campaign in the Waco, Dallas/Fort Worth, San Antonio, and Austin media markets, where construction is most heavily concentrated. The media mix included radio advertising, a proven avenue for reaching drivers in their vehicles when a safety message is particularly relevant. Our radio ads aired in the week leading up to and during Work Zone Awareness Week. Digital ads run during the busy holiday driving season targeted motorists as they were planning trips and encouraged them to take work zones into account when planning travel time and alternate routes.



Paid Media Overview

Primary Target: Motorists traveling I-35

Secondary Target: Local residents in the I-35 corridor

Media Markets: San Antonio, Austin, Waco, and Dallas/Fort Worth

Media: Spot 60-second radio (English and Spanish) and online and mobile video and banner ads

Media Flight Dates: Holiday Driving Digital Campaign, November 1, 2014 – February 28, 2015
Work Zone Awareness Week Radio Campaign, March 16 – March 29, 2015

Paid Media Summary, I-35 Campaign, FY 2015

Media	Budget	Description	Impressions
Spot Radio	\$65,591.10	60-second radio spots on 35 stations in Waco, Austin, Dallas/Fort Worth, and San Antonio markets. Total of 2,592 spots in English and Spanish.	6,018,000
Digital (Online and Mobile Ads)	\$41,266.34	Digital advertising on Facebook, gasbuddy.com, mapping sites, and other online sites targeting people living along the I-35 corridor or planning travel along the corridor.	15,896,308
TOTAL	\$106,857.44		21,914,308

Added Value

Added value achieved through negotiations with media vendors supplemented TxDOT's investment in paid media for the I-35 campaign. Bonus (free) radio spots were valued at \$124,508. Bonus digital ad impressions and clicks contributed an additional \$1,930.42.

Earned Media

Considering the increase of more than 20 percent in work zone fatalities and more than 12 percent in work zone crashes in 2014 over 2013, TxDOT knew significant resources needed to be devoted to educate drivers on safe driving practices in these zones and asked Sherry Matthews Advocacy Marketing to make work zone safety a significant part of the I-35 campaign. In light of this, the I-35 campaign's resources in FY 2015 were focused on securing media coverage for National Work Zone Awareness Week, March 23-27.



As part of this public relations effort, a kickoff press conference featuring a field of orange cones adorned with shoes signifying the lives lost in 2014 in work zones was held in Austin. Speakers emphasized the fact that drivers need to devote extra attention and use extra caution while in work zones and highlighted the increased penalties for driving infractions in work zones. In addition to this statewide kickoff event, local TSSs throughout the state held similar press conferences in their districts.

The public relations outreach efforts resulted in 207 broadcast TV and radio segments, 51 print news articles, and 128 online mentions.

The total publicity value of news media coverage of the campaign was \$1,030,148.15.

* The Work Zone Safety project was executed as a joint effort with the I-35 campaign; publicity values are reflected on both reports.

Overall Campaign Value

The in-kind donations from paid media vendors valued at \$126,438.42 combined with the \$1,030,148.15 generated from earned media activities contributed \$1,156,586.57 to the overall value of the I-35 campaign in FY 2015.

TxDOT spent \$304,875 on the I-35 campaign in FY 2015. For every \$1 TxDOT invested in the program, it saw a \$3.75 return on investment in added value.

***FY 2015 Distracted Driving Campaign
April 2nd 2015, through September 30th, 2015***



Distractions, along with speeding and alcohol, are now leading factors in fatal and serious injury crashes. Anything that takes our focus away from driving is a distraction, and using a phone to talk or text while driving is particularly risky. Despite the dangers, almost half of Texas drivers in a 2014 study admitted to using a cell phone while driving even though 83 percent of them agreed that talking on mobile phones while driving is dangerous. Distracted driving crashes in Texas continue to be on the rise. In 2014, 100,917 traffic crashes in the state involved distracted driving—an increase of 6 percent from the previous year. These crashes resulted in 483 deaths.

In FY 2015, TxDOT continued its efforts focused on distracted driving with the Talk, Text, Crash campaign. This campaign used media placements, outreach, earned media, and social media to reach a statewide audience, with some campaign elements timed to coincide with National Distracted Driving Awareness Month in April and the remaining campaign elements launching in the month of June.



Paid Media

For FY15, paid media for the Talk, Text, Crash campaign included radio and out-of-home advertising, both proven avenues for reaching drivers in their vehicles when a safety message is particularly relevant. Digital ads were also used to effectively reach the young adult audience identified by research. Spanish-language radio and digital ads delivered messages to bilingual and non-English-speaking Hispanics

Paid Media Overview

Target: All drivers, focusing on motorists ages 16 to 34

Media Markets: Statewide, with emphasis in major metro areas

Media: 15-second radio (English/Spanish), Pumptoppers, fillboards, and gas station window clings, Billboards, and Online and mobile video and banner ads

Media Flight Dates: Spring campaign, April 2 – April 16, 2015

Summer campaign, June 1 – June 30, 2015

Digital campaign June 1 – September 30, 2015

Paid Media Summary

Media	Budget	Description	Impressions
Radio	\$412,224.50	15-second live announcer reads on 161 stations in Abilene, Amarillo, Austin, Beaumont, Bryan/College Station, Corpus Christi, Dallas/Fort Worth, El Paso, Houston, Killeen/Temple, Laredo, Lubbock, Lufkin/Nacogdoches, Midland/Odessa, Rio Grande Valley, San Angelo, San Antonio, Tyler/Longview, Victoria, Waco, and Wichita Falls markets. Total of 33,018 spots in English and Spanish.	67,353,000
Outdoor (Billboards)	\$121,786.00	Outdoor bulletins at 44 locations in Abilene, Amarillo, Austin, Beaumont, Bryan/College Station, Corpus Christi, Dallas/Fort Worth, El Paso, Houston, Laredo, Lubbock, Lufkin/Nacogdoches, Midland/Odessa, Rio Grande Valley, San Angelo, San Antonio, Sherman, Tyler/Longview, Victoria, Waco/Temple, and Wichita Falls.	63,130,737
Gas Station Ads	\$57,960.00	Pumptoppers and window clings at 230 locations in Abilene, Amarillo, Austin, Beaumont, Bryan/College Station, Corpus Christi, Dallas/Fort Worth, El Paso, Houston, Laredo, Lubbock, Lufkin/Nacogdoches, Midland/Odessa, Rio Grande Valley, San Angelo, San Antonio, Sherman, Tyler/Longview, Victoria, Waco/Temple, and Wichita Falls.	31,652,600
Digital (Online and Mobile Ads)	\$127,697.88	Video and static banner ads on mobile and online ad networks, Facebook display ads, and YouTube video ads for April through September targeting adults 18-34.	23,133,969
TOTAL	\$719,668.38		185,270,306

Added Value

Added value achieved through negotiations with media vendors exceeded TxDOT's investment in paid media for the Talk, Text, Crash campaign. Bonus (free) radio spots were valued at \$534,056. Added value amounts from out-of-home advertising totaled \$330,153.41 and included billboard and pumptopper overrides, bonus gas station window clings, and negotiated lower monthly rates. Bonus digital ad impressions and clicks contributed an additional \$31,420.92. Altogether, donated media accounted for \$895,560.33 in added value for the campaign.

Section Four: Paid Media Report

Earned Media

In April, to kick off NHTSA's Distracted Driving Awareness month, the *Talk, Text, Crash* campaign released a statewide press release and pitched news stories to media across the state.



In June, Sherry Matthews Advocacy Marketing launched a regional media tour with our giant "crashed phone" prop. This tour visited Houston, Texarkana, Brownwood, San Angelo, Sherman, and Austin. Speakers included government officials, medical professionals, law enforcement officers, traffic safety experts, and a professional racecar driver.

The media materials in April and local media events in June generated 141 television segments and 13 radio segments valued at \$551,370. They also generated 111 online stories valued at \$200,278 and 85 print stories valued at \$126,122.

The total publicity value of news media coverage of the campaign's kickoff was \$877,769.39.



Outreach and Partnerships

For FY15, TxDOT distributed stickers, wristbands, info cards, and posters to TSSs and partner organizations to encourage people to commit to not using their cell phones while driving. The department's Facebook, Twitter, and YouTube channels also shared campaign messages statewide.

Sherry Matthews Advocacy Marketing distributed PSA ads to transit authorities in San Antonio, Corpus Christi, and Austin, who partnered with TxDOT to place campaign messaging on their buses and use their message boards to spread the word.



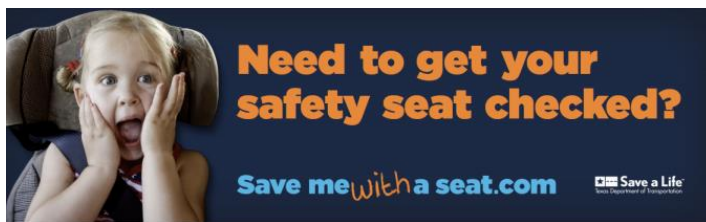
Overall Campaign Value

The in-kind donations from paid media vendors valued at \$895,630.33 combined with the \$877,769.39 generated from earned media activities contributed \$1,773,399.72 to the overall value of the Talk, Text, Crash campaign in FY2015.

TxDOT spent \$1,191,128.83 on the Talk, Text, Crash Campaign in FY 2015, and exceeded its mandatory dollar-for-dollar match by \$582,270.89.

FY 2015 CHILD PASSENGER SAFETY CAMPAIGN **September 1st through September 30th, 2015**

In 2015, TxDOT continued its successful “Save Me with a Seat” campaign, using paid media, earned media, social media, and community outreach to remind all Texans about the importance of child passenger safety.



The “Save Me with a Seat” campaign educates Texans about the proper selection and installation of child safety seats. The campaign ran before and during National Child Passenger Safety Week (Sept. 13-19, 2015). Advertising, earned media, and community events encouraged parents and caregivers to take advantage of free safety seat inspections offered by TxDOT certified Child Passenger Safety Technicians (CPST).

The primary target audience for this campaign was parents aged 18 to 49, with a special focus on Hispanics. Hispanic children comprise 51 percent of all school-age children in Texas, and half of all babies born in Texas are Hispanic. Paid media ran in markets that historically have had the lowest percentages of child restraint use: Amarillo, El Paso, Houston, McAllen-Brownsville-Harlingen, and San Antonio.

The campaign’s call to action encouraged parents to visit SaveMeWithASeat.com, where they could find information about how to ensure that their child was in the proper safety seat and secured correctly.

Paid Media

TxDOT placed a media buy totaling \$190,400 in five key markets: Amarillo, El Paso, Houston, McAllen-Brownsville-Harlingen, and San Antonio. The media buy ran from September 1st through September 30th, 2015 (on selected tactics).

TxDOT used existing radio ads (in English and Spanish) and expanded the campaign through the development of online, mobile, and out-of-home media placements. EnviroMedia also distributed existing TV spots as PSAs to every station in Texas. Media-buy negotiations and partnerships delivered \$53,638.16 in added value.

Child Passenger Safety Campaign, September 2015

Campaign/Markets	Medium	Budget	Description
Amarillo, El Paso, Houston, San Antonio, McAllen- Brownsville- Harlingen,	Television PSA Distribution/ Nielsen	\$1,545	30-second TV PSA in English ran statewide
	Online/Mobile/Search/Sponsored posts	\$42,499	Online and mobile banner ads and pre-roll in English and Spanish
	Radio, Radio Reads, DJ Endorsements	\$121,540	Spots (60-second and 30- second), reads (15-, 10- and 5- second), and DJ endorsements in English and Spanish
	Outdoor	\$19,456	Billboards in English and Spanish
	Grocery Cart Ads	\$5,360	Ads on grocery carts in English and Spanish
	Total Paid Media Buy	\$190,400	Total Impressions: 34,451,747
	Total Paid Media Added Value	\$53,638	

PSA Distribution

EnviroMedia distributed the existing TV spot (30 seconds) to TV stations statewide for free placement.

Radio

The existing English and Spanish radio spots (60-second, 30-second) and DJ reads (15-second) were placed on top stations in the five target markets. The radio buy included formats Country, Rock, Adult Contemporary, CHR, Alternative, Tejano, and Mexican Regional. EnviroMedia also distributed the radio PSA for free placement statewide. Radio delivered 901.6 target rating points. Radio also included radio remotes in the following markets that coincided with community outreach tour stops: Odessa-Midland, McAllen-Brownsville- Harlingen, San Antonio, and Waco. Remotes were hosted by one station in each market. Texans who attended the radio remote were given information on child passenger safety and had the opportunity to schedule a safety seat check appointment or have an on-site check that day in select markets. Raffle winners were announced at each remote location by radio DJs with prizes of Babies R Us gift cards.



Section Four: Paid Media Report

Grocery Carts

In a month-long media buy, EnviroMedia placed ads on the fronts or bottoms of grocery cart baskets and carts in the five targeted media markets: Amarillo, El Paso, Houston, McAllen-Brownsville-Harlingen, and San Antonio. These placements delivered 2,016,00 impressions.



Push Text

The texting service promoted during the campaign asked Texans to schedule a free child safety seat check with a nearby TxDOT Traffic Safety Specialist by texting the word “seat” and a ZIP code to 876526. The texting service received 1,285 inquiries (866 inquiries during Child Passenger Safety Week) as of September 24. TxDOT can continue to promote this service, as it will operate until September 2016.

Website

In 2015, all materials promoted the campaign URL, SaveMeWithASeat.com. The URL directed people to the existing Child Safety section of TexasClickItorTicket.com website.





Social Media

EnviroMedia developed an editorial calendar for TxDOT's Facebook and Twitter accounts. The editorial calendar included posts and images. EnviroMedia also provided a Facebook cover photo and Twitter skin to be used during the campaign. In 2015, EnviroMedia produced videos at community outreach events and posted as soon as possible afterward. There were 9 Facebook posts. They garnered 463,634 impressions, 1,292 shares, 5,143 likes, and 300 comments during September 2015. There were 8 Facebook posts. They garnered 73,246 impressions, 163 retweets, 51 favorites, and 10 replies during September 2015.



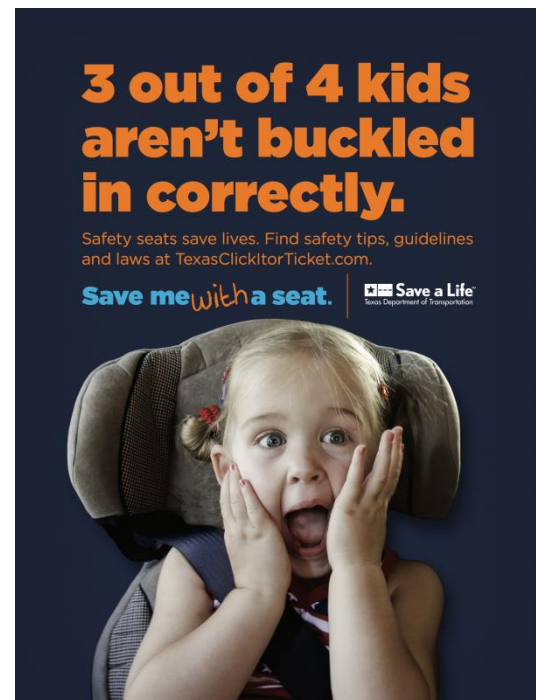


Outreach and Earned Media Events - Educational Materials

EnviroMedia focused on making use of existing educational materials from the 2014 campaign. Staff distributed posters, event flyers, educational posters, push cards, pens, and stickers to TSSs and campaign partners. EnviroMedia dramatically increased the number of campaign partners with a call center that reached promotoras and childcare centers. Callers focused on reaching out to Spanish-speaking communities and followed up by mailing campaign materials.

An event flyer for a "Child Safety Seat Check Event". At the top is a logo of a parent buckling a child into a car seat. Below the logo, the title "Child Safety Seat Check Event" is in white text on an orange background. Below the title, a paragraph reads: "3 out of 4 kids are not buckled in correctly. Please come to our Child Safety Seat Check event, where you'll have the opportunity to learn how to buckle your child in correctly and get their safety seat checked by a registered technician." Below this paragraph are three input fields for "Location:", "Date:", and "Time:". At the bottom, there is a logo for "Save me with a seat." and the website "TexasClickItorTicket.com".

Event flier



Poster

Earned Media Child Passenger Safety Week

The TxDOT child safety seat demonstration vans and accompanying child safety seat displays were the focal point of this year's media relations events. TxDOT added a second demonstration van to the campaign, which allowed TxDOT to double the number of media events that were held the prior year. The demonstration vans traveled to Beaumont, Tyler, Abilene, Midland, San Angelo, McAllen, Corpus Christi, San Antonio, Waco, and Fort Worth during National Child Passenger Safety Week, Sept. 13-19.



Working with TSSs, EnviroMedia designed each tour stop to meet the needs of the community. Some TSSs requested a media event tied to a safety seat check, while others requested the vans appear at media demonstrations only. Media opportunities were held at local TxDOT district offices and retail store parking lots for increased visibility. Reporters were invited to interview

TxDOT Public Information Officers (PIOs) and Traffic Safety Specialists (TSSs), as well as receive one-on-one child safety seat demonstrations. In McAllen, TxDOT partnered with the McAllen Fire Department to host a safety seat check event. In Fort Worth, TxDOT partnered with Cook Children's and Safe Kids Tarrant County to host a safety seat check event at a local Kroger grocery store. The TxDOT TSS in Corpus Christi did a series of early morning live shots to demonstrate the proper installation of a child safety seat and promote National Child Passenger Safety Week.

TxDOT and EnviroMedia distributed a press release in English and Spanish for the kickoff of National Child Passenger Safety Week. TxDOT reminded drivers about the free year-round child safety seat checks that are available at the agency's 25 statewide district offices. EnviroMedia's distribution list included more than 500 Texas newspapers and television stations. The press release also went out via Business Wire and LatinoWire.



Approximately 274 stories related to this year's media relations efforts were broadcast or published. Those stories resulted in more than \$1,326,304.57 million in earned media added value.

Added Value

Through media negotiations, partnerships, and media relations efforts, \$1,382,942.30 was delivered in added value.

Section Four: Paid Media Report

2015 Labor Day Impaired Driving Mobilization Campaign August 10th, 2015 through September 7th, 2015



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

The ultimate campaign objective for FY 2015 was to save lives and prevent injuries by motivating drivers to not get behind the wheel if they've been drinking. The campaign used multiple

ways to reach the target audience including paid media, outreach, and public



relations. The comprehensive paid media campaign leveraged the increased enforcement period leading up to Labor Day and included TV, radio, Pandora Radio, out-of-home (billboards and entertainment district messaging), digital ads, and social media. Outreach and public relations included the "DWI Not So Fun House" and a media tour in major markets across the state. In addition, we held a high-profile summit in November 2014 to address the problem of impaired driving and introduce stakeholders from across the state to new approaches to fight this epidemic.

Paid Media

The paid media for the Drink, Drive, Go to Jail, campaign was focused on increasing awareness of the risks of being pulled over for impaired driving in the weeks leading up to and including Labor Day weekend. The media mix included radio, TV, digital, and outdoor to encourage our target audience to

Section Four: Paid Media Report

create a plan before going out. To target our audience while they're out and convince them not to drive if they've been drinking, we placed advertising in entertainment districts and deployed mobile advertising. The Spanish-language radio, TV, and digital ads delivered messages to bilingual and non-English-speaking Hispanics

Paid Media Overview

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

Media Markets: Statewide



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

Media Flight Dates: August 10,– September 7, 2015



Section Four: Paid Media Report

Paid Media Summary:

Media	Net Cost	Description	Impressions
Spot Radio	\$129,968.00	60-second radio spots on 123 stations in Abilene, Amarillo, Austin, Beaumont/Port Arthur, Bryan/College Station, Corpus Christi, Dallas/Fort Worth, El Paso, Houston/Galveston, Killeen/Temple, Laredo, Lubbock, Lufkin/Nacogdoches, McAllen/Brownsville, Midland/Odessa, San Angelo, San Antonio, Tyler, Victoria, Waco, and Wichita Falls markets. Total of 7,931 spots in English and Spanish.	16,656,000
Spot TV	\$173,770.60	30-second and 15-second TV spots on 104 stations in Abilene, Amarillo, Austin, Beaumont/Port Arthur, Corpus Christi, Dallas/Fort Worth, El Paso, Harlingen, Houston, Laredo, Lubbock, Midland/Odessa, San Angelo, San Antonio, Tyler, Victoria, Waco, and Wichita Falls markets. Total of 6,935 spots in English and Spanish.	17,396,000
FOXSports Partnership	\$45,007.50	A total of 103 spots during Texas Rangers telecasts along with sponsorship billboards at the games.	7,412,000
Outdoor (Billboards)	\$111,719.00	Outdoor bulletins at 47 locations in Abilene, Amarillo, Austin, Beaumont, Corpus Christi, Dallas/Fort Worth, El Paso, Houston, Laredo, Lubbock, Lufkin/Nacogdoches, Midland/Odessa, Rio Grande Valley, San Angelo, San Antonio, Sherman, Tyler/Longview, Victoria, Waco/Temple, and Wichita Falls.	65,284,282
Posters and Mirror Clings (Entertainment Districts)	\$27,200.00	161 venues in Austin, Dallas/Fort Worth, El Paso, Houston, Rio Grande Valley, and San Antonio.	44,038,400
AMI Digital Jukebox	\$32,000.00	1,209 locations in Austin, Dallas/Fort Worth, El Paso, Houston, Rio Grande Valley, and San Antonio. This includes 21,860 trivia games played and 54,229 click-throughs.	7,590,630
Digital (Online and Mobile Ads)	\$81,117.70	Static banners on mobile and online ad networks, Facebook display ads, and video ads statewide in English and Spanish.	17,146,106
Pandora Radio	\$14,999.99	Audio, video, and display ad statewide in English targeting adults 18-34.	2,303,080
TOTAL	\$615,782.79		177,826,498

Section Four: Paid Media Report

Paid Media Added Value

Added value achieved through negotiations with media vendors exceeded TxDOT's investment in paid media for the Labor Day campaign. Bonus (free) TV spots were valued at \$202,255.59. Bonus radio spots were valued at \$249,448. Added value amounts from out-of-home advertising totaled \$161,781 and included billboard overrides and negotiated lower monthly rates. Bonus digital ad impressions and clicks contributed an additional \$59,115. Added value from alternative marketing (placement of indoor posters and mirror clings) totaled \$157,176. All together, the Labor Day campaign achieved \$829,775.59 in added value for paid media.



Outreach and Partnerships



In August, during the height of the end-of-summer festival season, Sherry Matthews Advocacy Marketing brought the "DWI Not So Fun House" on tour at events across the state. This vintage-carnival-style trailer drew crowds with arcade games and the chance to wear "drunk goggles" so they could experience the simulated effects of alcohol and impaired driving. Games included basketball, a softball toss, and the Wheel of Misfortune, which offers a variety of negative and real consequences associated with drinking

and driving. The Texas A&M Extension Service provided a driving simulator that uses video gaming technology to simulate the experience of driving under the influence.

The "DWI Not So Fun House" toured events across the state, including Houston's Latin Festival, Harlingen's National Night Out, Victoria's Main Street Market Days, Gardendale's Texas Thunder Music Festival, and Austin's downtown entertainment district.

Sherry Matthews Advocacy Marketing tracked the number of people who played one or more of the games and experienced firsthand the dangers of impairment. In Houston, these activities reached 460 participants; in Harlingen, 919; in Victoria, 151; Midland/Odessa, 680; and in Austin, 250. For all events, they reached a total of 2,460 people.



For Austin's event, Sherry Matthews Advocacy Marketing teamed up with Uber and Mothers Against Drunk Driving to conduct a contest encouraging people to take a sober ride pledge. For this contest, people entered by posting a selfie to social media (Facebook or Twitter) pledging to always find a sober ride.

TxDOT also distributed kits to TSSs and partner organizations. In addition to containing posters and information cards, these kits featured portable versions of some of the games in the DWI Not So Fun House. These interactive kits help spread our messaging throughout the state.

Earned Media

In addition to reaching key target communities, the DWI Not So Fun House was integral in garnering significant media coverage statewide. Media relations garnered 265 broadcast stories valued at \$576,470, 121 online stories valued at \$369,150, and 125 print stories valued at \$219,680. Altogether, TxDOT achieved \$1,165,300.60 in publicity value for the Labor Day Campaign.



Summit

No single organization can solve the dangers of impaired driving on its own. It is a complex and challenging problem that requires collaboration, networking, and bridging boundaries. On November 4, 2014, TxDOT held a one-day summit at the Westin Riverwalk in San Antonio to bring together partners and top researchers with expertise in impaired driving prevention to discuss the nature of the problem and ways to address it.



The summit included the following sessions:

- The State of the State: Are We Making Progress?
- The State of the Region: Are We Making Progress?
- The State of the Nation: Are We Making Progress?
- The State of the American Drunk Driver: Profiles and Attitudes
- MADD: Collaborating to Eliminate Drunk Driving
- Civic Fusion: How Communities Address Tough Challenges Through Collaboration
- When Collaboration Becomes Innovation: Using Evidence-Based Techniques and Problem-Oriented Policing to Deter Drunk Driving
- Accelerating Collaboration: A Framework To Drive Down Impaired Driving
- Reducing Impaired Driving is a Community Challenge
- Creating Healthier and Safer Communities
- Education and Advocacy
- Impaired Driving in the Age of Collaboration

Overall Campaign Value

In FY 2015, TxDOT spent \$1,479,680.69 on the Drink, Drive, Go to Jail campaign. The same year, the added value from paid media vendors valued at \$829,775.59 combined with the \$1,165,300.60

FY 2015 Hispanic Impaired Driving Campaign Various Flights, Year Round



Campaign Overview

With the Hispanic population in Texas at 38.4% in 2013, more than double the national average (17.1%), and expected to double in the next 20 years, reaching this large and growing population is critical.

Statistics from 2014 tell us that:

- There were 24,284 impaired-driving vehicle traffic crashes in Texas.
- Of all ethnicities, the number of Hispanic young (male and female) drivers (17-34 years of age) in DUI-alcohol crashes under the influence of alcohol was highest at 8,417 (46%).
- Of all ethnicities, the number of Hispanic young male drivers (17-34 years of age) in DUI-alcohol crashes under the influence of alcohol was the highest at 6,882 (49%).

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

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

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

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

Paid Media

TxDOT placed \$249,996 in paid media over three flight periods that coincided with peak celebratory times of the year when the frequency of drinking and driving crashes increases: Thanksgiving, Easter and Cinco de Mayo.

Paid Media Overview

Primary Target: Hispanic Males 18-34

Secondary Target: Hispanic Adults 18-49

Markets: Austin, Corpus Christi, Dallas/Ft. Worth, El Paso, Houston, Laredo, Lubbock, Midland/Odessa, Rio Grande Valley, San Antonio

Media Flight Dates: Thanksgiving
Easter
Cinco de Mayo

November 17 – 30
March 23 – April 12
April 20 – May 3

FY2015 Hispanic Impaired Driving			
<u>Media</u>	<u>Description</u>	<u>Budget</u>	<u>Impressions</u>
Cable	:30 English & Spanish spots, 7 weeks in Austin, Corpus Christi, Dallas/Ft Worth, El Paso, Houston, Laredo, Lubbock, Odessa/Midland, Rio Grande Valley, San Antonio	\$47,700.00	1,646,108
Radio	:30 English & Spanish spots, 6 weeks in Austin, Corpus Christi, El Paso, Laredo, Lubbock, Odessa/Midland, Rio Grande Valley, San Antonio	\$155,477.00	2,229,724
Digital	Facebook and banner ads, 8 weeks on desktop, mobile & tablets	\$22,500.00	4,287,251 (6,168 clicks)
Out-of-Home	14 units in English & Spanish mall kiosks in Dallas and San Antonio	\$24,625.00	23,154,572
Grand Total		\$ 250,302.00	31,317,655 (6,168 clicks)

Creative

FY 2015 continued to utilize the creative developed for FY 2014. While the campaign positioning line "Drink. Drive. Go To Jail." used prior to FY 2014 did a good job educating the less acculturated Hispanic audience on the laws and consequences of drinking and driving, we recognized a need to address the prideful attitude of the more acculturated Hispanics. This audience felt like they didn't need to worry about the law and consequences because they'd never get caught. To address this attitude, we added the common Spanish phrase "De Veras." which essentially means "yes, for real, believe it," emphatically reinforcing the severity of the campaign positioning line: "Drink. Drive. Go To Jail. De Veras." This modified version of the campaign positioning line was included in all campaign creative.

Television & Radio

The strategic foundation for the TV and radio creative direction was based on the unique cultural insight that this audience segment does not believe that the laws are enforced or that they will not get caught. To address that belief in a way that taps into our more acculturated audience mindset, GDC produced the English language :30 spot “Cucuy.” The concept for the spot plays off of “El Cucuy,” the Hispanic equivalent of the “boogey man,” as a way to show that the consequences of drinking and driving are not make-believe like the Cucuy is.

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



Public Relations/Earned Media

Also continued for FY 2015 grassroots marketing was the use of the very successful “DWI Loteria” mobile experience. Loteria is a bingo game that is very popular and well-known in the Hispanic community. To make it relevant to the campaign message platform, we branded our version of the game “DWI Loteria.” Forty unique playing cards and 20 game cards were designed to incorporate key messaging points related to enforcement (e.g. The Police and The Judge), consequences (e.g. The Prisoner and The Fines) and safe ride alternatives (e.g. The Taxi and The Designated Driver).

Based on a review of the grassroots event selection in FY 2014, one key learning was that while the events attracted a large Hispanic audience, most were not delivering a very significant concentration of our target audience, young males 18-34. Therefore, the selection of events for FY 2015 focused events with a higher concentration of young Hispanic males, as well as young families, such as lowrider custom car shows, music festivals and flea markets. The DWI Loteria Mobile Experience tour included a spring and summer phase with a total of nine stops in the following cities/events:

Spring

Pasadena – Certified Neckbreakers Custom Car Show
Laredo – Brown Impressions Lowrider Car Show
San Antonio – Los Magnificos Custom Car & Truck Show
Austin – Pachanga Latino Music Festival
Victoria – Memorial Weekend Bash

Summer

Austin – Texas Heat Wave Car Show
Grand Prairie – Trader’s Village Flea Market
Houston – Trader’s Village Flea Market
San Antonio – Trader’s Village Flea Market



The visual centerpiece of the tour was the DWI Loteria truck. The truck was a natural attention grabber and was used as a locator for the DWI Loteria game area. The design of the truck was revised for FY 2015 to reflect more urban, male oriented graphics and included custom rims donated by our partner Rent-A-Wheel/Rent-A-Tire.

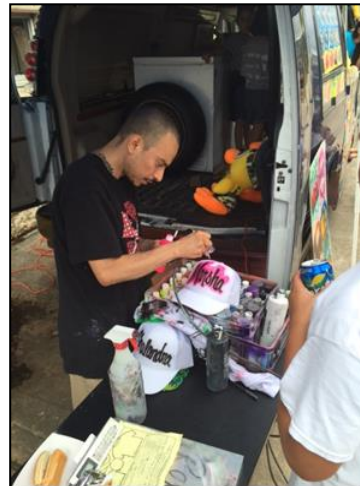


Section Four: Paid Media Report

At each event, a three-member street team, wearing DWI Loteria t-shirts, would circulate through the crowds handing out DWI Loteria coasters and directing people to the DWI Loteria game area and telling them to look for the truck. Approximately six to seven games were executed per hour, with up to 20 people playing per game. The winner of each game would receive a gift card from prize sponsors such as Rudy's BBQ, Hopdoddy Burger Bar, O'Reilly's Auto Parts, Buffalo Wild Wings or Alamo Draffhouse Cinema.



A new element to the grassroots events that helped increase interaction with the campaign messaging in a fun and memorable way was a photo booth. Here people could dress up as a judge or prisoner and have their photo be placed into a loteria card frame, which would then be emailed to them for them to share with family and friends on their social networks, further extending the reach of the campaign messaging.



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

For each event a media alert was distributed to the local media inviting them to come out. Key messaging, FAQs, and media talking points (English and Spanish) were provided to TxDOT Public Information Officers and Traffic Safety Specialists in each market in preparation for media and community events. The DWI Loteria truck served as a strong visual backdrop for the press coverage. In all, approximately 2,600 DWI Loteria games sets were handed out and the DWI Loteria event tour generated approximately 18,000 impressions.



Section Four: Paid Media Report



TxDOT Traffic Safety Specialists received 640 posters, 45 banners, 11,700 coasters and 7,225 Loteria game sets for their use at community events they attended.



Posters/Mall Kiosks



Overall Campaign Value

Earned media resulted in \$4,553,672 in added value and 88,470,866 impressions. Paid media match resulted in \$225,996 in added value. With \$4,779,017 in total added value, the DWI Loteria campaign delivered an 8:1 return on the \$600,000 investment.

FY 2015 General Topics TV, Radio, Online, Social Media, and Outdoor PSA Program



General Topics Program

With 75,000 miles and enough pavement to circle the globe three times, the network of highways in Texas is extensive. It's also deadly. In 2014, more than 3,500 lives were lost on Texas roads. Regardless of where and how they happen, traffic deaths and injuries are almost always the result of human error. That means crashes, for the most part, also are preventable. Public education is an important component in reducing traffic deaths and injuries because it can raise awareness about safety concerns and encourage motorists, cyclists, and pedestrians to correct underlying behaviors that annually put thousands at risk, in hospitals, and in cemeteries.

The General Topics program is designed to help TxDOT increase traffic safety awareness through innovative partnership and earned media programs.

Donated Media

For FY 2015, Sherry Matthews Advocacy Marketing researched, conceived, and produced a spot addressing aggressive driving. Since the spot had no paid media behind it, it had to be entertaining and creative enough to convince station managers to put it into rotation as a public service announcement (PSA).

Throughout the year, TxDOT selected four issue areas on which to focus. The subject for significant media relations pushes, these issue areas were "Drive to Conditions," "Work Zone Safety," "Summer Safety," and "Back to School."



Using humor and animation, we created a spot that tapped into research that shows that aggressive driving is best addressed via shaming. Its primary message was "Don't be that guy." We partnered with Texas Association of Broadcasters (TAB) to help distribute and promote the PSAs to their member stations. The PSA was so well received by stations that we were able to procure \$3,564,396 in donated television and radio placements statewide, one of the highest amounts TAB has ever seen for any campaign.

Sherry Matthews Advocacy Marketing also continued its partnership with the Texas State Network (TSN), resulting in \$838,539 in additional donated radio media placements statewide. Through relationships with media vendors, Sherry Matthews Advocacy Marketing also secured \$23,639.57 in digital placements and \$282,056 in outdoor placements. In all, Sherry Matthews secured \$4,708,630.57 in donated media.

Earned Media



Throughout the year, TxDOT selected three issue areas on which to focus. Topics for significant media relations pushes, these issue areas were “Drive to Conditions,” “Work Zone Safety,” and “Back to School.” The Work Zone Safety project was executed as a joint effort with the I-35 campaign; publicity values are reflected on both reports

Website

For FY 2015, TxDOT continued to develop the TexasDriversQuiz.org website and add new content. This included safe driving tips, videos, radio and TV news features, and other materials. In the period from March 10, 2014 to August 31, 2015, this website had 4,633 unique visitors and 8,092 page views.

TxDOT has also worked to increase its use of social media to promote each topic this year. For Work Zone Safety, TxDOT highlighted stories of real employees using Facebook and Twitter. For Back to School, TxDOT took this a step further and worked with school districts across the state to encourage parents to post messages alongside their children’s back-to-school pictures urging drivers to pay attention and watch out for kids. This resulted in 306 total Facebook posts and 1,223 Twitter mentions.



Overall Campaign Value

In FY 2015, TxDOT spent \$499,994.35 on the General Topics program. In the same year, the combination of donated media and earned media contributed \$6,379,895.21 to the General Topics program. For every \$1 TxDOT invested in the program, it received a \$12 return on investment in added value. There were 84,722,199 total impressions for this campaign.

Issue Area	Broadcast Coverage		Online Coverage		Print Coverage		Totals	
	Number of Hits	Publicity Value	Number of Hits	Publicity Value	Number of Hits	Publicity Value	Number of Hits	Publicity Value
Drive to Conditions	51	\$268,377.15	43	\$82,683.70	19	\$79,111.35	113	\$430,172.20
Work Zone Safety*	207	\$632,507.05	128	\$273,285.95	51	\$124,355.15	386	\$1,030,148.15
Back to School	26	\$25,557.00	24	\$124,725.74	30	\$60,661.55	80	\$210,944.29
Total	284	\$926,441.20	195	\$480,695.39	100	\$264,128.05	579	\$1,671,264.64

Section Four: Paid Media Report

SECTION FIVE

2015 TEXAS TRAFFIC SAFETY AWARENESS SURVEY

Texas Statewide Traffic Safety Awareness Survey: 2015 Results

**Prepared by
Katie N. Womack and Neal A. Johnson
Center for Transportation Safety**

**for the
Texas Department of Transportation
Lydia Bryan Valdez, TxDOT, Project Manager**

**in cooperation with
The National Highway Traffic Safety Administration
U. S. Department of Transportation**

September 2015



A Member of The Texas A&M University System
Research. Service. Results.

Texas Statewide Traffic Safety Awareness Survey: 2015 Results

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TEXAS A&M TRANSPORTATION INSTITUTE
College Station, Texas 77843-3135

TEXAS STATEWIDE TRAFFIC SAFETY AWARENESS SURVEY: 2015 RESULTS

INTRODUCTION

The federal government requires that performance measures be used by states to track progress toward each traffic safety goal in their highway safety program. The Governors Highway Safety Association (GHSA) and the National Highway Traffic Safety Administration (NHTSA) have developed a minimum set of performance measures to be used by states as they develop and implement their highway safety plans. One of the performance measures that GHSA and NHTSA recommend is surveys to track driver attitudes and awareness of traffic safety programs. As pointed out in a white paper preceding the federal regulations, “surveys can provide valuable information from drivers or the general public that can’t be obtained any other way.” This information can include views on the priorities of various traffic safety issues and on potential law or policy changes, knowledge of laws and penalties, perceptions of enforcement, awareness of recent enforcement and media campaigns, and self-reported behavior. NHTSA recommends a core set of questions and guidelines for conducting these type surveys.

The Texas Department of Transportation (TxDOT) contracted with the Texas A&M Transportation Institute (TTI) to conduct a 2010 baseline survey and follow-up surveys in subsequent years, from which data pertaining to performance measures could be collected. TTI developed a sampling plan and questionnaire that included the core questions recommended by NHTSA. This report describes the survey methodology and provides results for the performance measurement survey conducted in 2015. Changes from earlier years’ survey results are also discussed.

SURVEY METHOD

Among the recommended survey methods is a pen and paper survey at Driver License (DL) offices. DL office surveys offer the advantage of access to a reasonably representative sample of drivers and are more cost-effective than other surveys for this type of data collection. Also, as pointed out in the NHTSA Driver Survey white paper, DL office surveys have low refusal rates (10-30 percent or less), and the core questions plus additional questions can be asked easily on one page front and back for a quick and efficient data collection effort.

Site/Sample Selection

The sample that was taken from the DL office survey is a convenient sample of Texas residents, rather than a random representative sample. A random representative sample would contain all the drivers in the state as a sampling pool from which respondents would be randomly drawn and surveyed. In this way, statistical error estimates and confidence intervals could be calculated. Due to time and budget constraints, however, TTI relied on the convenient sample to

generate a sample size large enough to generate meaningful data from four regions of the state, rather than a truly random sample. As indicated in the description of respondent characteristics in the section below, the sample mirrors the Texas population demographics reasonably. No weights have been applied to the data to account for geographic or demographic representation.

The 2010 baseline sampling plan considered that TxDOT grouped its 25 district offices into four regional areas for administrative purposes at the time. The map below illustrates the four regions, which also formed the first level of the TTI survey sampling plan. Three survey sites were initially selected in each of the four regions, as shown in Figure 2. The 2015 survey was expanded to include sites in smaller cities. Six additional locations were chosen to represent various geographic areas of the state. These additional sites are noted by blue stars in Figure 2.

Figure 1. TxDOT Region Map

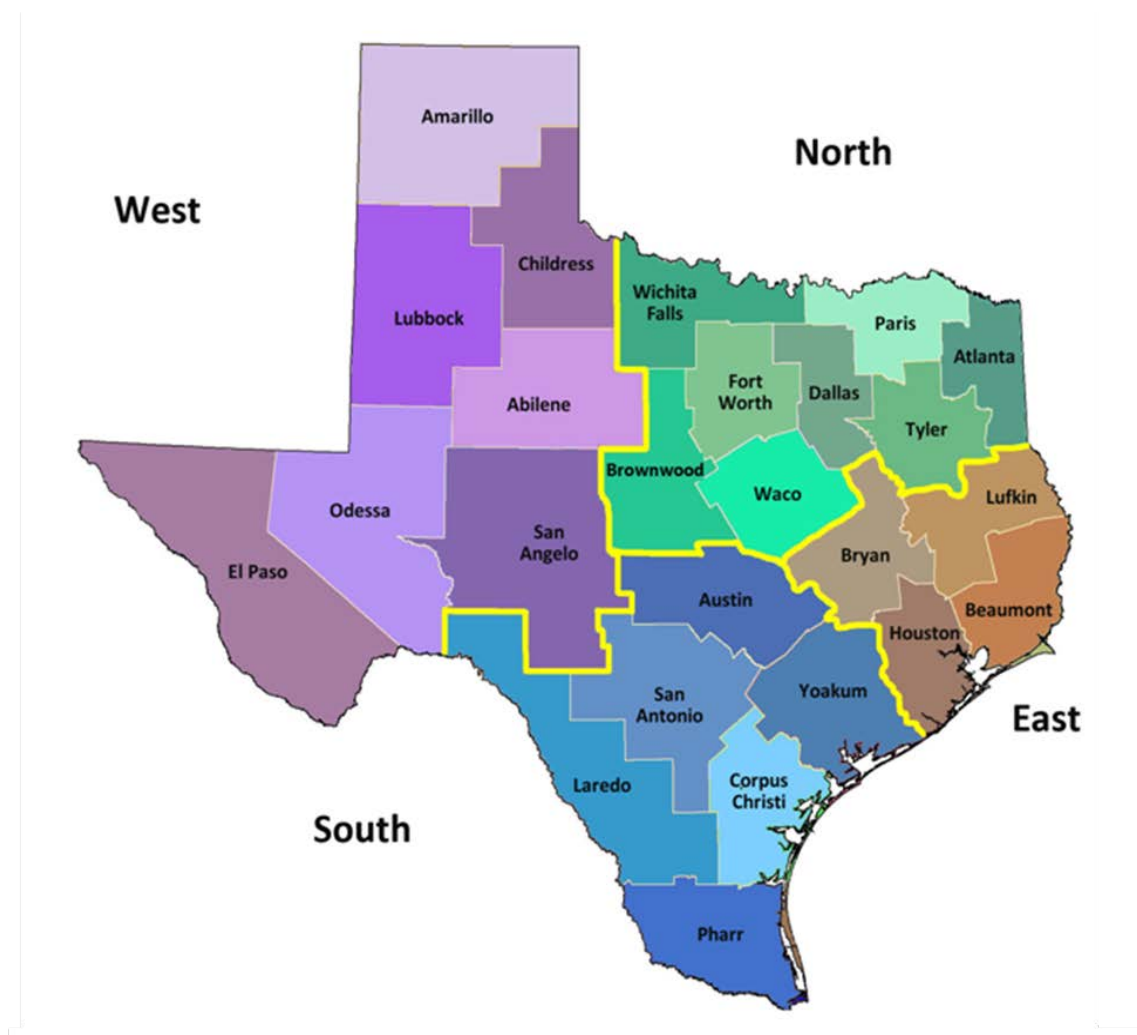
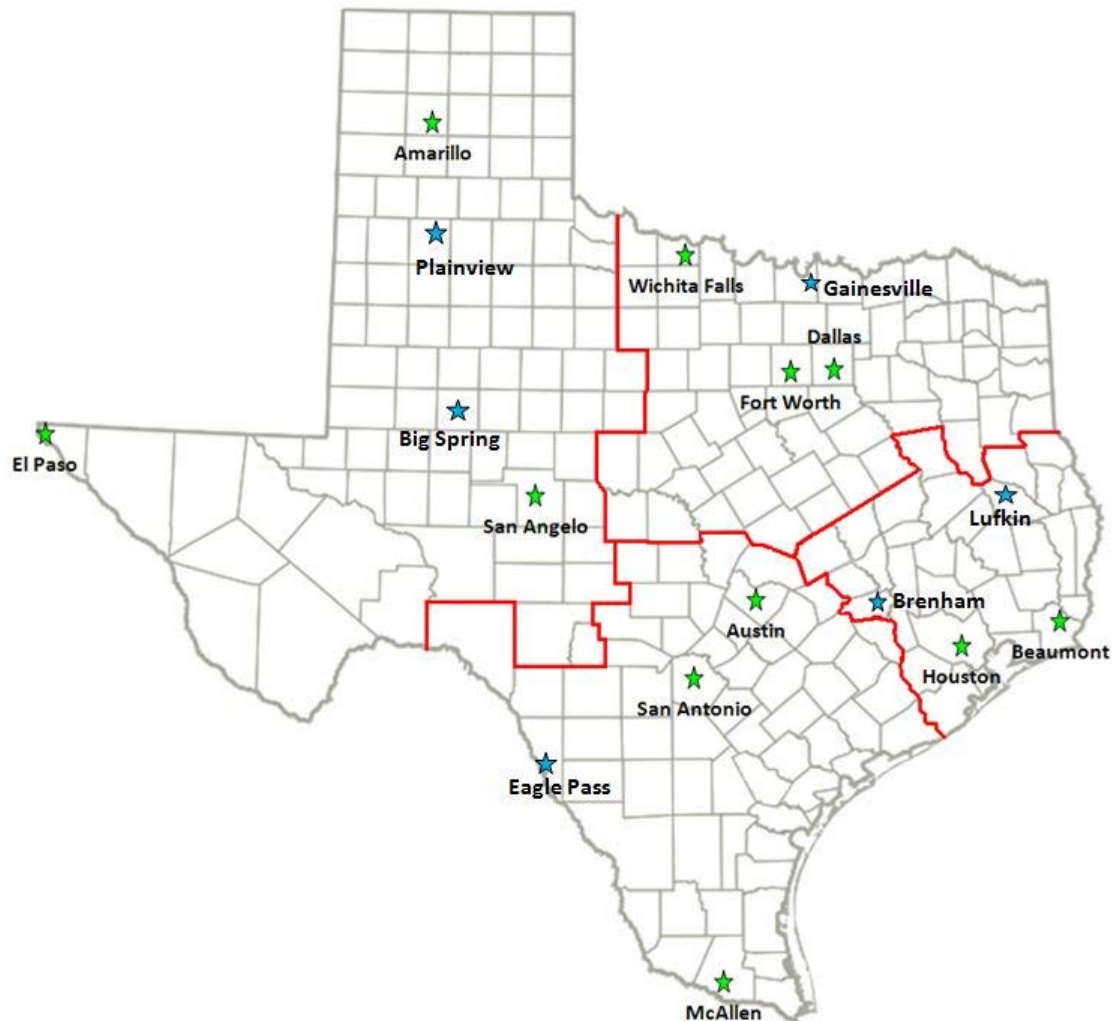


Figure 2. Driver Awareness and Attitude Survey Site Locations



There are 184 DL offices throughout Texas. The 18 sites represent 9.8 percent of the 184 possible locations, but the original 12 are among the highest volume offices of the 184. A target sample size of 500 drivers in each region was set. With the additional six sites' target of 50 each, the total sample size target was 2300. The minimum of 550 per region would provide sufficient data to analyze results for each region. Table 1 provides a breakdown of the target sample for each survey site.

Table 1. Survey Sites and Target Sample Sizes

TxDOT Region	DL Office Site	Target Sample Size
West	El Paso	250
	Amarillo	150
	San Angelo	100
	Big Spring	50
North	Dallas	200
	Ft. Worth	200
	Wichita Falls	100
	Gainesville	50
East	Houston North	200
	Houston South	200
	Beaumont	100
	Lufkin	50
South	Austin North	75
	Austin South	75
	San Antonio	250
	McAllen	100
	Eagle Pass	50
Central (Small)	Brenham	50
Panhandle (Small)	Plainview	50

Questionnaire Development

The foundation of the survey instrument was the 10 core questions recommended by NHTSA, which are:

1. In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?
2. In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?
3. What do you think the chances are of someone getting arrested if they drive after drinking?
4. How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pick up?
5. In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?
6. What do you think the chances are of getting a ticket if you don't wear your safety belt?

7. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?
8. On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?
9. In the past 30 days, have you read, seen or heard anything about speed enforcement by police?
10. What do you think the chances are of getting a ticket if you drive over the speed limit?

In 2014 a response choice was added to the questions with a temporal reference (questions #1, #2, #5, and #9) to determine if respondents were aware of these activities within the past year. In addition to the core questions, five questions for background/demographic information were included. This year, an additional seven questions related to traffic safety issues of specific interest to TxDOT were included on the questionnaire. The questionnaire was one page front and back. A Spanish translation of the questionnaire was available. The questionnaire in English is provided as Appendix A, along with the response percentages for each item.

Survey Administration

The survey was administered on weekdays during the time frame of July 15th through 31st. This time period is prior to the annual impaired driving enforcement mobilization encompassing the Labor Day holiday and six to eight weeks following the annual Click It or Ticket campaign encompassing the Memorial Day holiday.

Prior to administration of the survey, the protocol was reviewed and approved by the Institutional Review Board (IRB) at Texas A&M University. The IRB required that an Information Sheet accompany the questionnaire for reference by the respondents, and that no minors be included in the respondent pool. The Information Sheet is provided as Appendix B.

Permission to conduct the survey was secured from the Texas Department of Public Safety (DPS) headquarters office. TTI staff surveyed in most DL offices one to three days, with the exception of the El Paso office, which was completed in four days. The procedure was to approach customers in the lobby area who were either waiting for service or accompanying someone conducting business at the station, state the purpose for the contact, and ask for their willingness to fill out the questionnaire anonymously. Each waiting customer over 18 years of age was eligible for the survey; however, no attempt was made to randomize or purposefully select respondents or to convert refusals. Respondents were provided a clipboard and survey form; the questionnaire was self-administered unless assistance was needed. Surveys averaged approximately five to 10 minutes to complete.

RESULTS

Characteristics of Survey Respondents

Target sample size goals were achieved in each region and the overall sample size of 2300 was met, with most individual sites meeting the target goal as well. However, some respondents returned only partially completed questionnaires. The numbers of completed surveys reported in Table 2 (2,425) are those in which no question was completely skipped. A total of 2570 questionnaires with usable data were analyzed. Approximately 5.9 percent (n=151)

of the questionnaires were completed in Spanish. Table 2 shows the number of responses for each survey site.

Table 2. Completed Surveys by Location

TxDOT Region	DL Office Site	Target Sample Size	Total Number of Surveys Returned	Number of Surveys in Spanish
West	El Paso	250	244	59
	Amarillo	150	182	3
	San Angelo	100	112	0
	Big Spring	50	55	1
North	Dallas	200	207	12
	Ft. Worth	200	201	2
	Wichita Falls	100	116	1
	Gainesville	50	58	0
East	Houston North	200	200	3
	Houston South	200	198	7
	Beaumont	100	106	0
	Lufkin	50	57	1
South	Austin North	75	82	0
	Austin South	75	76	7
	San Antonio	250	260	16
	McAllen	100	113	26
	Eagle Pass	50	50	12
Central (Small)	Brenham	50	55	1
Panhandle (Small)	Plainview	50	53	0
Total		2300	2425	151

Figures 3, 4, and 5 illustrate the demographic composition of the survey respondents along with comparable statewide population characteristics. The sample of females is higher than the Texas female composition and the male sample is lower. This is typical of survey volunteers. The number of seniors over 65 in the sample is below the statewide proportion of seniors (4.3 percent compared to 13.2 percent), and the number of younger respondents is high in comparison to the statewide proportion in this age group (14.0 percent compared to 8.1 percent for 18-21 year-olds). However, these proportions in the sample are likely more comparable to the population of Texas licensed drivers.

Figure 3. Gender Composition

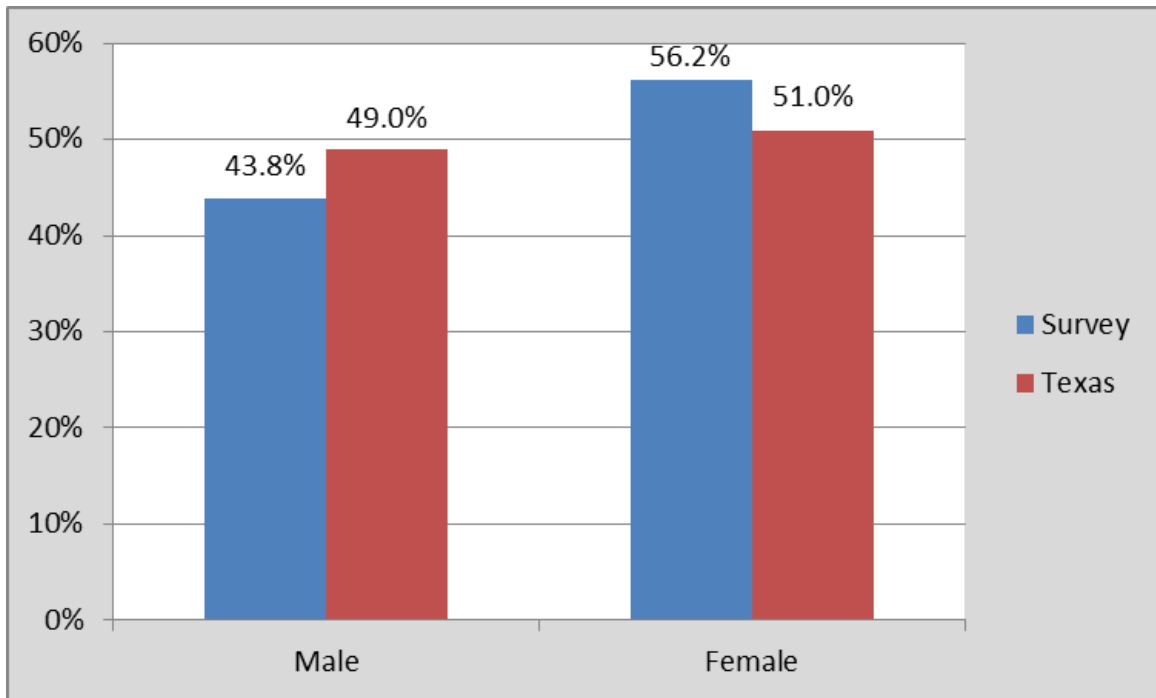
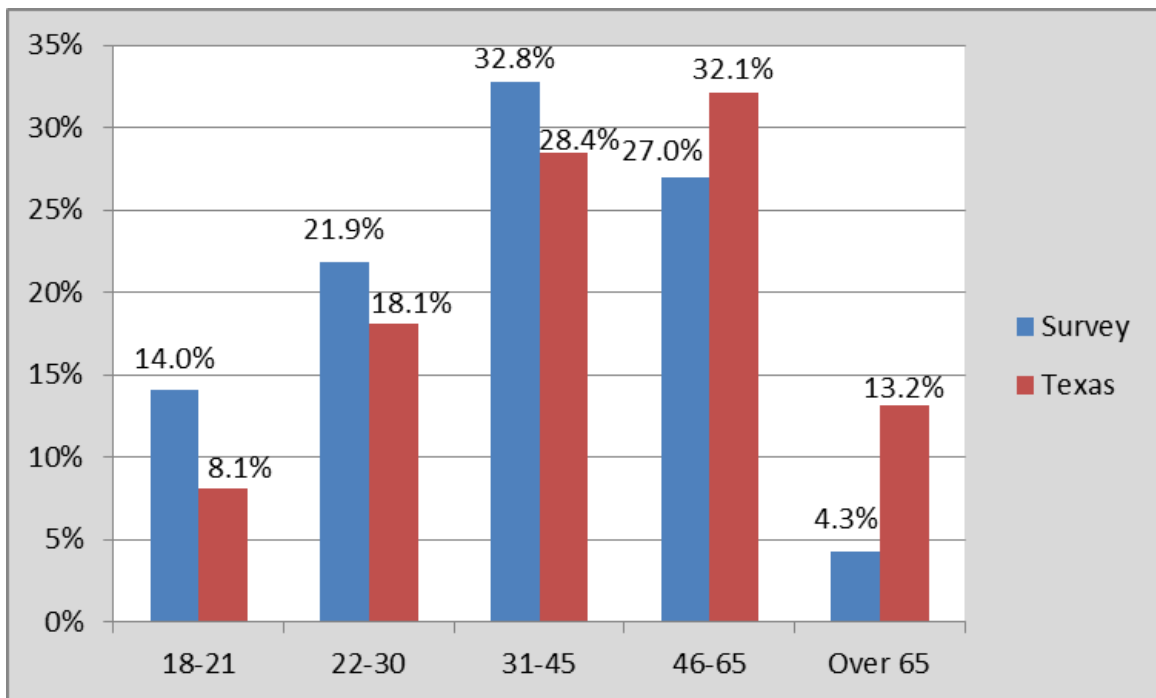
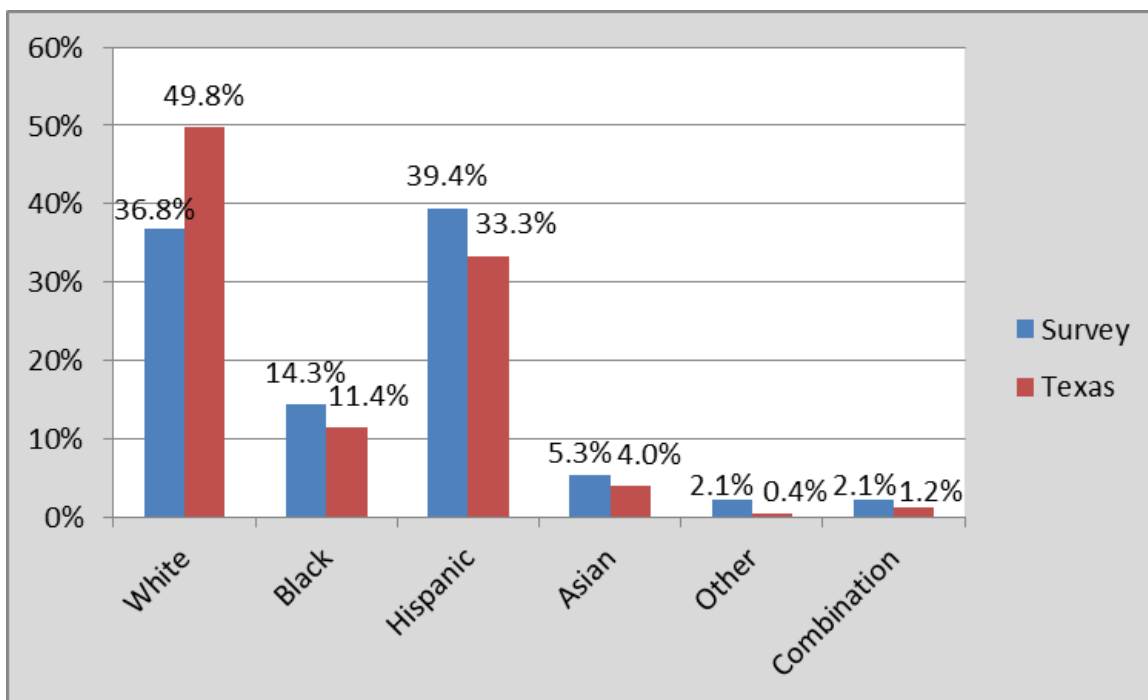


Figure 4. Age Composition



Regarding race/ethnicity, the composition of the sample is under-represented by Anglos by 13 percentage points and over-represented Hispanic and Black respondents by 6.1 and 2.9 percentage points, respectively. These proportions are in contrast to prior years' surveys in which the Anglo proportion was over-represented in the sample.

Figure 5. Race/Ethnicity Composition



Core Question Responses

As mentioned above, 10 core questions pertained to issues of interest at the federal, state, and local levels throughout the country, and performance based criteria have been established to address the three major areas of impaired driving, safety belts, and speeding.

Questions regarding awareness of public information efforts related to enforcement of impaired driving, speeding and safety belt laws were revised in 2014 to expand the time reference, including “within the past 30 days,” “within the past 60 days,” and “within the past year.” At the time of the survey this year, the respondents were most aware of efforts aimed at impaired driving, both within the past 30 days and within the past year. This result is consistent with the time frame of the summertime impaired driving campaign. As shown in Table 3, 88.8 percent of those surveyed had read, seen or heard something about impaired driving enforcement within the past year, 80.3 percent had heard about seat belt law enforcement, and 75.6 percent had heard about speed enforcement within the past year. Looking only at those who said they

had been exposed to messages within the past 30 days reveals exposure to both impaired driving and speed enforcement messaging.

The responses show Texans think law enforcement is more likely for drinking and driving than for failure to wear a seat belt or speeding. The difference is most evident in the percentage of those who checked Very Likely that a citation or arrest would be made for a violation—65.6 percent for drinking and driving, compared to 53.8 percent for not wearing a seat belt and 52.1 percent for speeding. The relationship among these three variables in terms of their order of percentages has been relatively consistently held across the six years of the survey.

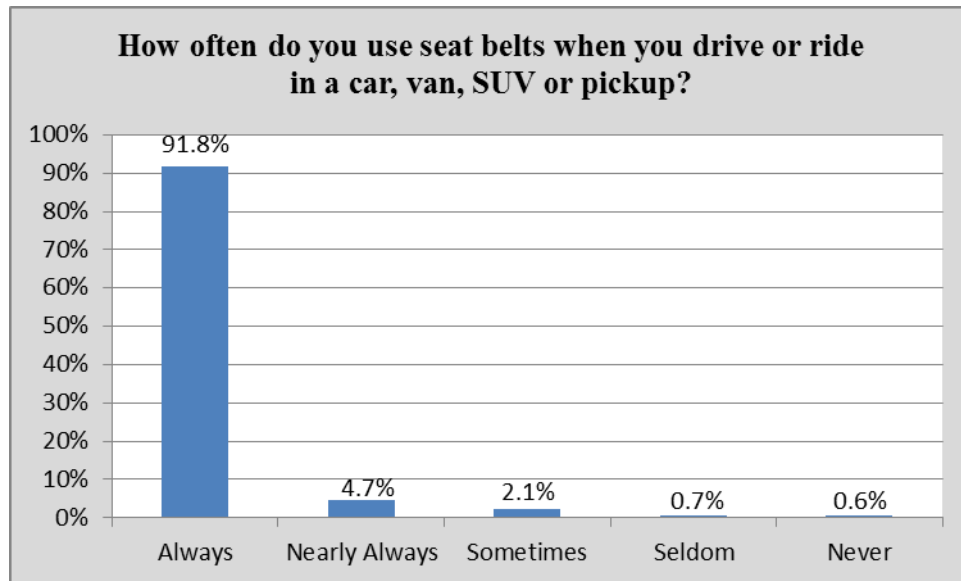
Reported behavior is consistent with the perception of enforcement. Texans continue to self-report almost universal seat belt use, with 96.5 percent saying they always or nearly always use seat belts. Forty-six percent of the respondents reported they drive over the speed limit on local roads, and 42.7 percent said they exceed the speed limit by more than 5 mph on highways with a 70 mph speed limit sometimes or more often. With regard to self-reported drinking and driving behavior, even though 65 percent of those surveyed thought the chances of someone getting arrested if they drive after drinking is very likely, 11.3 percent reported they had driven after drinking more than they thought they should have.

Seat Belt Use. Three of the core questions pertained to seat belt use and addressed self-reported recent belt use, awareness of seat belt law enforcement activity, and perceptions of risk of receiving seat belt violation citations. The practice of using a seat belt was the most frequently reported behavior, with 91.8 percent reporting they always use their seat belt, and 4.7 percent reporting they almost always use their seat belt (see Figure 6). Only 34 people out of the 2,559 who responded to this question said they seldom or never wear their seat belt. Passenger car drivers more often reported they always use their seat belt (93.0 percent) compared to pickup drivers (88.9 percent). Belt use was associated positively with age, with a progression upwards through 65. The youngest respondents, 18-21 year-olds, checked they always use their seat belt least often (87.2 percent) and seniors (65+) checked they always use their seat belt most often (98.1 percent).

Table 3. Responses to Core Questions

Have you read, seen or heard anything about:					
	Yes, in the past 30 days	Yes, in the past 60 days	Yes, in the past year	No	Not Sure
Seat belt law enforcement?	n/a	46.2%	34.1%	14.7%	5.1%
Speed enforcement?	42.7%	n/a	32.9%	19.3%	5.1%
Alcohol impaired driving enforcement?	60.0%	n/a	28.8%	8.9%	2.3%
What do you think the chances are of:					
	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
Getting a ticket if you don't wear your seat belt?	53.8%	18.0%	17.3%	6.8%	4.1%
Getting a ticket if you drive over the speed limit?	52.1%	22.7%	18.2%	4.6%	2.5%
Someone getting arrested if they drive after drinking?	65.6%	16.5%	13.0%	2.7%	2.3%
Speeding on:					
	Most of the time	About half the time	Sometimes	Rarely	Never
A local road	9.3%	9.5%	27.2%	31.5%	22.6%
A Highway	8.7%	11.0%	23.0%	30.0%	27.3%
How often do you use seat belt when you drive or ride in a car, van, SUV or pickup?					
	Always	Nearly Always	Sometimes	Seldom	Never
	91.8%	4.7%	2.1%	0.7%	0.6%
In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?					
	1 to 5	6 to 10	More than 10	I do not Drink	I do not drink and drive
None	1.7%	7.1%	0.8%	0.4%	32.2%
					57.9%

Figure 6. Frequency of Reported Belt Use



Over half (53.8 percent) of the survey respondents believed it is very likely they would be ticketed if they drove or rode without a seat belt. Over 89 percent believed there was some likelihood of being ticketed for not using a seat belt (see Figure 7). As shown in Figure 8, nearly half the survey respondents (46.2 percent) reported they had been exposed to a seat belt law enforcement message within the past 60 days and another 34.1 percent had heard a seat belt law enforcement message within the past year. The area where respondents most often thought that not using a seat belt would very likely result in getting a ticket was El Paso (62.7 percent). Amarillo respondents most often reported they had heard a seat belt enforcement message in the past 60 days (59.0 percent). Only a third of the respondents in Austin said they had heard a seat belt enforcement message within the past 60 days.

Figure 7. Perception of Seat Belt Enforcement

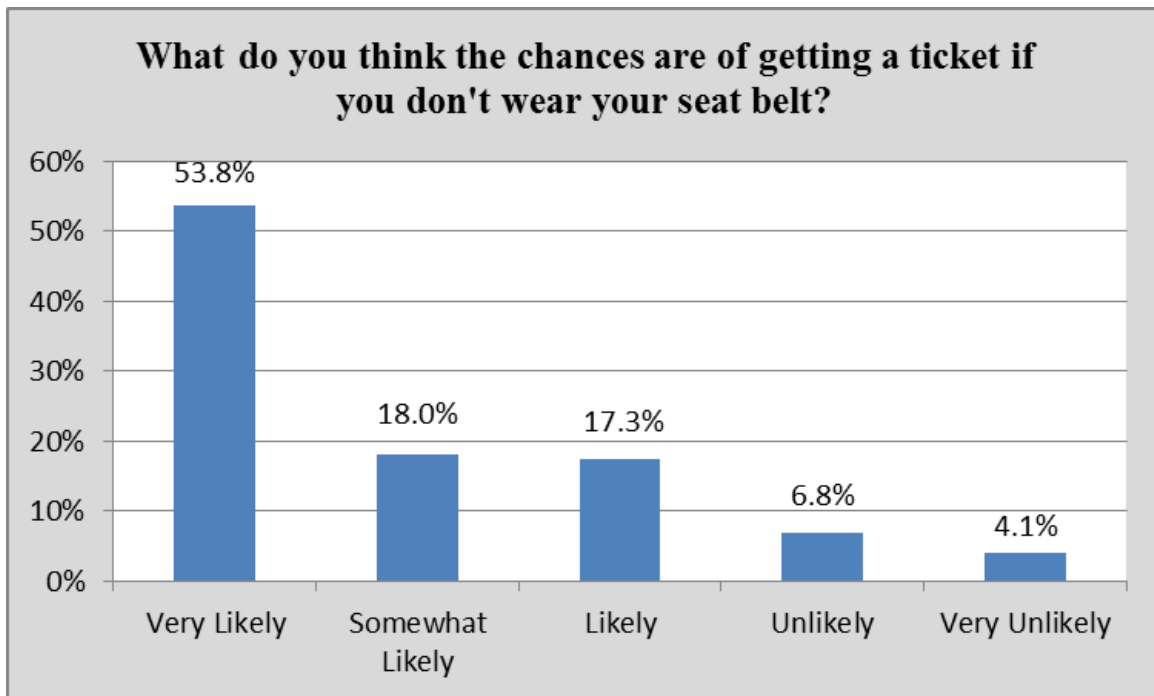
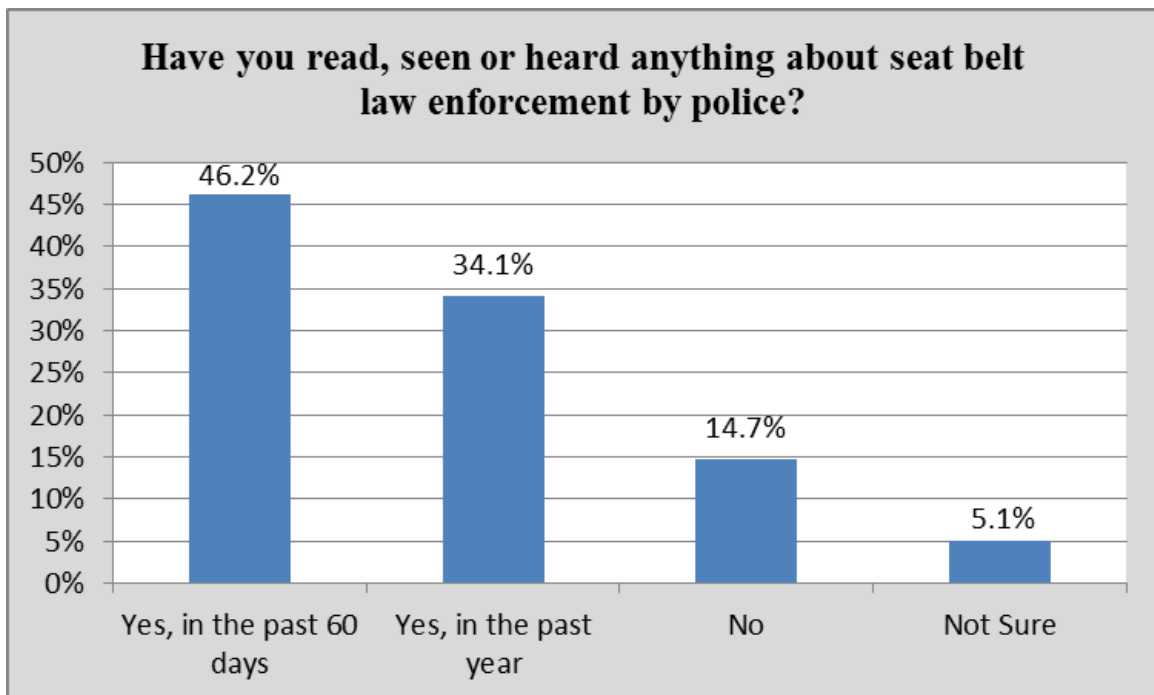
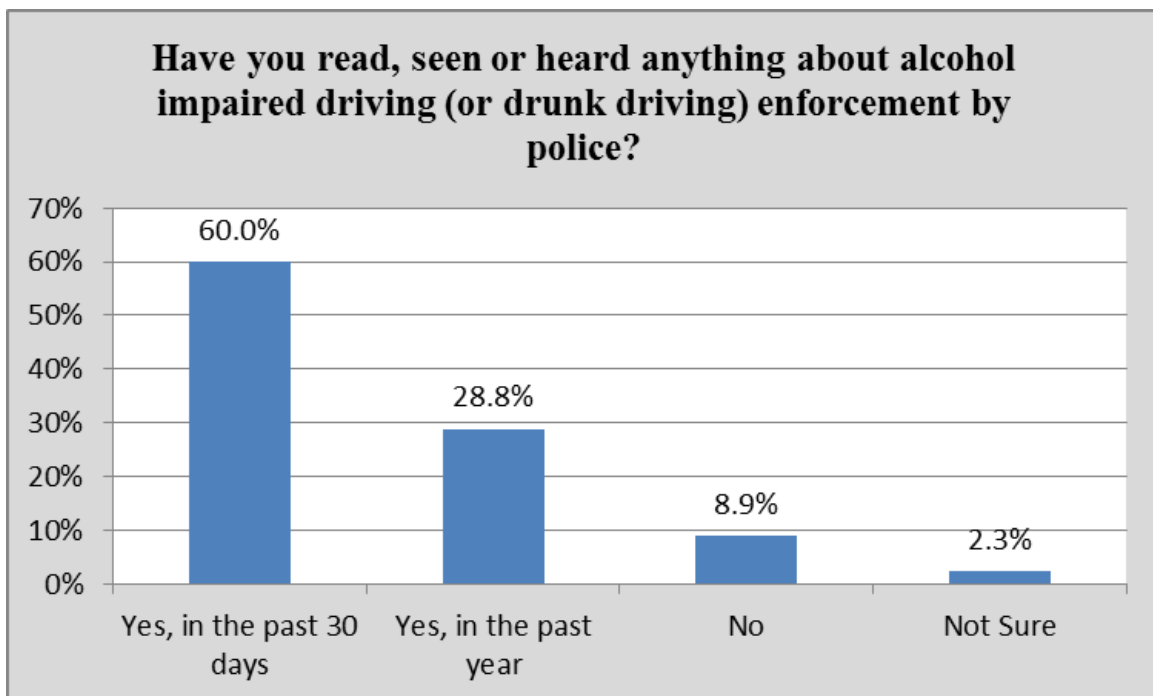


Figure 8. Awareness of Seat Belt Law Enforcement



Impaired Driving. Three of the core questions pertained to impaired driving and addressed self-reported impaired driving during the previous two months, awareness of recent impaired driving enforcement efforts, and perception of risk of arrest if driving impaired. This year 60.0 percent of the survey respondents reported they had been exposed to an impaired driving message within the past 30 days (see Figure 9). An additional 28.8 percent said they had heard an impaired driving message within the past year. The location with the highest awareness of impaired driving enforcement was McAllen, with 67.7 percent saying they had heard of enforcement in the past 30 days and another 28.2 percent saying they had heard an enforcement message in the last year for a combined total of 95.9 percent. Wichita Falls also had 95.9 percent reporting they had heard an alcohol impaired driving enforcement message during the past year. The lowest measurement of recent anti-drinking and driving campaign awareness was among Eagle Pass respondents at 46.5 percent for the 30-day response choice. The highest reported exposure percentages were found among Anglos, 91.6 percent of whom said they had heard about enforcement during the past year.

Figure 9. Awareness of Impaired Driving Enforcement



When asked about frequency of drinking and driving, 90.1 percent of the survey respondents said they either did not drink or did not drink and drive, as shown in Figure 10. Of those who reported having driven within two hours after drinking in the past 60 days, 30 drivers (or 14.3 percent of those who drank and drove) reported having done it six or more times. The highest percent of respondents who reported they drove more than five times within two hours of drinking in the past 60 days was in Houston and the majority was male. As indicated in Figure 11, 65.6 percent of the survey respondents thought the likelihood of getting arrested for driving

Figure 10. Reported Driving After Drinking Within Past 60 Days

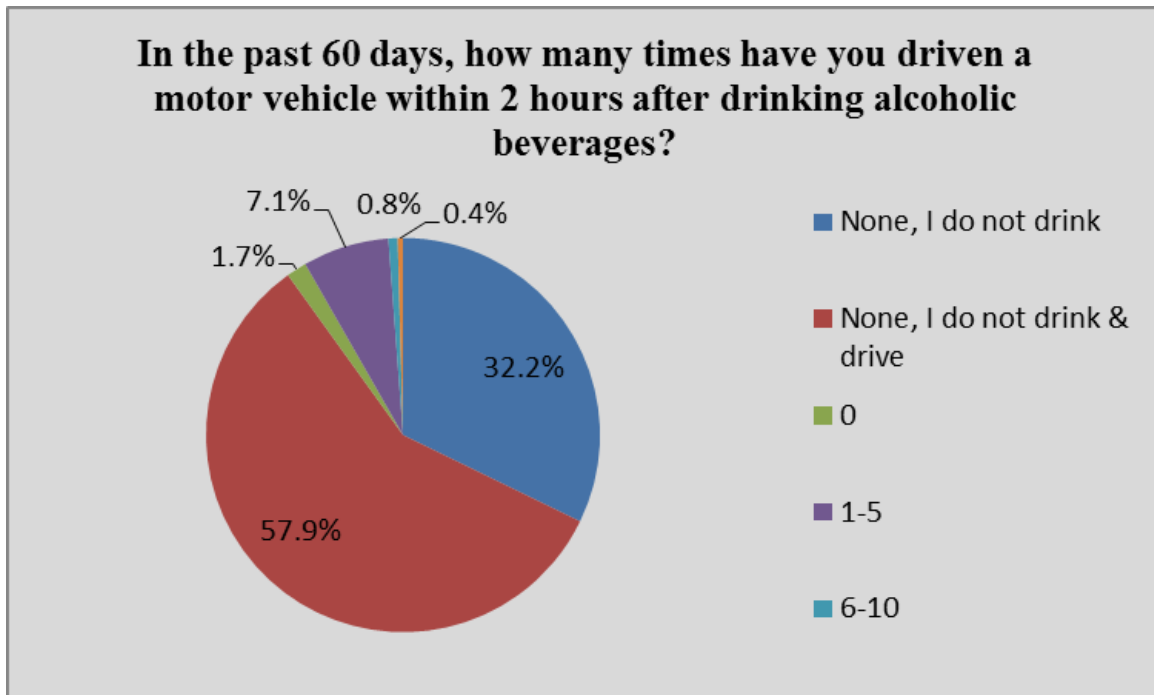
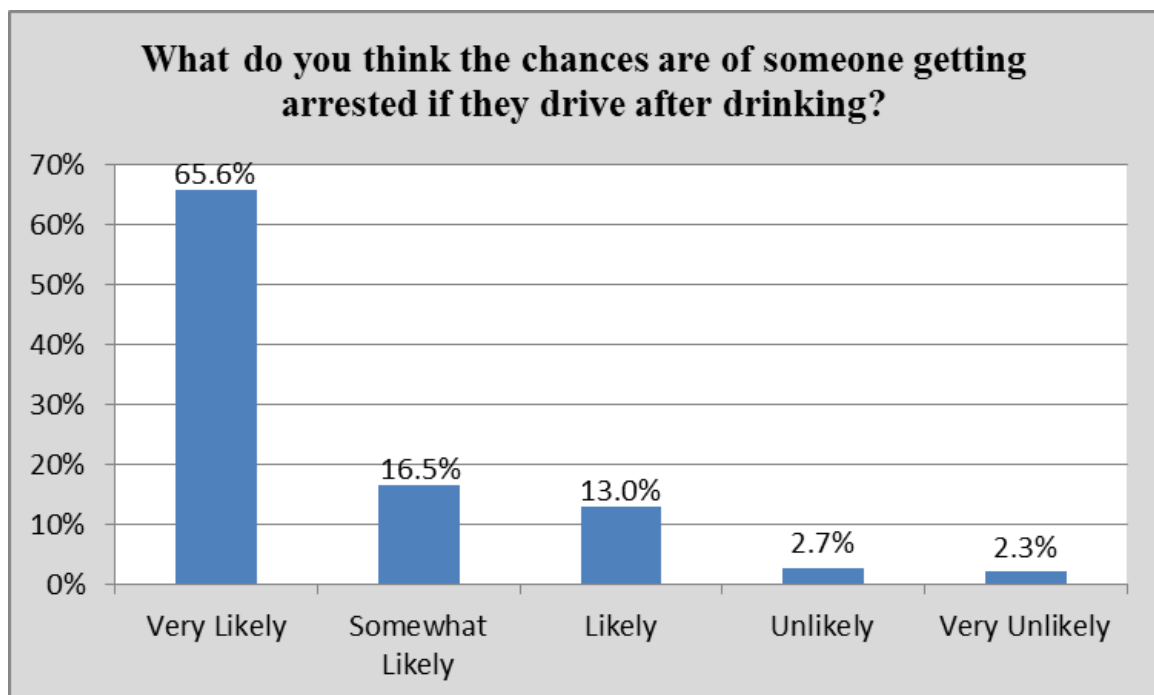


Figure 11. Likelihood of Impaired Driving Arrest



Impaired would be very likely. As mentioned previously, the likelihood of an encounter with law enforcement as a result of driving impaired is perceived as very high throughout the State—95.1 percent checked some degree of likelihood. The perception of impaired driving enforcement was highest in Eagle Pass and Brenham, where 100 percent of the respondents thought impaired driving arrests were likely. The perception of enforcement was highest overall among minority populations, females, and drivers under 21 years old. For example, 71.0 percent of 18-21 year-olds thought an impaired driving arrest very likely compared to 54.7 percent of those over 65 years. And 67.9 percent of females thought an arrest very likely compared to 62.5 percent of males.

Speeding. Four questions on the survey pertained to speeding: two regarding self-reports of speeding on local and higher speed roads; one regarding perceived enforcement; and one regarding likelihood of getting a ticket for speeding. As seen in the graphs below (Figures 12 and 13), speeding is relatively common compared to the two issues covered above. Almost 19 percent of those surveyed said they routinely exceed the speed limit by 5 mph on local roads, and another 27.2 percent said they sometime exceed local road limits by 5 mph. Additionally, almost 20 percent said they speed on high-speed roads (70 mph limit) regularly and another 23 percent said they sometimes exceed highway speeds by 5 mph. Self-reported speeders on local roads were found more often among Austin respondents. Self-reported speeders on local roads were more likely to be under 30 years old, male, and more likely to be motorcycle riders than other vehicle drivers. Speeding on local roads was least often reported in Lufkin.

Figure 12. Exceeding Speed Limit on Local Roads

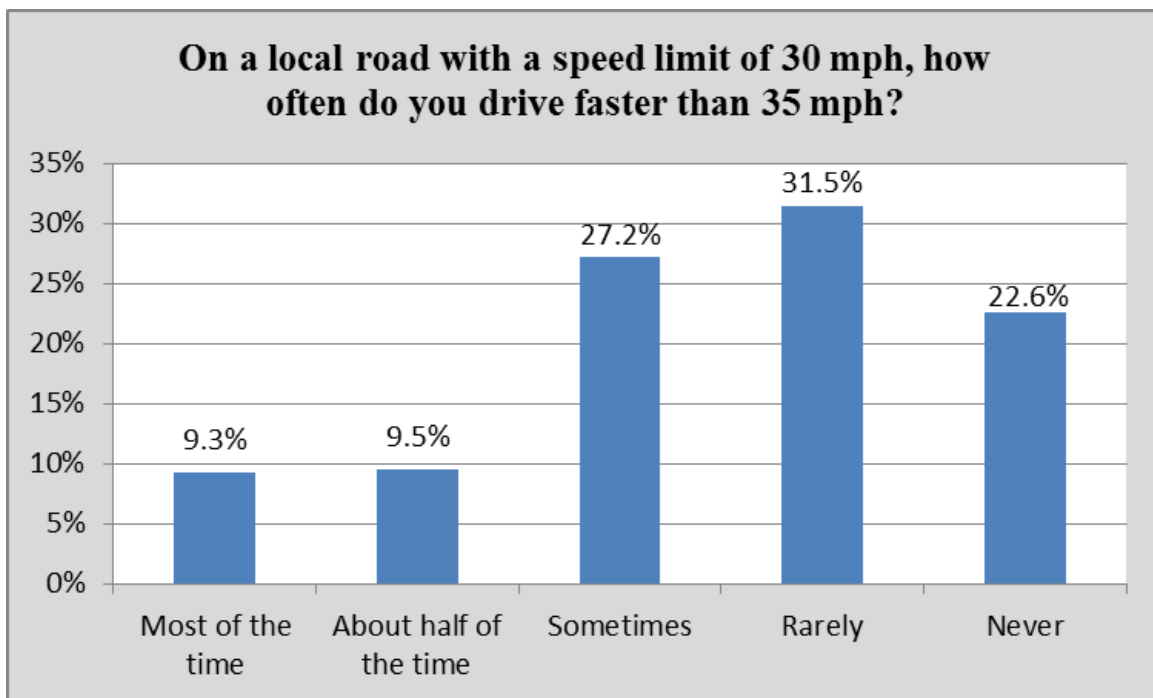
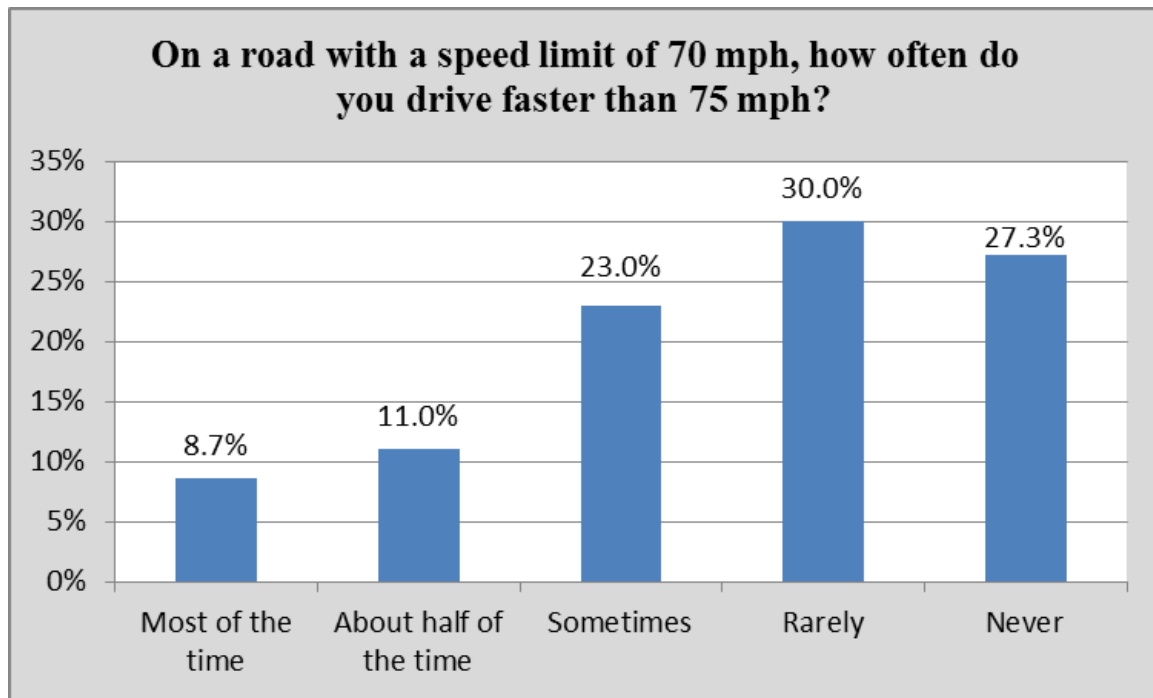


Figure 13. Exceeding Speed Limit on High-Speed Roads



Those who admitted to speeding on higher speed roadways (with speed limits of 70 mph) were more likely to be under 30 years old, males, and motorcycle riders. The highest percentage of speeders on 70 mph roads were in Fort Worth.

The certainty of getting a speeding ticket was perceived as relatively low (Figure 14) compared to citations for seat belt violations and arrests for impaired driving. However, most Texans surveyed (93 percent) thought there was some likelihood and the degree of this perception varied by location. Two outliers emerged on the highest percentage of Very Likely responses –Lufkin with 71.9 percent and McAllen with 69.7 percent. On the other end, another outlier was Gainesville, where only 37.7 percent of the respondents thought a speeding ticket Very Likely. The remaining cities' percentages were in the 40s and 50s ranges.

Figure 15 shows that 42.7 percent of the survey respondents reported having read, seen, or heard something about speed enforcement most recently, and another third of the respondents saying they had within the past year. This message was received most by drivers 21 years old and under. Wichita Falls had the highest percent of respondents reporting an awareness of speed enforcement with 85.7 percent checking yes for having read, seen or heard something regarding speed enforcement the past year. In contrast, only 65.5 percent of the Eagle Pass respondents reported exposure to speed enforcement messages during the past year.

Figure 14. Likelihood of Speeding Ticket

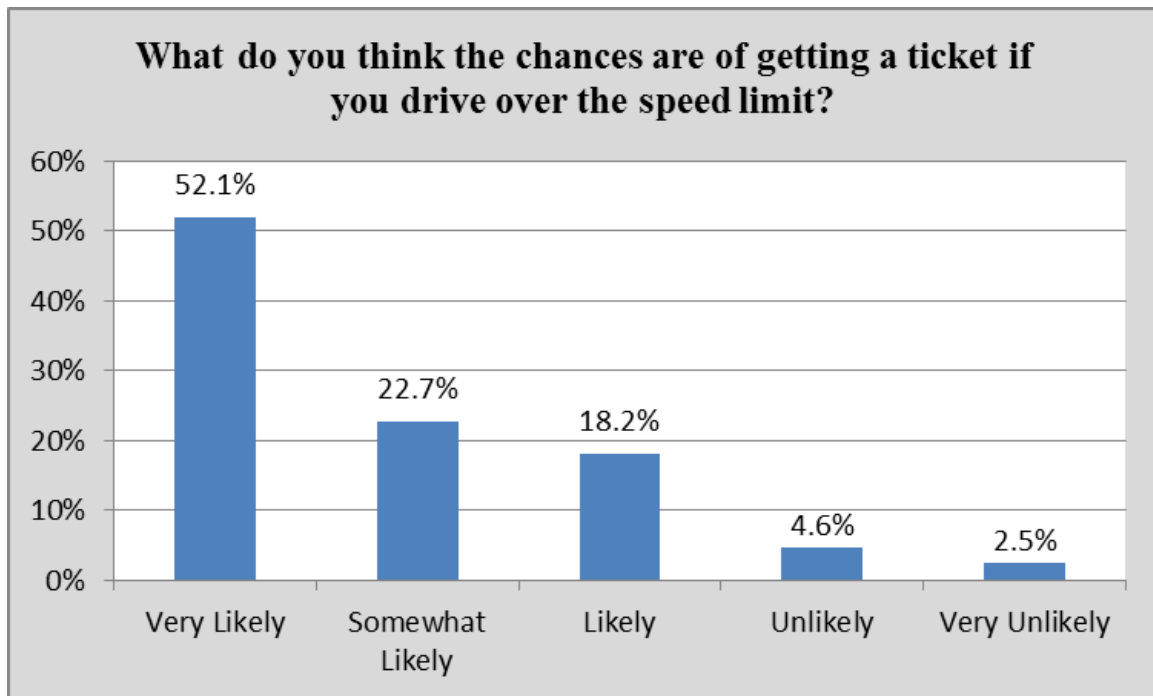
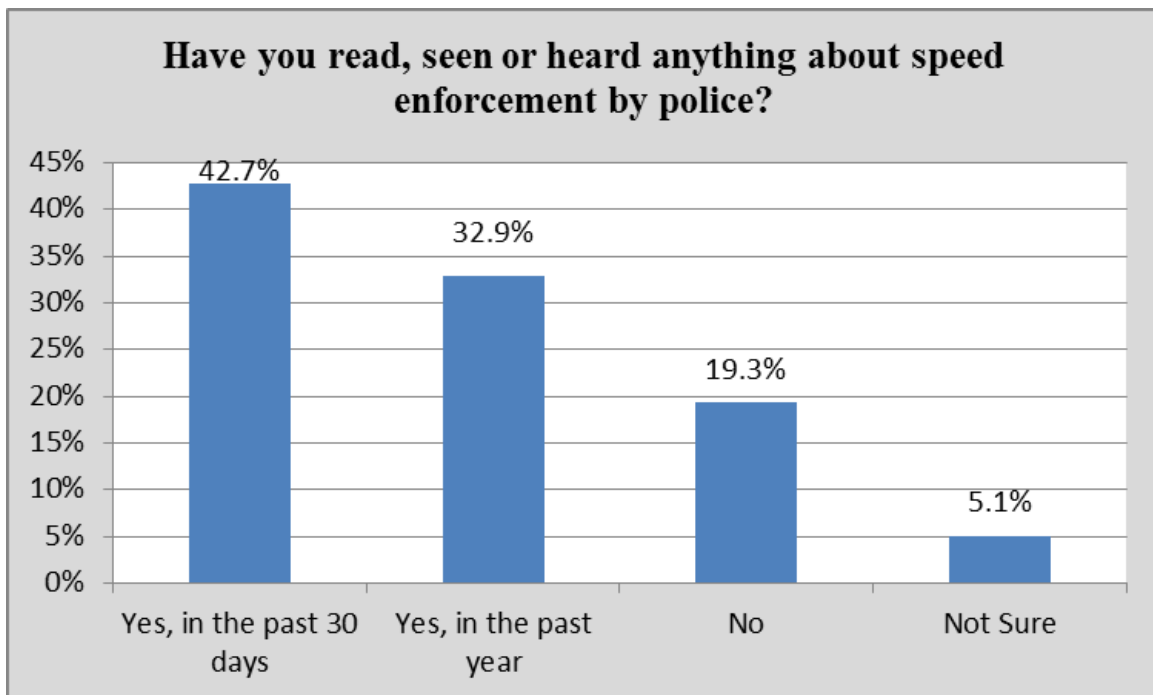


Figure 15. Awareness of Speed Enforcement



2010-2015 Trends

The results for nine of the core questions for each year are presented in Figures 16 - 25, providing visuals for comparing Texas trends across the five years. A table with each of the response choice percentages for 2010 through 2015 is included as Appendix C.

Figure 16 indicates a fairly steady trend in the perception of strong enforcement of impaired driving laws, with upward movement for the past two years for those believing the chance of an arrest for driving after drinking is very likely. This year's responses were the highest of the six survey years on this metric. Awareness of the alcohol impaired driving enforcement message peaked in 2011 with 75.1 percent of the survey respondents saying they had read, seen or heard the message within the past 30 days (Figure 17).

Figure 18 shows similar trend over the five-year survey period in the perception of seat belt enforcement, starting with a peak of 89.7 percent who said the chances of getting a ticket were very likely in 2010, and increasing from the low of 86.2 percent in 2013 back to 89.1 percent in 2015. The percentage of respondents who believed the chance of a ticket for a violation has varied over time by only 3.5 percentage points between 86.2 percent and 89.7 percent. Similarly, self-reported regular belt-wearing behavior has consistently been at or just below 99 percent (Figure 19). Awareness of seat belt law enforcement has fallen from 72.7 percent in 2010 to 46.1 percent in 2015 (Figure 20). However, the addition in 2014 of a response choice for 'within the past year' which, when added to the 46.1 percent who said within the past 60 days, increases the awareness level to 81.7 percent in 2014 and 80.1 percent in 2015, both highest levels of the six year period (Figure 21).

Self-reported speeding was a slightly growing behavior over the previous five years, but this year the trend was reversed. Figures 22 and 23 each illustrate the percentages of drivers who say they often exceed the speed limit by at least 5 mph. This year the percent of respondents who said they rarely or never exceed local speed limits increased from a five-year low of 47.8 percent to 54.0 percent. Correspondingly, those who reported they often exceed the local speed limit dropped from the 2014 high of 52.2 percent to 46.0 percent.

The trend was also reversed with regard to speeding on highways with speed limits of 70mph. After a four-year increase in those who said they often speed on highways by at least 5mph, this year the percentage dropped from 49.4 to 42.7. The perceived likelihood of receiving a ticket has remained in the low 90 percent range in four of the six survey years (Figure 24). However, awareness of speed enforcement efforts throughout the five-year survey period has been lower than other traffic safety enforcement efforts (Figure 25).

Figure 16. What do you think the chances are of someone getting arrested if they drive after drinking?

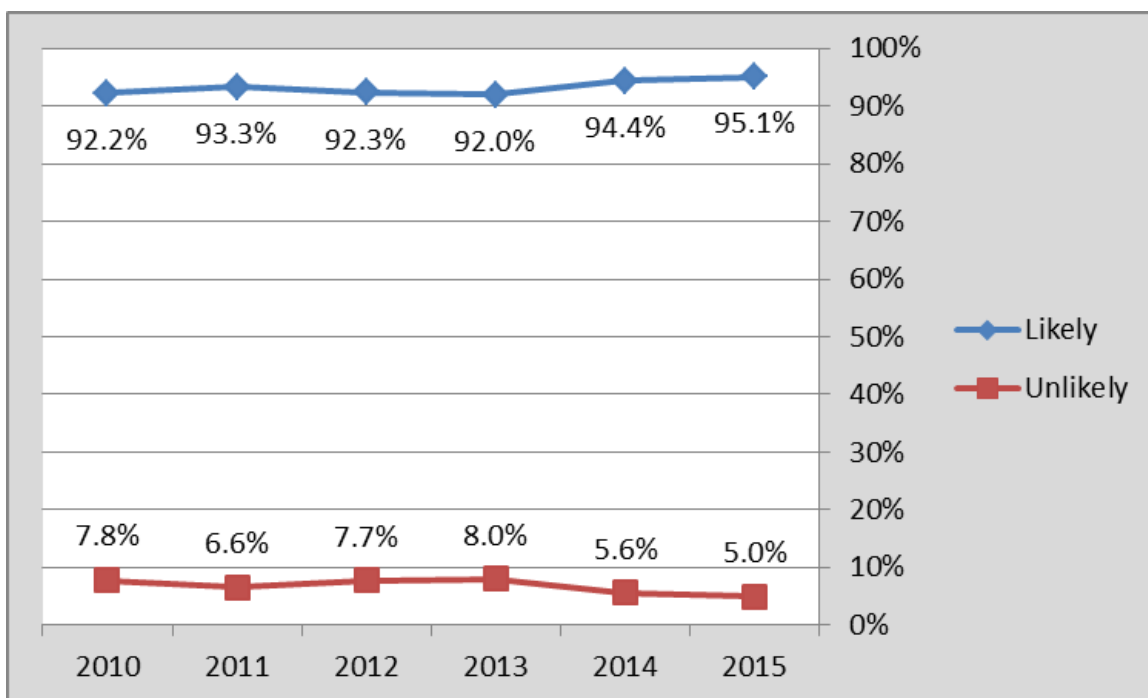


Figure 17. In the past 30 days, have you read, seen or heard anything about alcohol impaired driving enforcement by police?

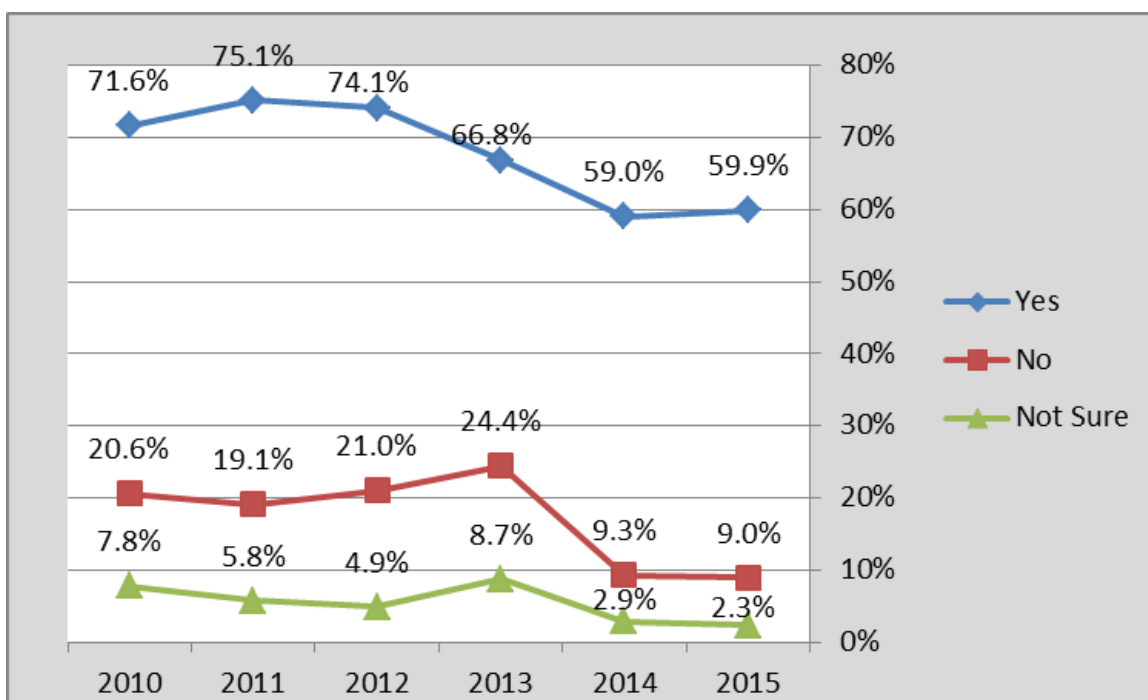


Figure 18. What do you think the chances are of getting a ticket if you don't wear your seat belt?

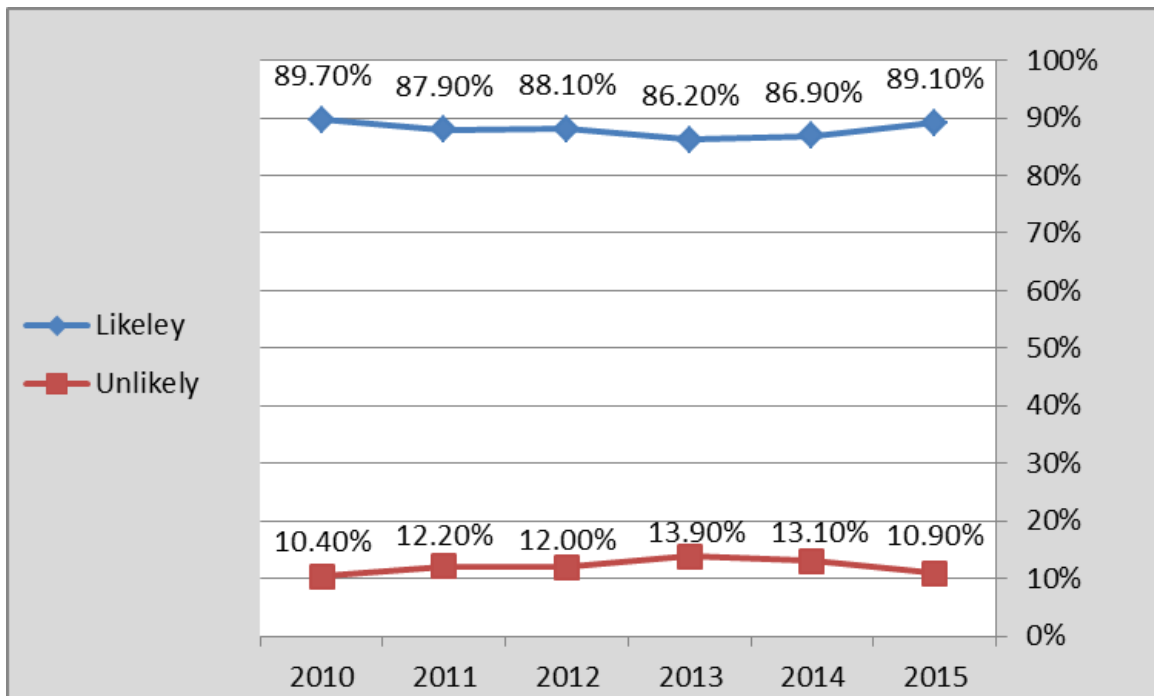


Figure 19. How often do you use seat belt when you drive or ride in a car, van, SUV or pickup?

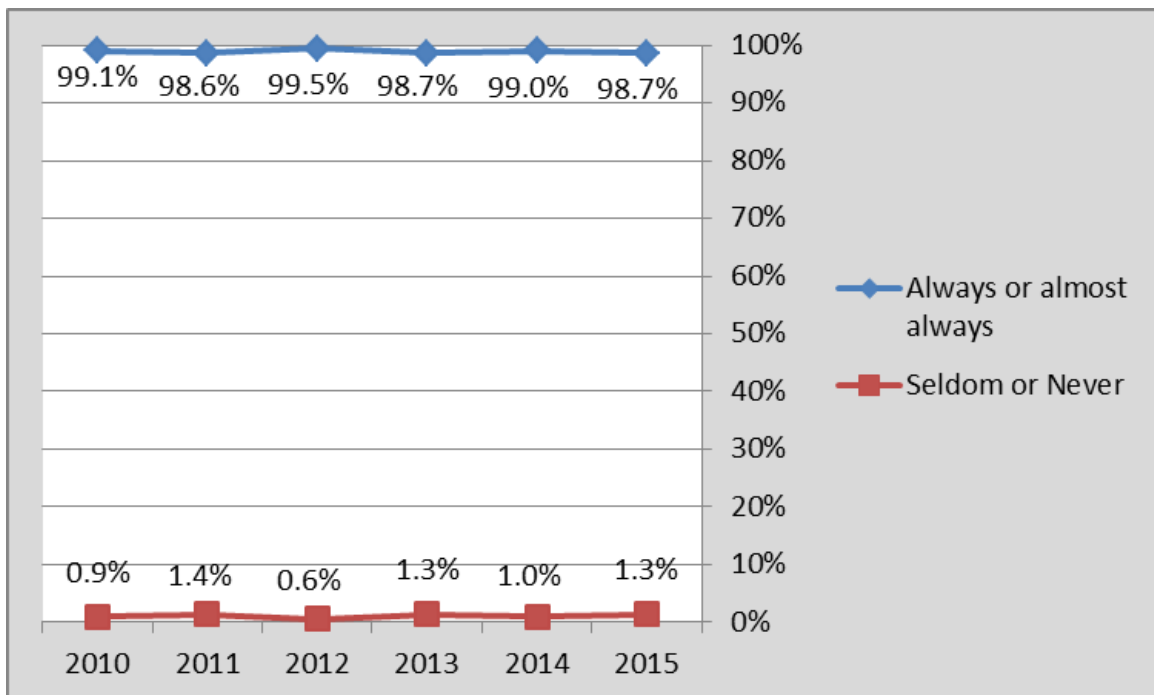


Figure 20. In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?

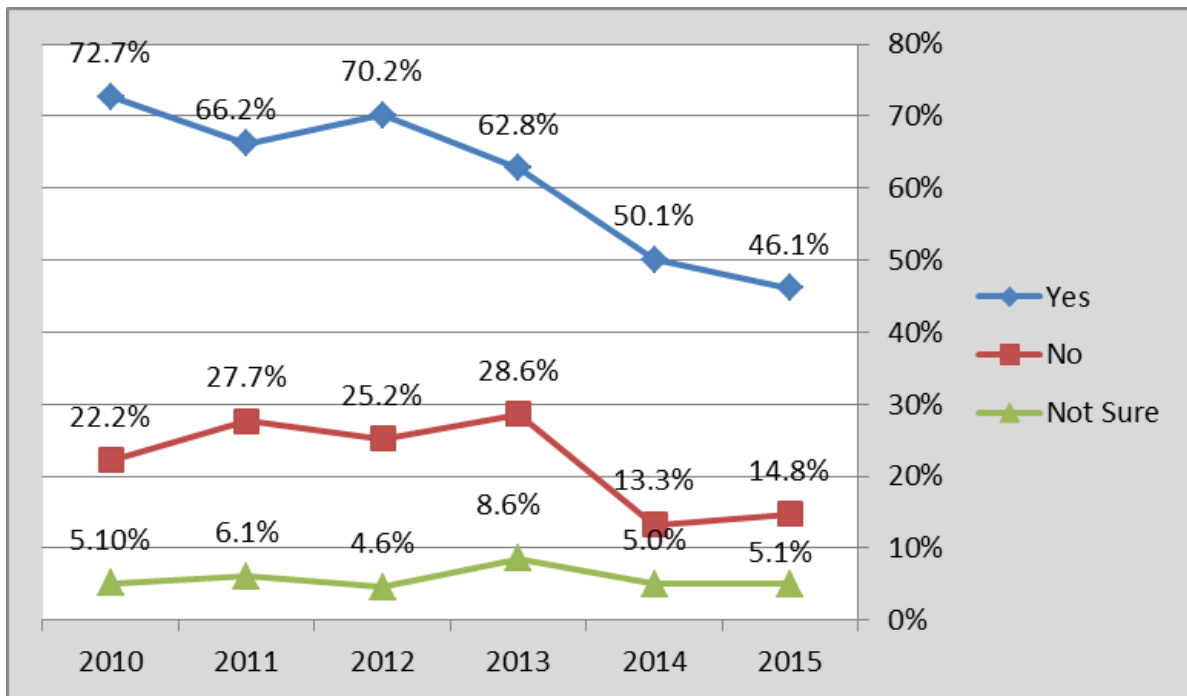


Figure 21. Have you read, seen or heard anything about seat belt law enforcement by police?

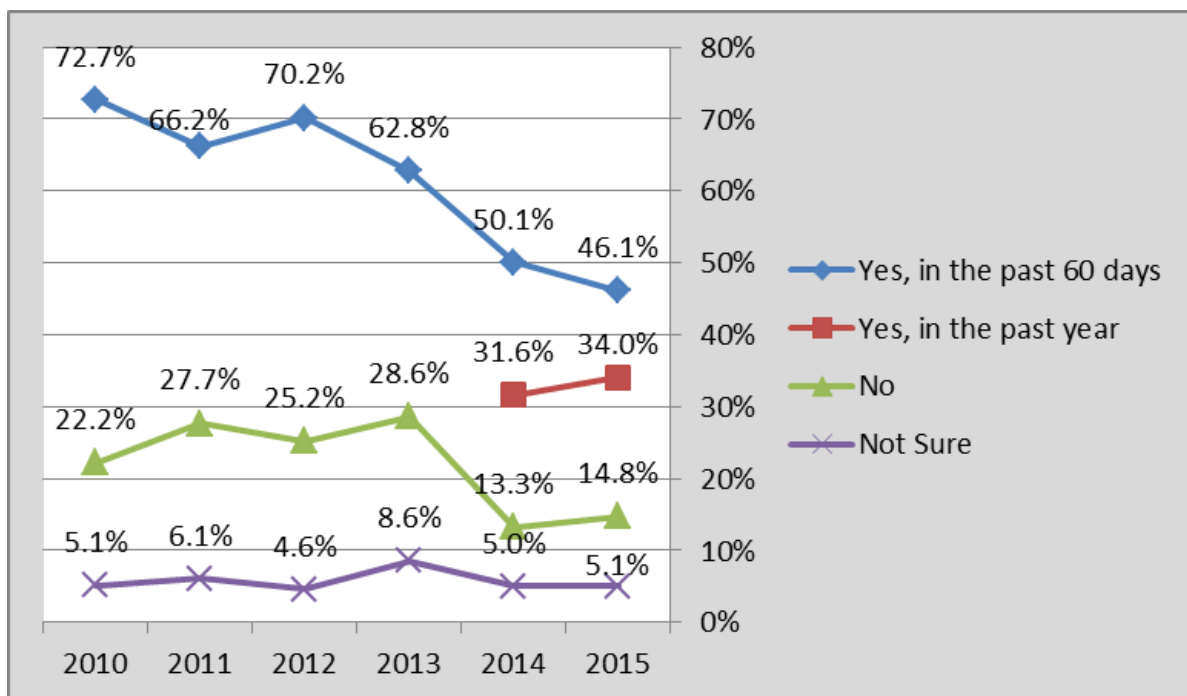


Figure 22. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?

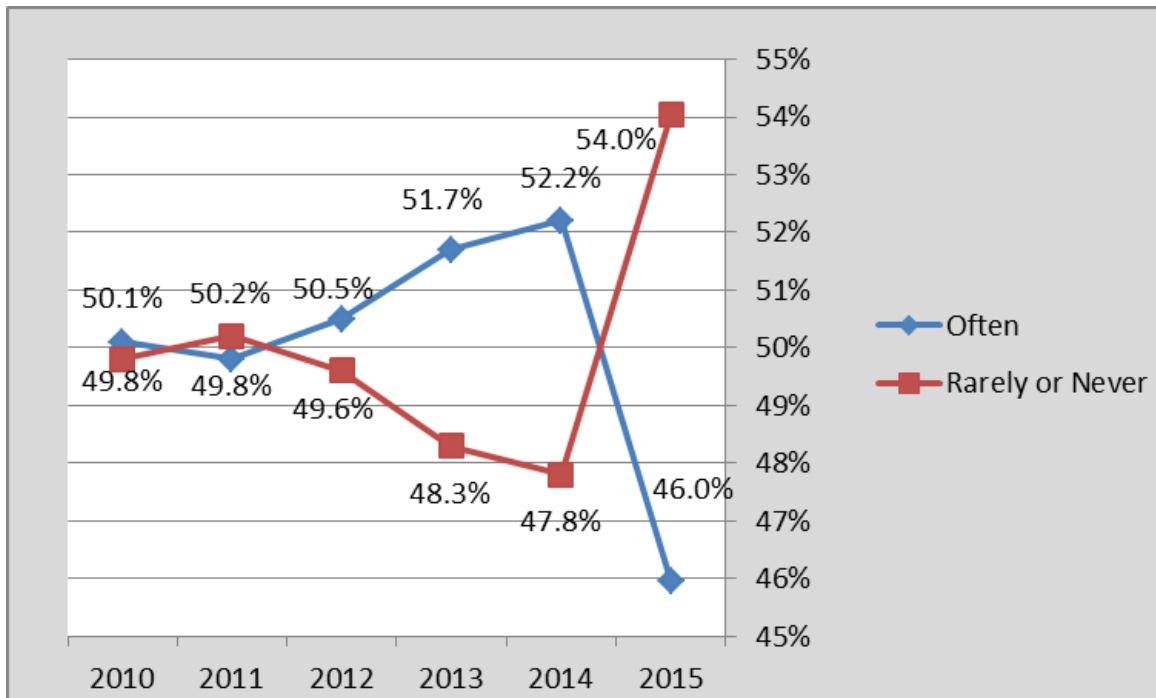


Figure 23. On a road with a speed limit of 70 mph, how often do you drive faster than 75 mph?

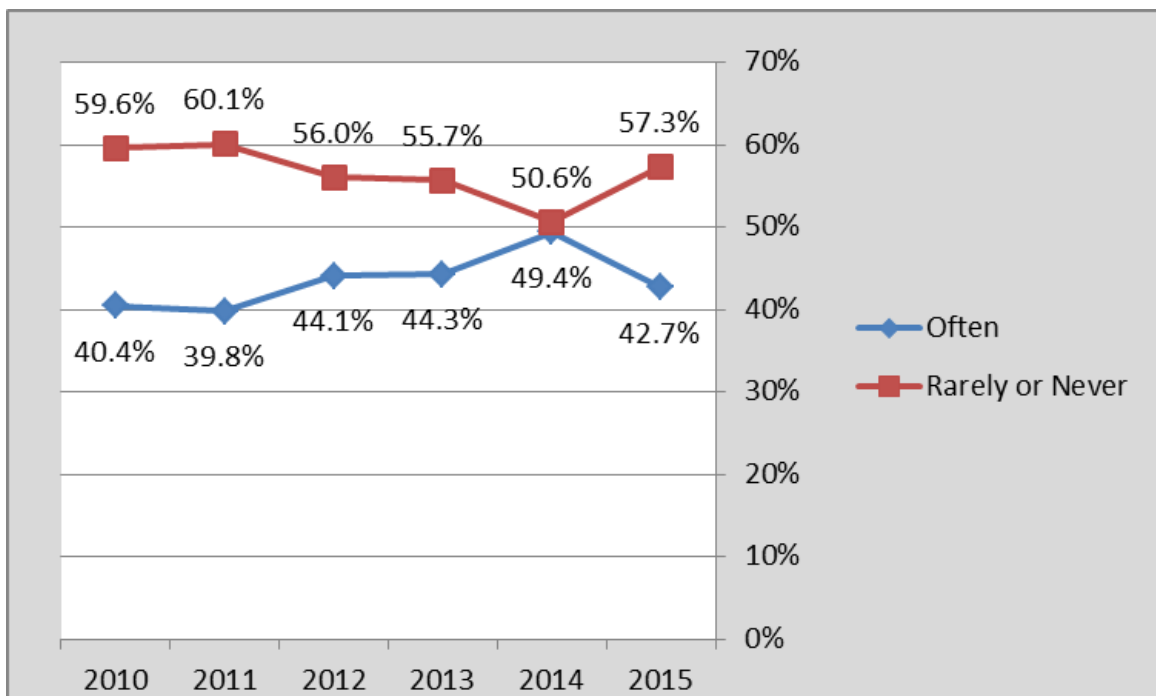


Figure 24. What do you think the chances are of getting a ticket if you drive over the speed limit?

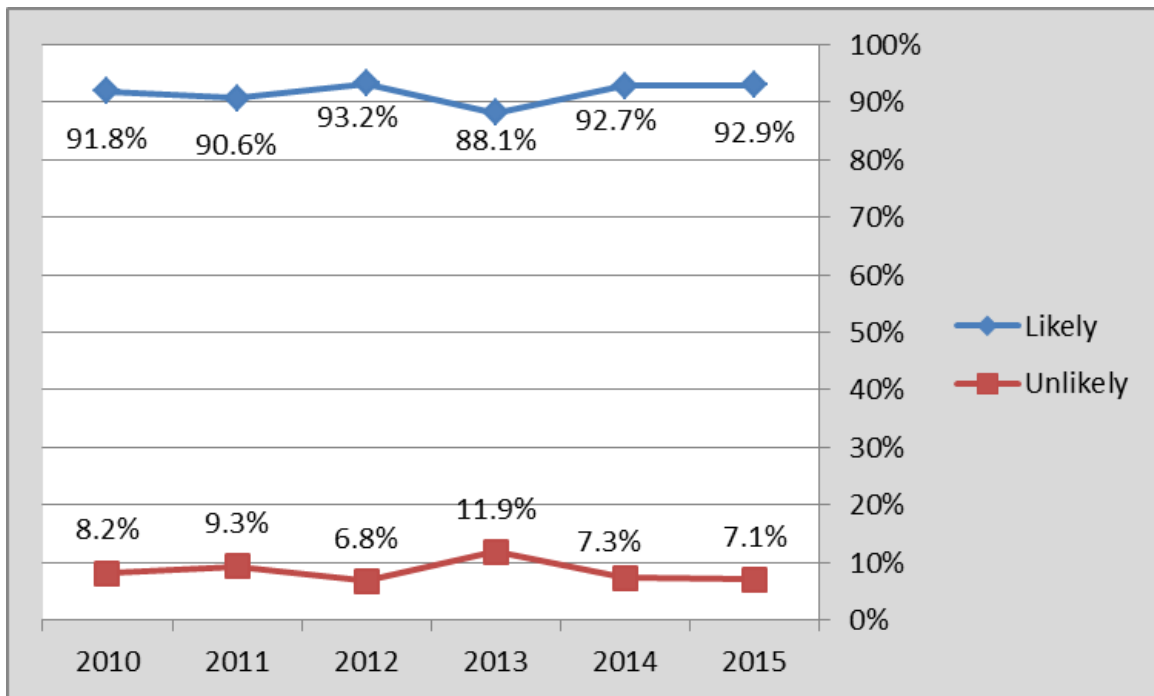
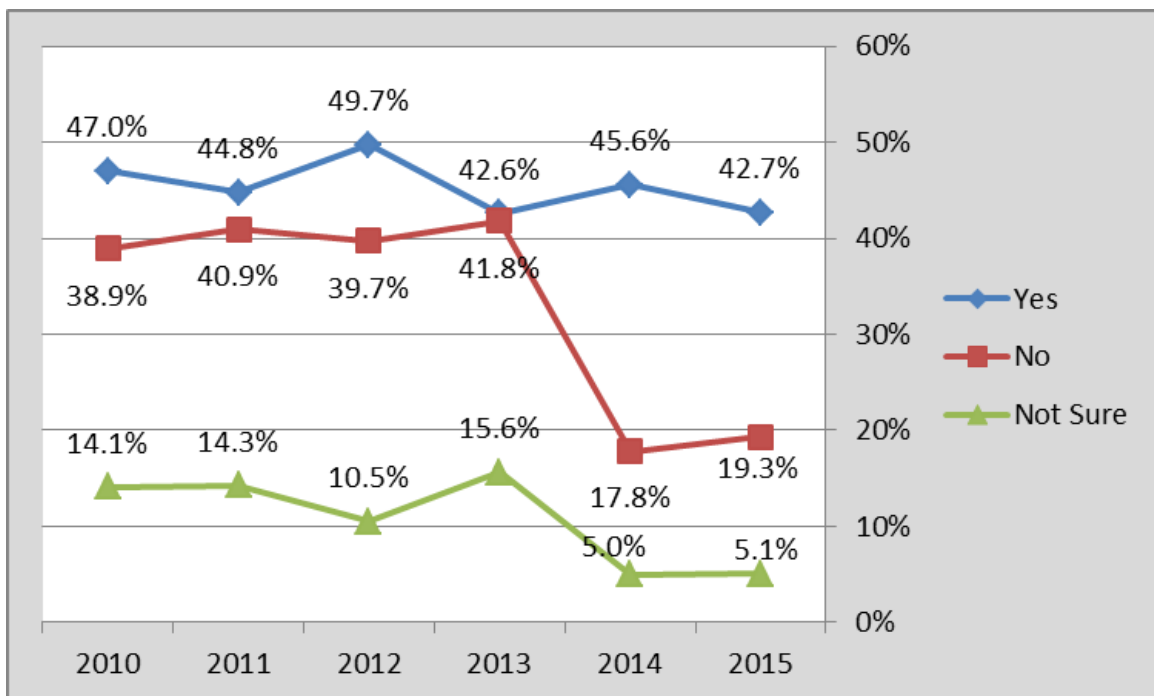


Figure 25. In the past 30 days, have you read, seen or heard anything about speed enforcement by police?



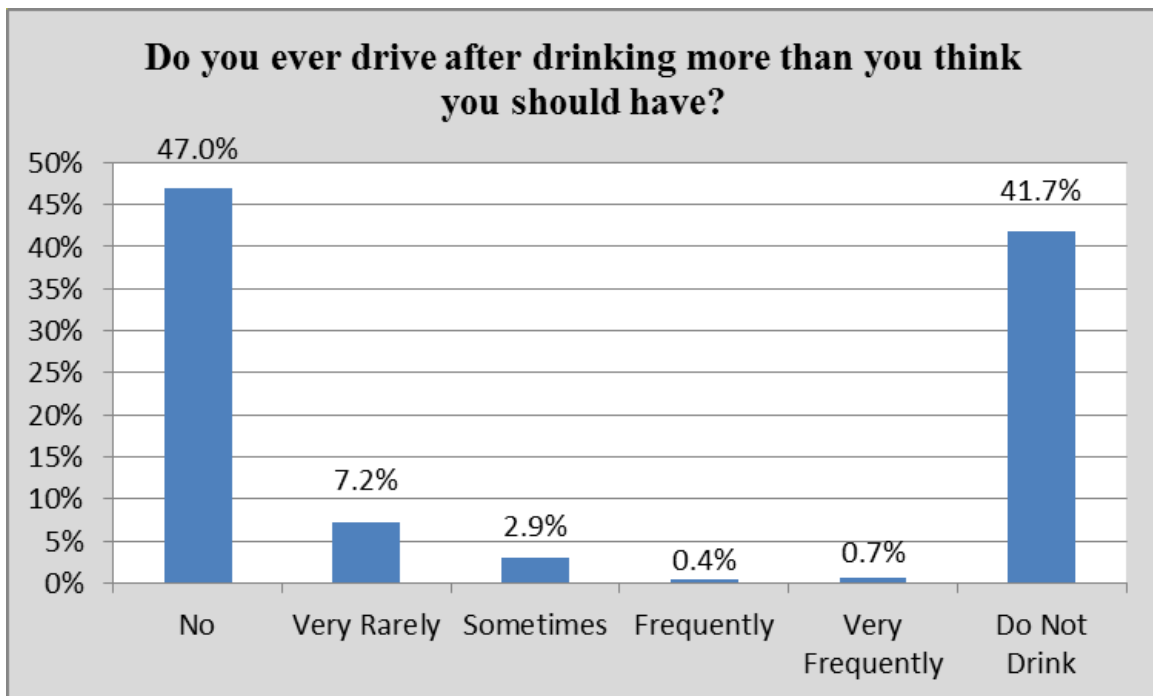
Texas-Specific Question Responses

The 2015 survey included two questions designed to gather additional data related to drinking and driving behavior and knowledge. Respondents were asked if they drive after drinking more than they should. This was based on their own assessment of what ‘more than they should’ would be.

Forty-seven percent of the respondents said they had not driven after drinking too much, 41.7 percent said they do not drink, and an additional 7.2 percent said they very rarely drove after drinking (see Figure 26). This means that 102 of the 2570 surveyed reported they sometimes (n=74), frequently (n=11), or very frequently (n=17) drive after having too much to drink.

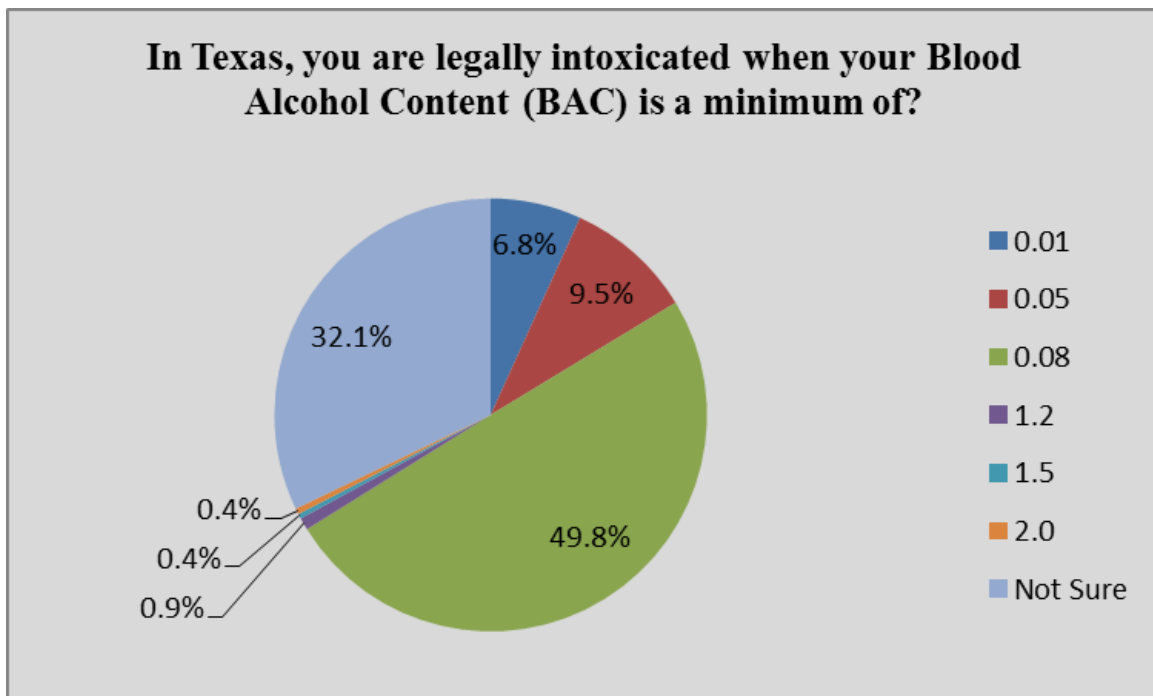
The respondents who reported they frequently drive after drinking more than they should have were more heavily concentrated in the Houston sample (18 percent of the sub-sample of drinkers who drive). Frequent and very frequent self-reported impaired drivers were more likely to be under 30 years old. A far larger percentage of males self-reported impaired driving than females (62.8 compared to 37.2 percent). Note that the total numbers who reported very frequent impaired driving was quite small – only 28 in the sample overall.

Figure 26. Self-Reported Impaired Driving



In Texas the legal limit for intoxication is .08 blood alcohol content (BAC). In 2015, almost half of the drivers surveyed (49.8 percent) checked the correct response choice for the legal intoxication question. Figure 27 shows that almost a third of the Texans surveyed (32.1 percent) were not sure of the legal BAC limit.

Figure 27. Knowledge of BAC intoxication limit in Texas



Two questions were included to determine Texans' knowledge with respect to the specifics of texting bans in Texas and the Texas seat belt law. Multiple responses were allowed for the question regarding texting, and three of the four response choices were correct. Figure 28 indicates the frequencies with which choices were selected. Although there is no statewide texting ban on all Texas roads, over 55 percent of the respondents (55.9 percent) checked that there is. This is a 1.8 percentage point increase in the respondents who thought there was a statewide ban in 2014. The most common aspect of the law with which drivers in Texas are aware is that texting is banned in all school zones. They were much less aware that texting is also banned for drivers under 18 and for school bus drivers. This question had a high Not Sure response at 17.6 percent.

Figure 28. Texting Bans

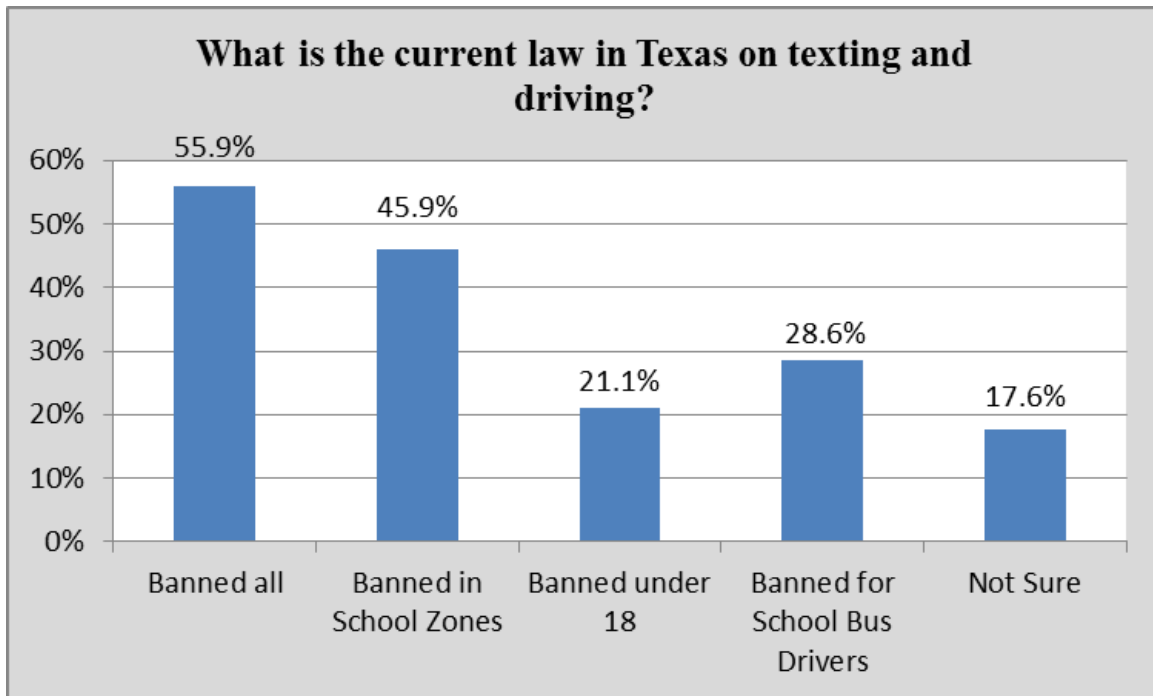


Figure 29 depicts the breakdown of responses to the question regarding the seat belt law in Texas. The Texas mandatory seat belt law was amended in September, 2009 to include all occupants in all seating positions. Survey results indicate the public is very aware of the current requirements, as evidenced by the correct response by 90.0 percent of respondents and a Not Sure response by only 3.7 percent of those surveyed. Only 3.0 percent of respondents believe the mandatory law still applies to only front seat occupants.

The 2015 survey included a question to measure the awareness of a variety of campaigns used recently to promote traffic safety in the state. Twelve campaign tag lines were presented and respondents were asked to check the ones they had heard of. The graph shown in Figure 30 indicates that Click It or Ticket was the most recognized message, checked by over 90 percent of the respondents, followed by "Drink. Drive. Go To Jail.," checked by 82.2 percent of the respondents. The least recognized message was "Faces of Drunk Driving", checked by only 13.9 percent of the respondents. The Click It or Ticket message was most often recognized by respondents in Beaumont and Plainview (98.2 percent for both) and least checked in Dallas (81.6 percent). The "Drink. Drive. Go To Jail." message was most often recognized by respondents in San Antonio (checked by 91.0 percent) and was least often recognized in Eagle Pass (62.7 percent). Table 4 provides information on the 12 campaigns relative to their recognition by location.

Figure 29. Texas Seat belt Law

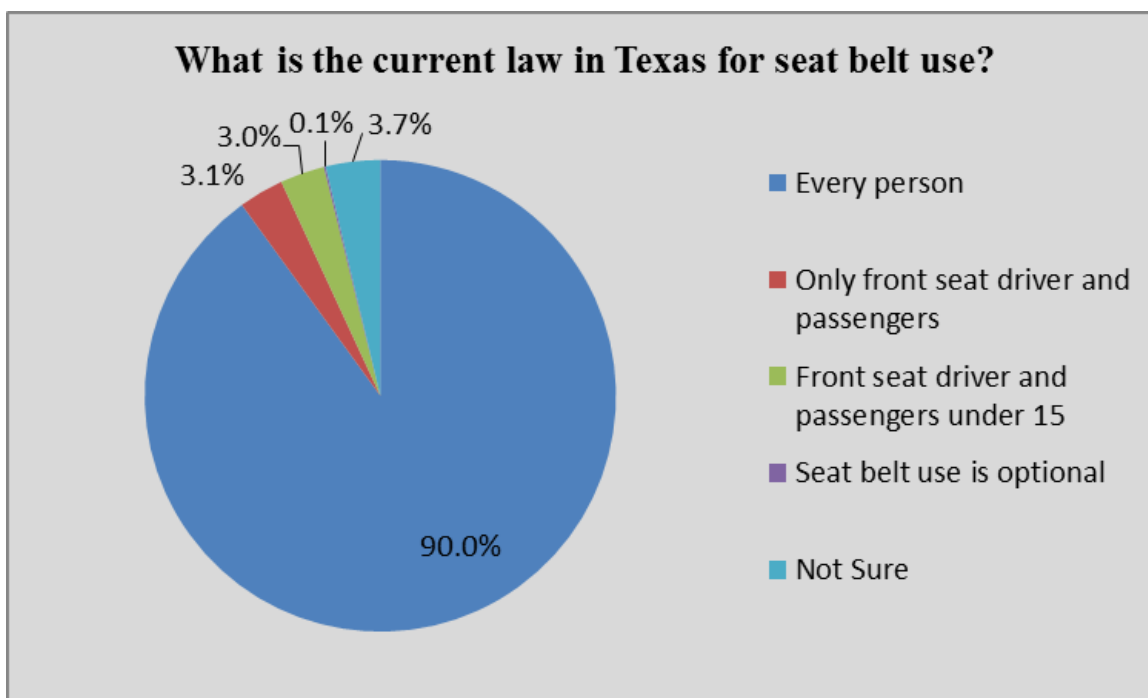


Figure 30. Traffic Safety Campaign Message Recognition

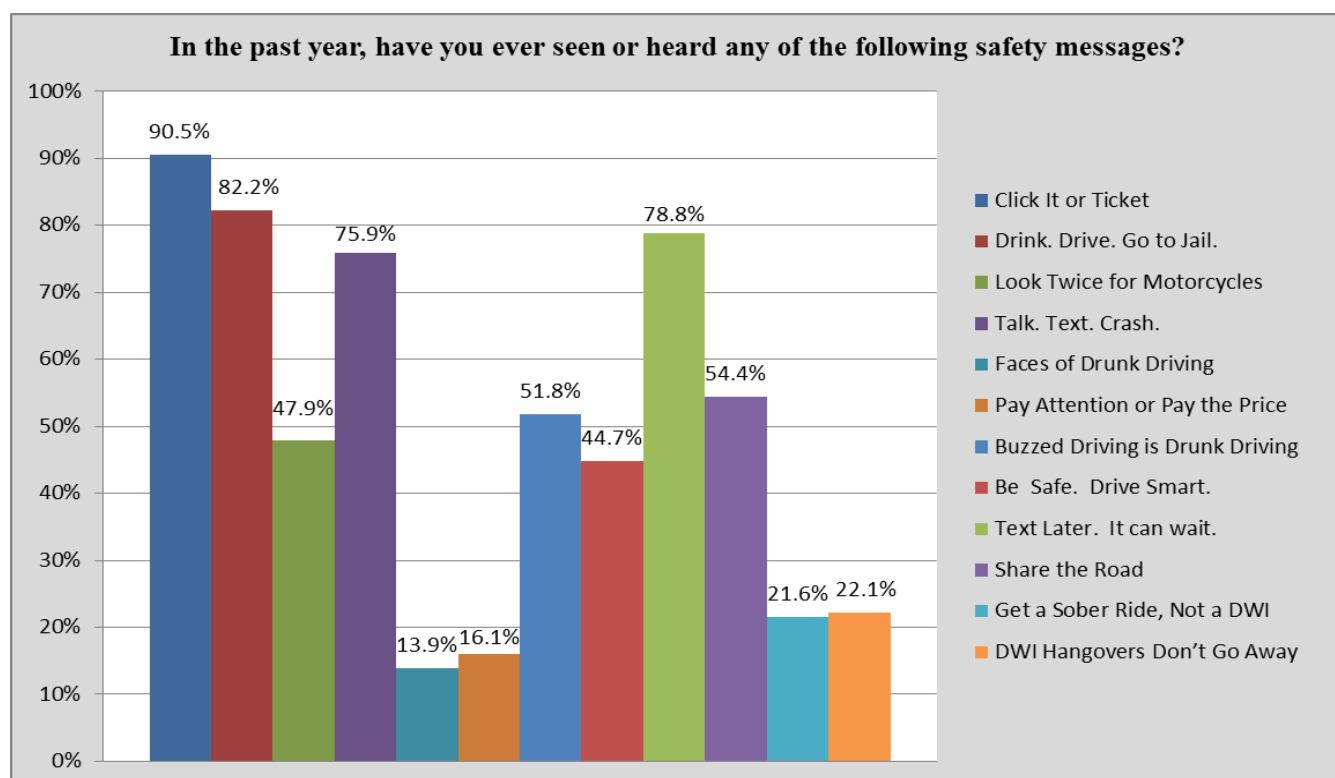


Table 4. Traffic Safety Campaign Recognition

Tag Line	Highest Recognition Area	%	Lowest Recognition Area	%
Click It or Ticket	Beaumont, Plainview	98.2 98.2	Dallas	81.6
Drink. Drive. Go To Jail.	San Antonio	91.0	Eagle Pass	62.7
Look Twice for Motorcycles	San Antonio	61.3	Dallas	30.9
Talk. Text. Crash.	San Angelo	87.7	Eagle Pass	54.9
Faces of Drunk Driving	Eagle Pass Lufkin	29.4 29.6	McAllen	8.2
Pay Attention or Pay the Price	Eagle Pass	23.5	Brenham	11.1
Buzzed Driving is Drunk Driving	Lufkin	70.4	McAllen	33.1
Be Safe. Drive Smart.	Lufkin	55.6	Plainview	32.7
Text Later. It can wait.	Lufkin	88.9	Big Spring	67.9
Share the Road	Amarillo	82.9	McAllen	35.2
Get a Sober Ride, Not a DWI	El Paso	34.9	Plainview	9.1
DWI Hangovers Don't Go Away	San Antonio	35.3	Plainview	5.4

Respondents were asked how often they had done a variety of behaviors related to traffic safety. Table 5 provides the percentages for each of the responses. Judging from these responses, the most taboo behavior among the list is to drive without a seat belt, as just over 79.5 percent said they had never done so. The most widely reported behavior was using a cell phone while driving, reported as a regular behavior by 11.4 percent of the respondents, and a behavior sometimes done by 27.0 percent. Texting or emailing was the next highest reported regular behavior, reported by 3.8 percent of drivers and sometimes done by another 17.4 percent.

Table 9. Driving Behaviors

In the past 30 days, how often have you done the following?	% Regularly	% Sometimes	% Rarely	% Just Once	% Never
Driven without using seat belt	3.7	4.9	8.6	3.4	79.5
Ridden as a passenger without using seat belt	3.5	9.0	12.3	3.8	71.4
Driven 15mph over the speed limit on a freeway/highway	3.0	11.0	19.4	5.0	61.6
Driven 15mph over the speed limit on a residential street	1.9	4.4	15.0	3.0	75.6
Driven through a light just turned red when could have stopped	1.2	6.9	21.4	11.8	58.7
Driven through a stop sign	2.9	13.4	22.9	8.7	52.0
Driven while very sleepy	1.8	13.4	24.7	9.7	50.4
Talked on cell phone while driving	11.4	27.0	21.2	5.5	34.8
Read or sent text messages or emails while driving	3.8	17.4	21.4	5.4	52.1

A follow-up question was asked to determine if mobile communication device use and drinking and driving behavior had decreased by respondents and if so, what factors were related to the change in behavior. Of the 2,453 people who answered the question regarding cell phone use, 9.7 percent checked they had not been influenced to use cell phones less while driving. Another 26.4 percent said they did not use a cell phone while driving. For those who said they had been influenced to use a cell phone less while driving, the highest percentage (61.5 percent) checked “fear of injury to self or others” as the reason. The least often cited influencer was employee policy (Figure 31).

Of the 2,451 people who responded to the question regarding reasons for not drinking and driving or for stopping drinking and driving, 9.5 percent said they had not been influenced to drink and drive less. Figure 32 shows that for those who had stopped or do not drink and drive, the most prevalent reason was fear of injury to themselves or others (53.0 percent). Almost half (46.6 percent) said the effect on their driving, or worry about a wreck was an influencer. Over half (56.6 percent) said they do not drink and drive.

Figure 31. Reasons for not using or stopping use of cell phones

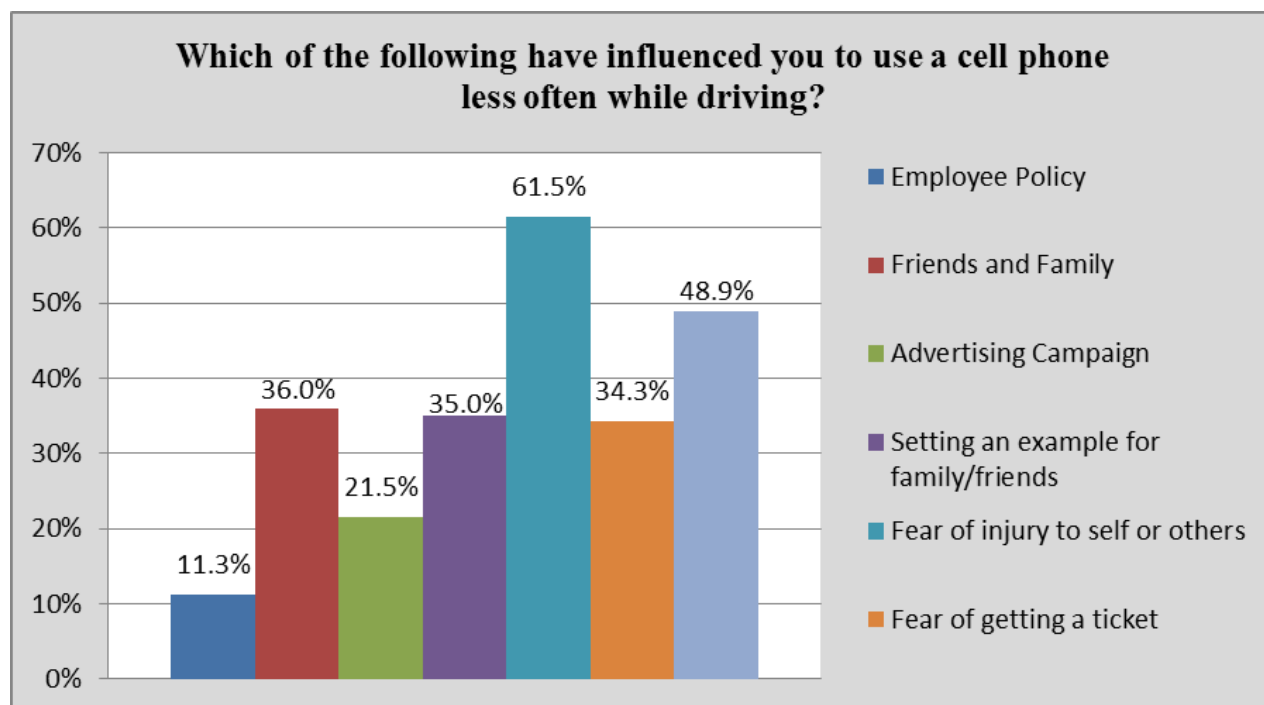
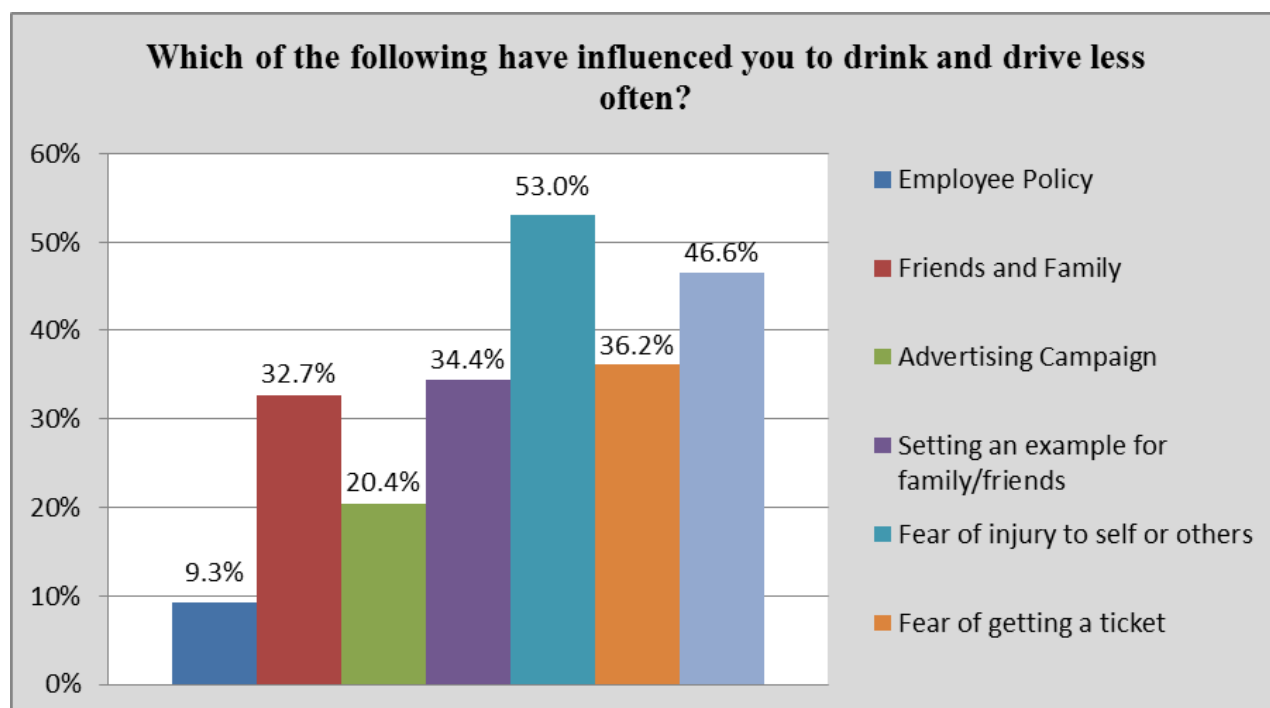


Figure 32. Reasons for not or stopping drinking and driving



SIGNIFICANT CHANGES FROM 2014 TO 2015

Responses to the core questions were analyzed in comparison to responses to the questions in common on the 2014 survey to determine if any significant changes occurred. Statistically different changes were not found for questions related to impaired driving or seat belt use. Three questions related to speeding showed significant changes:

- Drivers who perceived a likelihood of being ticketed for driving over the speed limit increased by a statistically significant percentage. The percentages of respondents who said the likelihood is Very Likely was 47.7 in 2014 and 52.1 in 2015.
- Drivers who said they never drive faster than 5 mph over a 30 mph speed limit on a local road increased significantly in 2015. In 2014 the percent who said they never exceeded local speed limits by 5 mph was 16.7, and was significantly lower than the 22.6 who reported the same in 2015.
- Similarly, the percentage of drivers who reported that they never drive more than 5 mph over a 70 mph speed limit increased to a significant degree in 2015 – 27.3 percent compared to 21.6 percent in 2014.

With regard to other Texas specific questions, the following 2015 to 2014 comparisons are noted:

- Click It or Ticket and Drink. Drive. Go to Jail. campaigns remain the most widely recognized among the dozen presented. However, the distracted driving messages increased significantly in recognition. Talk. Text. Crash. was recognized by 56.7 percent of respondents in 2014 and by 75.9 percent in 2015. Likewise, only 60.4 percent recognized the Text Later. It can wait. message in 2014, but 78.8 percent recognized it in 2015.
- Texans remain relatively unsure of statewide bans on texting and driving, with over half believing Texas bans texting on all roads, as they have in previous survey waves. However, the seat belt law is widely known, with 90 percent of Texans correctly identifying its requirements, consistent with 2014 responses.

SUMMARY AND CONCLUSIONS

- The Click It or Ticket message was the most highly recognized of 12 traffic safety campaign messages.
- Approximately 97 percent of respondents reported they always or nearly always use their seat belt.
- Impaired driving and seat belt enforcement campaign messages are seen and heard by Texas drivers, as evidenced by the majority of Texans surveyed who said they had read, seen or heard an impaired driving and seat belt enforcement message in the past 30 or 60 days or in the past year.
- Most Texas drivers believe it is very likely that impaired drivers will be arrested.
- Only half of those surveyed (49.8 percent) knew the legal BAC limit for intoxication in Texas, with 32.1 percent saying they were not sure what the limit is.
- Self-reported cell phone use among drivers is most common relative to other traffic safety risk behaviors, with second most common being texting while driving.
- Over 20 percent of drivers reported regularly or sometimes texting while driving in the past 30 days.
- Fewer drivers self-reported exceeding local speed limits by 5 mph sometimes or more frequently than in the past. However, 46 percent this year said they do. Over 40 percent (42.7 percent) reported exceeding 70 mph speed limits by 5 mph sometimes or more frequently, which is also lower than in previous years.
- The most often cited influence on reducing cell phone use and impaired driving behavior is fear of injury to themselves or others.

APPENDIX A: Questionnaire

Question	Answer Choices						
1. What type of vehicle do you drive most often?	None, I do not drive 6.6%	Passenger Car 40.3%	Pickup 17.0%	SUV 25.5%	Van 4.7%	Motorcycle 0.4%	Other 5.5%
2. Have you read, seen or heard anything about seat belt law enforcement by police?	Yes, in the past 60 days 46.2%		Yes, in the past year 34.1%		No 14.7%	Not Sure 5.1%	
3. Have you read, seen or heard anything about speed enforcement by police?	Yes, in the past 30 days 42.7%		Yes, in the past year 32.9%		No 19.3%	Not Sure 5.1%	
4. Have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?	Yes, in the past 30 days 60.0%		Yes, in the past year 28.8%		No 8.9%	Not Sure 2.3%	
5. How often do you use seat belts when you drive or ride in a car, van, SUV or pickup?	Always 91.8%	Nearly Always 4.7%	Sometimes 2.1%		Seldom 0.7%	Never 0.6%	
6. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?	Most of the time 9.3%	About half of the time 9.5%	Sometimes 27.2%		Rarely 31.5%	Never 22.6%	
7. On a road with a speed limit of 70 mph, how often do you drive faster than 75 mph?	Most of the time 8.7%	About half of the time 11.0%	Sometimes 23.0%		Rarely 30.0%	Never 27.3%	
8. What do you think the chances are of getting a ticket if you don't wear your seat belt?	Very Likely 53.8%	Somewhat Likely 18.0%	Likely 17.3%		Unlikely 6.8%	Very Unlikely 4.1%	
9. What do you think the chances are of getting a ticket if you drive over the speed limit?	Very Likely 52.1%	Somewhat Likely 22.7%	Likely 18.2%		Unlikely 4.6%	Very Unlikely 2.5%	
10. What do you think the chances are of someone getting arrested if they drive after drinking?	Very Likely 65.6%	Somewhat Likely 16.5%	Likely 13.0%		Unlikely 2.7%	Very Unlikely 2.3%	
11. In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?	_____ Number of times (fill in) 10.0%		None, I do not drink 32.2%			None, I do not drink & drive 57.9%	
12. In Texas, you are legally intoxicated when your Blood Alcohol Content (BAC) is a minimum of?	.01 6.8%	.05 9.5%	.08 49.8%	1.20 0.9%	1.50 0.4%	2.00 0.4%	Not Sure 32.1%
13. Do you ever drive after drinking more than you think you should have?	No 47.0%	Very Rarely 7.2%	Sometimes 2.9%		Frequently 0.4%	Very Frequently 0.7%	Do Not Drink 41.7%

14. In the past year, have you ever seen or heard any of the following safety messages? [Check all that apply.]

90.5% Click It or Ticket	13.9% Faces of Drunk Driving	78.8% Text Later. It can wait.
82.2% Drink. Drive. Go to Jail.	16.1% Pay Attention or Pay the Price	54.4% Share the Road
47.9% Look Twice for Motorcycles	51.8% Buzzed Driving is Drunk Driving	21.6% Get a Sober Ride, Not a DWI
75.9% Talk. Text. Crash.	44.7% Be Safe. Drive Smart.	22.1% DWI Hangovers Don't Go Away

15. What is the current law in Texas on texting and driving? [Check all that apply.]

55.9% Texting while driving is banned on all roads in Texas
 45.9% Texting while driving is banned in all Texas school zones
 21.1% Teens under age 18 are banned from texting while driving in Texas
 71.4% School bus drivers are banned from texting while driving in Texas
 17.6% Not Sure

16. What is the current law in Texas for seat belt use?

90.0% Every person in vehicle required to use seat belts
 3.1% Only front seat driver and passengers required to use seat belts
 3.0% Front seat drivers and passengers who are under age 15 are required to use seat belts
 0.1% Seat belt use is optional in Texas
 3.7% Not Sure

17. In the past 30 days, how often have you done the following? Have you done it regularly, sometimes, rarely, just once, or never?

	Regularly	Some- times	Rarely	Just Once	Never
Driven without using your seatbelt	3.7%	4.9%	8.6%	3.4%	79.5%
Ridden as a passenger without using your seatbelt	3.5%	9.0%	12.3%	3.8%	71.4%
Driven 15 mph over the speed limit on a freeway or highway	3.0%	11.0%	19.4%	5.0%	61.6%
Driven 15 mph over the speed limit on a residential street	1.9%	4.4%	15.0%	3.0%	75.6%
Driven through a light just turned red when you could have stopped	1.2%	6.9%	21.4%	11.8%	58.7%
Rolled through a stop sign without coming to a complete stop	2.9%	13.4%	22.9%	8.7%	52.0%
Driven when you were feeling very sleepy	1.8%	13.4%	24.7%	9.7%	50.4%
Talked on your cell phone while you were driving	11.4%	27.0%	21.2%	5.5%	34.8%
Read or sent a text message or email while you were driving	3.8%	17.4%	21.4%	5.4%	52.1%

18. Which of the following have influenced you? Check all that apply:

	Employee Policy	Friends and Family	Advertising Campaign	Setting an example for family/friends	Fear of injury to self or others	Fear of getting a ticket	Affects driving/worry about a wreck
To use a cell phone less often while driving	11.3%	36.0%	21.5%	35.0%	61.5%	34.3%	48.9%
To drink and drive less often	9.3%	32.7%	20.4%	34.4%	53.0%	36.2%	46.6%

9.7% None of the above -- I have not been influenced to use a cell phone less while driving
 9.5% None of the above -- I have not been influenced to drink and drive less
 26.4% I do not use a cell phone while driving
 56.6% I do not drink and drive

19. What is your age?

☐ 18–21
14.0%

☐ 22–30
21.9%

☐ 31–45
32.8%

☐ 46–65
27.0%

☐ Over 65
4.3%
20. What is your race/ethnicity?

☐ White
36.8%

☐ Black
14.3%

☐ Hispanic
39.4%

☐ Asian
5.3%

☐ Other
2.1%

☐ Combination
2.1%
21. What is your zip code?

531 unique zip codes from all surveys

22. What is your gender?

☐ Male
43.8%

☐ Female
56.2%

APPENDIX B

Version: 07/28/10

INFORMATION SHEET Driver Attitude and Awareness Survey

Introduction

The purpose of this form is to provide you (as a prospective research study participant) information that may affect your decision as to whether or not to participate in this research.

You have been asked to participate in a survey about traffic safety issues. The purpose of this study is to collect information about Texans' awareness, knowledge, and opinions of various traffic safety issues. You were randomly selected to be a possible participant because you are conducting business or are with someone conducting business in a driver license office today where the survey is taking place. This study is being sponsored/funded by the Texas Department of Transportation.

What will I be asked to do?

If you agree to participate in this study, you will be asked to provide answers to 25 questions. This should take less than 10 minutes. You may not participate in the survey if you are under 18 years of age.

What are the risks involved in this study?

The risks associated with this study are minimal, and are not greater than risks ordinarily encountered in daily life. The survey is not related in any way to your driver license or record or any action related to the Department of Public Safety.

What are the possible benefits of this study?

You will receive no direct benefit from participating in this study.

Do I have to participate?

No. Your participation is voluntary. You may decide not to participate or leave any questions blank without your current or future relations with Texas A&M University, TxDOT, or DPS being affected.

Who will know about my participation in this research study?

This study is anonymous. We are not asking for any identifiers that could be associated with you.

Whom do I contact with questions about the research?

If you have questions regarding this study, you may contact Katie Womack at (979) 845-5153 or kwomack@tamu.edu.

Whom do I contact about my rights as a research participant?

This research study has been reviewed by the Human Subjects' Protection Program and/or the Institutional Review Board at Texas A&M University. For research-related problems or questions regarding your rights as a research participant, you can contact these offices at (979)458-4067 or irb@tamu.edu.

Participation

Please be sure you have read the above information, asked questions and received answers to your satisfaction. If you would like to participate in the survey, please take a form, complete it, and return to the TTI surveyor. Thank you.



APPENDIX C CORE QUESTION RESPONSES BY YEAR

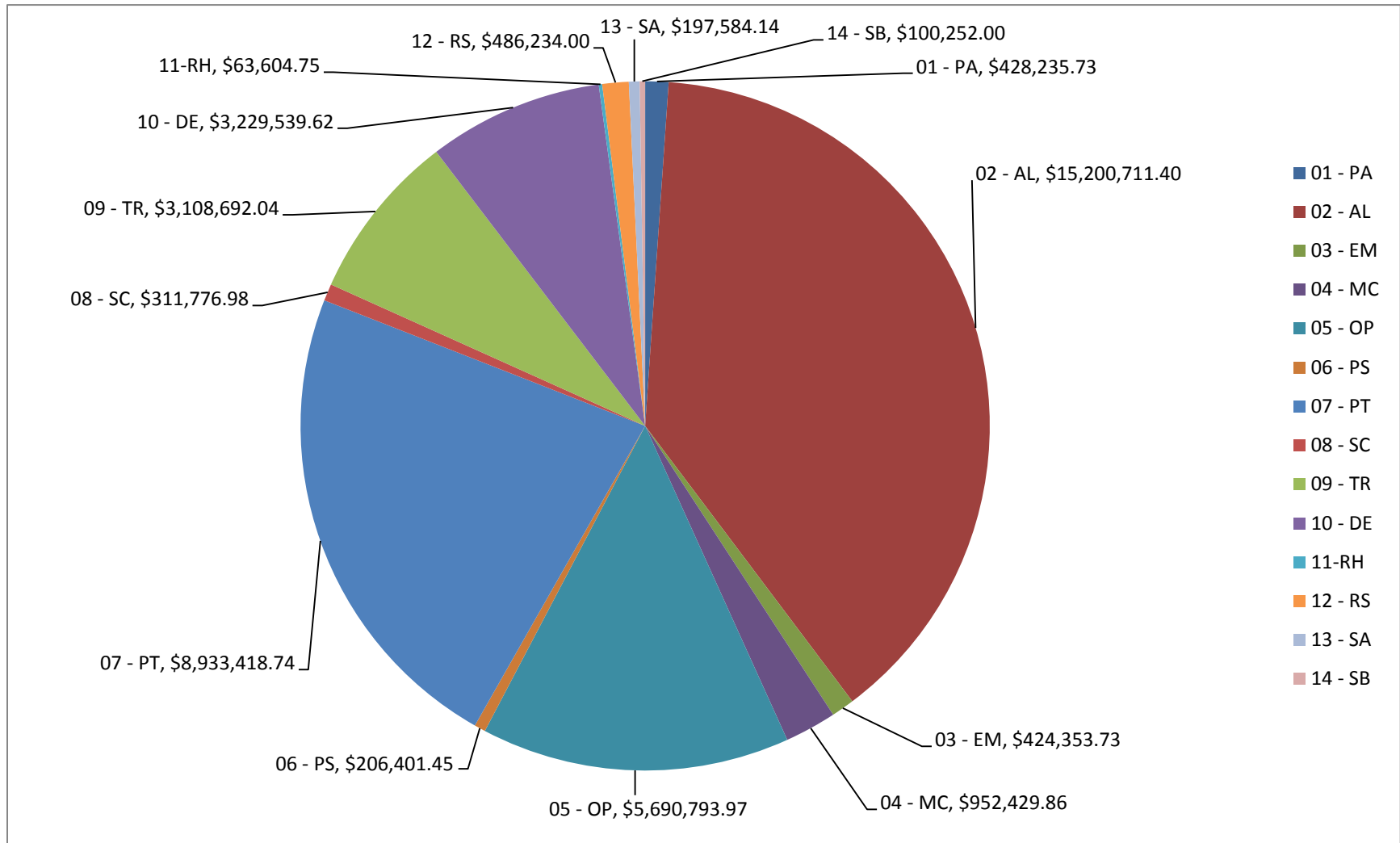
Have you read, seen or heard anything about seat belt law enforcement by police?					
	Yes, in the past 60 days	Yes, in the past year	No	Not Sure	
2015	46.2%	34.1%	14.7%	5.1%	
2014	50.1%	31.6%	13.3%	5.0%	
2013	62.8%		28.6%	8.6%	
2012	70.2%		25.2%	4.6%	
2011	66.2%		27.7%	6.1%	
2010	72.7%		22.2%	5.1%	
What do you think the chances are of getting a ticket if you don't wear your seat belt?					
	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
2015	53.8%	18.0%	17.3%	6.8%	4.1%
2014	51.9%	18.7%	16.3%	9.2%	3.9%
2013	47.5%	18.2%	20.5%	8.9%	5.0%
2012	47.4%	22.5%	18.2%	7.3%	4.7%
2011	47.8%	19.0%	21.1%	7.5%	4.7%
2010	48.1%	19.9%	21.7%	6.9%	3.5%
How often do you use seat belt when you drive or ride in a car, van, SUV or pickup?					
	Always	Nearly Always	Sometimes	Seldom	Never
2015	91.8%	4.7%	2.1%	0.7%	0.6%
2014	91.2%	6.0%	1.8%	0.3%	0.7%
2013	88.0%	8.9%	1.8%	0.5%	0.8%
2012	90.4%	6.8%	2.3%	0.3%	0.3%
2011	89.8%	6.7%	2.1%	0.7%	0.7%
2010	91.1%	5.7%	2.3%	0.5%	0.4%
On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?					
	Most of the time	About half the time	Sometimes	Rarely	Never
2015	9.3%	9.5%	27.2%	31.5%	22.6%
2014	11.5%	10.4%	30.3%	31.1%	16.7%
2013	9.9%	9.4%	32.4%	29.5%	18.8%
2012	7.9%	11.0%	31.6%	33.6%	16.0%
2011	8.4%	11.7%	29.7%	32.6%	17.6%
2010	9.0%	12.1%	29.0%	33.5%	16.3%
On a road with a speed limit of 70 mph, how often do you drive faster than 75 mph?					
	Most of the time	About half the time	Sometimes	Rarely	Never
2015	8.7%	11.0%	23.0%	30.0%	27.3%
2014	12.5%	10.4%	26.5%	29.0%	21.6%
2013	8.7%	9.4%	26.2%	28.3%	27.4%
2012	7.0%	9.5%	27.6%	34.2%	21.8%
2011	6.9%	10.9%	22.0%	32.0%	28.1%
2010	7.0%	8.9%	24.5%	35.3%	24.3%

Have you read, seen or heard anything about speed enforcement by police?					
	Yes, in the past 30 days	Yes, in the past Year	No	Not Sure	
2015	42.7%	32.9%	19.3%	5.1%	
2014	45.6%	31.6%	17.8%	5.0%	
2013	42.6%		41.8%	15.6%	
2012	49.7%		39.7%	10.5%	
2011	44.8%		40.9%	14.3%	
2010	47.0%		38.9%	14.1%	
What do you think the chances are of getting a ticket if you drive over the speed limit?					
	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
2015	52.1%	22.7%	18.2%	4.6%	2.5%
2014	47.4%	27.0%	18.3%	5.1%	2.2%
2013	43.6%	22.7%	21.8%	8.6%	3.3%
2012	41.9%	29.7%	21.6%	4.6%	2.2%
2011	43.1%	25.4%	22.1%	6.9%	2.4%
2010	41.3%	27.0%	23.5%	5.8%	2.4%
Have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?					
	Yes, in the past 30 days	Yes, in the past year	No	Not Sure	
2015	60.0%	28.8%	8.9%	2.3%	
2014	59.0%	28.8%	9.3%%	2.9%	
2013	66.8%		24.4%	8.7%	
2012	74.1%		21.0%	4.9%	
2011	75.1%		19.1%	5.8%	
2010	71.6%		20.6%	7.8%	
What do you think the chances are of someone getting arrested if they drive after drinking?					
	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
2015	65.6%	16.5%	13.0%	2.7%	2.3%
2014	62.8%	18.5%	13.1%	3.9%	1.8%
2013	57.7%	18.0%	16.3%	4.9%	3.1%
2012	56.7%	22.8%	12.8%	5.2%	2.5%
2011	59.1%	18.6%	15.6%	4.0%	2.6%
2010	56.3%	20.3%	15.6%	4.9%	2.9%

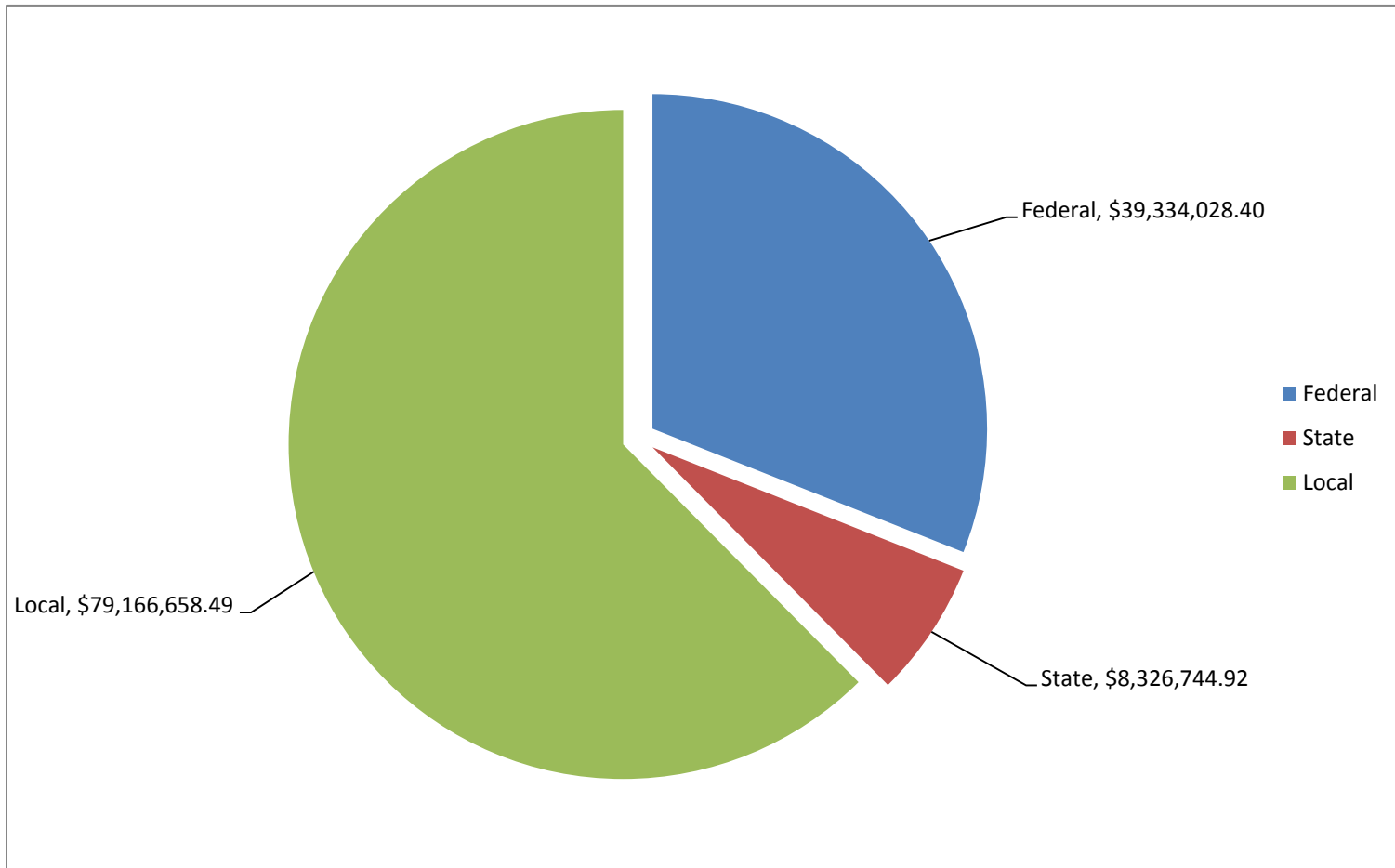
SECTION SIX

FINANCIAL SUMMARY

FY 2015 FEDERAL EXPENDITURES BY PROGRAM AREA



FY 2015 TRAFFIC SAFETY EXPENDITURES



FY 2015 Traffic Safety Funds

Traffic Safety Program Expenditure Summary

Program Area	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405B	405C	405D	405F	410	STATE	INCOME	LOCAL	
Planning and Administration	Planned: 6	\$3,565,432.34	\$457,117.43						\$3,061,689.00		\$41,625.91	
	Actual: 6	\$3,556,020.88	\$428,235.73						\$3,067,274.27		\$60,510.88	
Alcohol and Other Drug Counter Measures	Planned: 117	\$34,307,484.45	\$2,683,160.44			\$15,044,399.76		\$25,680.01	\$2,007,519.92	\$21,600.00	\$14,525,124.32	\$325,870.00
	Actual: 138	\$56,651,829.68	\$2,179,024.57			\$12,996,006.82		\$25,680.01	\$1,940,427.90	\$12,435.00	\$39,498,255.38	\$137,311.41
Emergency Medical Services	Planned: 1	\$1,211,432.09	\$493,676.93								\$717,755.16	\$493,676.93
	Actual: 1	\$1,807,706.52	\$424,353.73								\$1,383,352.79	\$424,353.73
Motorcycle Safety	Planned: 4	\$1,733,057.58	\$586,284.42				\$500,000.00				\$646,773.16	
	Actual: 4	\$2,586,254.33	\$456,024.02				\$496,405.84				\$1,633,824.47	
Occupant Protection	Planned: 75	\$11,285,443.31	\$1,737,308.94	\$4,495,536.21					\$3,000.00	\$10,000.00	\$5,039,598.16	\$259,565.98
	Actual: 84	\$13,940,011.49	\$1,343,364.49	\$4,347,429.48						\$18,922.00	\$8,230,295.52	\$259,565.98
Pedestrian and Bicyclist Safety	Planned: 6	\$1,069,307.70	\$299,267.20			\$508,927.50					\$261,113.00	\$299,267.20
	Actual: 3	\$330,808.81	\$206,401.45			\$0.00					\$124,407.36	\$206,401.45
Police Traffic Services	Planned: 69	\$21,121,905.03	\$11,907,801.18								\$9,214,103.85	\$11,000,910.46
	Actual: 66	\$24,748,101.02	\$8,933,418.74								\$15,814,682.28	\$8,031,680.66
Speed Control	Planned: 11	\$651,630.79	\$407,263.65								\$244,367.14	\$400,452.90
	Actual: 10	\$533,329.88	\$311,776.98								\$221,552.90	\$311,776.98
Traffic Records	Planned: 10	\$9,812,137.45			\$4,842,039.15				\$3,674,309.00		\$1,295,789.30	
	Actual: 10	\$6,802,222.78			\$3,108,692.04				\$2,658,173.23		\$1,035,357.51	
Driver Education and Behavior	Planned: 18	\$8,030,841.10	\$3,200,965.28			\$88,451.47			\$1,315,000.00		\$3,426,424.35	\$207,975.45
	Actual: 18	\$12,508,019.87	\$3,144,161.40			\$85,378.22			\$499,994.35		\$8,778,485.90	\$206,912.60
Railroad / Highway Crossing	Planned: 1	\$126,465.00	\$72,319.00								\$54,146.00	
	Actual: 1	\$112,621.71	\$63,604.75								\$49,016.96	
Roadway Safety	Planned: 2	\$1,813,759.25	\$486,234.05						\$304,877.00		\$1,022,648.20	
	Actual: 2	\$2,684,593.49	\$486,234.00						\$160,875.17		\$2,037,484.32	
Safe Communities	Planned: 2	\$286,144.64	\$197,884.62								\$88,260.02	\$197,884.62
	Actual: 2	\$339,108.15	\$197,584.14								\$141,524.01	\$197,584.14
School Bus	Planned: 1	\$217,647.14	\$100,252.14								\$117,395.00	
	Actual: 1	\$226,803.21	\$100,252.00								\$126,551.21	
<hr/>												
TOTALS:	Planned: 323	\$95,232,687.87	\$22,629,535.28	\$4,495,536.21	\$4,842,039.15	\$15,641,778.73	\$500,000.00	\$25,680.01	\$10,366,394.92	\$31,600.00	\$36,695,123.57	\$14,315,893.10
	Actual: 346	\$126,827,431.82	\$18,274,436.00	\$4,347,429.48	\$3,108,692.04	\$13,081,385.04	\$496,405.84	\$25,680.01	\$8,326,744.92	\$31,357.00	\$79,135,301.49	\$10,311,167.06

Section Seven
BEST PRACTICES

BEST PRACTICES

Overview

As we work to close out the FY 2014 Traffic Safety Grant process, we need to identify the projects that demonstrated Best Practices in order to report this to NHTSA via the FY 2013 Annual Report. Please use the following criteria to report on these projects.

Definition

Best Practices are effective management practices employed by projects within the Traffic Safety Program that significantly increased the effectiveness and efficiency of that project in meeting the goals of the program. When shared, these practices can improve other projects within our program, as well as our colleagues in other states.

Texas A&M AgriLife Extension Service - Brazos Valley Injury Prevention Coalition

Organization:	Texas A&M AgriLife Extension Service
Project Title:	Brazos Valley Injury Prevention Coalition
Project ID:	FY15 -Texas Ag-G-1 YG-0130- BVIPC
Noteworthy Practices:	<p>The Brazos Valley Injury Prevention Coalition (BVIPC) is committed to bringing injury prevention education to the ten county area served by the Bryan TxDOT District. In FY15 BVIPC conducted and supported programs on traffic safety; including distracted driving, impaired driving and seat belt safety. The Coalition has continued to grow the Reality Education for Drivers program (RED).</p> <p>RED is a one day, hospital-based injury prevention tool targeted at young drivers. Using the path of injury as a backdrop, RED provides young persons who have exhibited risky behavior involving alcohol and other drugs and motor vehicles with fact-based information they can use to make better decisions. The goal is to reduce the number of motor vehicle crashes involving young drivers by encouraging them to drive sober, silent, secure, and within the speed limit.</p> <p>BVIPC partnered with Texas ENT, TxDOT Bryan, and surrounding school districts to conduct bicycle helmet safety for second-graders from the TxDOT Bryan District. The event was held February 19th, 2015 at Reed Arena on the Texas A&M Campus. Student athletes from the football, baseball, softball and the equestrian teams demonstrated how their helmets keep them safe. BVIPC demonstrated how to properly wear a helmet and the importance of wearing a helmet when biking or riding a scooter. Prior to the event BVIPC prepared educational packet for every student that contained information on how to properly wear their helmet as well as bicycle safety tips. The educational packets were delivered to the schools before the event. The students also received a bicycle helmet to take home with the safety education after returning to their schools. The event garnered media from the local newspaper and a local magazine.</p>

The Back to School Family Funfest was hosted for the 2nd year with BVIPC and Strengthening Families responsible for hosting the event on August 5th. For this event BVIPC partnered with TxDOT, the Strengthening Families program, Big Brothers & Big Sisters of the Brazos Valley and this year added St. Joseph's Hospital, one of the major medical centers in Bryan/College Station. There were 35 exhibitors in the fields of safety, sports, kids clubs, libraries, the humane society, etc. for parents and caregivers. The event held at the A&M United Methodist church was well received. The first 100 children received free backpacks; the next 80 children received draw string bags all were filled with educational material, pens, and pencils, etc. Each adult attendee was given a card upon registration that was validated at each booth and later turned in at the check in table for a prize after visiting with 20 of the 35 exhibitors booths. Parents were given the opportunity to learn more about the exhibitors and the resources available from their business or organization. The children enjoyed watching the Aggie Wranglers perform, meeting "Kaboom," the mascot for the Bomber Baseball and hands on activities with the vendors. A bounce house provided lots of fun and the children, and they enjoyed seeing a painted hot rod on display that the Girls Softball league provided. The participants received free snacks and water. A group of boy scouts volunteered at the event by putting up tables and chairs, sweeping after the event, carrying out trash etc. Significant media attention was secured from the local newspaper, several radio stations and the local television station.

BVIPC conducted impaired and distracted driving awareness programs for students at the 8th grade Expo and Career Fair in October 2014. An "I love my selfie" photo booth was fashioned out of a 3-panel display with repeating text that stated "I love my selfie, I will not text and drive, drive under the influence of alcohol or drugs, drive faster than the speed limit, drive drowsy and I will always wear my seatbelt." Students took selfies and were encouraged to post them to social media, with the intent of spreading the driving safety message that was in the background.

BVIPC supported and participated regularly with partners from CARE (Coalition of Alcohol Responsibility and Education, Strengthening Families with AgriLife, CFRT (Huntsville's Child Fatality Review Team), DSHS (Department of State & Health Services, CASAP (Community Alcohol & Substance Awareness Partnership), and TTI (Texas Transportation Institute). As well as attended multiple trainings in the field of distracted driving, impaired driving, elder driving, teen drivers and more.

Evidence of Success:

The RED Program is continued to be well received with 5 classes held in FY15 and a total of 139 total students attending. Evidence of success is seen in the responses and evaluations from participants in the RED Program. Many responses are similar to this RED participant responded, *"I will not only drink and drive but not allow someone to or get in a car with a drunk driver. I will also not permit the driver to text when I am a passenger"*. This type of feedback from participants provides the incentive for staff to continue to strive for excellence in the presentation of educational material.

On July 11th, BVIPC held a RED (Reality Education for Drivers) class at St. Joseph's Hospital. One of the participants was a seventeen year old male, when his mother registered him for the class she inquired if her younger teens, ages fifteen and sixteen could also attend the class. The entire family was registered and on the Saturday morning of the class both parents along with their three children arrived. The father was moved to tell the class that 20 years ago he had received a DWI and how life changing it was, he went on to tell students that often alcohol is a gateway to drugs. His story supported the material that we were presenting. When he spoke it was raw and with emotion, the participants were moved by his candidness. We were pleased that he felt so moved to share his experience and to support the education we were giving at the RED class.

In FY 15 the Hard Hats for Little Heads Program was able to distribute bicycle helmets and educational materials to over 3,500 second graders in the TxDOT Bryan District.

In the 2nd year of the Back to School Family Funfest there were 350 participants. Community participation increased significantly as shown by the table below:

	2014	2015
Attendance	200	350
Exhibitors	20	35
Donations	\$1745	\$3000
Donors	7	20
Backpacks	0	100
Drawstring bags	72	80
Adult Promotional Items	41	83

The 8th grade Expo and Career Fair in October 2014 reached 3000, 8th graders with education on the dangers of impaired and distracted driving. The "I love my selfie" board was a big hit with the 8th grade students; many posted their selfies on social media. Feedback from the event host, and teachers attending the event were positive and BVIPC has been asked to exhibit at the event in 2015. Though simple it involved the students in a familiar activity. In FY15 BVIPC conducted a total of 117 programs reaching 18,944 participants with life-saving information on traffic safety education.

Injury Prevention Center of Greater Dallas – Give Kids a Boost

Organization:	Injury Prevention Center of Greater Dallas
Project Title:	Give Kids a Boost
Project ID:	2015-IPCOGD – 1YR- 0077
Noteworthy Practices:	<p>Key intervention strategies that contributed to the increase in booster seat use included the engagement of community partners, the training of school-related stakeholders using the train-the-trainer model, and collaboration with the Irving Police Department to educate and to enforce existing laws.</p> <p>Although the <i>Give Kids a Boost</i> project was small in scope, the project was able to demonstrate a significant increase in booster seat use and overall child restraint use in less than one year.</p>
Evidence of Success:	<p>The <i>Give Kids a Boost</i> project resulted in a 27.3 percentage point increase in the number of children 5-8 years of age riding in booster seats directly following the intervention at Schulze Elementary and Townsell Elementary. Combined, the project schools experienced a 13 fold increase in the percent of child occupants correctly restrained in booster seats, and the increase was statistically significant.</p> <p>Following summer break, booster seat use continued to increase slightly at the project schools. In contrast, there was no significant change in booster seat use in the comparison schools between the pre-intervention, post-intervention, and maintenance time periods. This strongly supports the conclusion that the <i>Give Kids a Boost</i> intervention caused the increase in the project schools from the pre-intervention time period to the post-intervention time period.</p> <p>It also shows that the schools were able to maintain the increase achieved in the post-intervention time period several months after the project was implemented.</p>

Mothers Against Drunk Driving Texas - Take the Wheel Media Campaigns

Organization:	Mothers Against Drunk Driving Texas
Project Title:	Take The Wheel Media Campaigns Wave 1 and Wave 2
Project ID:	2015-MADD-G-1YG-0015; 2015-MADD-G-1YG-0016 2015-MADD-G-1YG-0017; 2015-MADD-G-1YG-0018 2015-MADD-G-1YG-0019
Noteworthy Practices:	<p>As the media climate becomes increasingly crowded and competitive, the public relations team working with TXDOT Grantee, Mothers Against Drunk Driving® (MADD) continued to seek out media angles and alternatives that would draw in reporters from print and broadcast to amplify MADD's messages about the important role parents play in preventing underage drinking and underage drunk driving.</p> <p>Key learnings from previous years and especially in 2014 indicated that a new strategy was necessary to garner media attention in 2015. One key element that typically assists in developing stories that drive media interest is the personal victim story. However, each media market invariably wants a victim story from that community, which can prove difficult as victims may not feel comfortable sharing their story with the media.</p> <p>One of the most essential elements for garnering additional media in 2015 was securing strong support from community influencers for MADD's Power of Parents® program. To that end, MADD and its PR partner FleishmanHillard launched the first ever Power of Parents® Mayors Challenge and, through a series of press conferences around the state, secured support from Mayors and other community leaders in major markets.</p>
Evidence of Success:	<p>During press conferences attended by the media and community supporters, these leaders committed to ending underage drinking and urged parents to download the Power of Parents handbooks. The team hosted press conferences with the Mayors of Houston, Austin and San Antonio. The team also secured support from:</p> <ul style="list-style-type: none"> • Austin Chief of Police Art Acevedo • Austin Mayor Pro Temp Kathy Tovo • Bexar County District Attorney Nico LaHood • Dallas County Commissioner Dr. Elba Garcia • Leading judges in El Paso and East Texas • Leaders of Uniting Neighbors in Drug Abuse Defense • Leaders of the Pharr-San Juan-Alamo Independent School District • TxDOT PIOs in each of the markets <p>Additionally, key to engaging local communities was the development and subsequent publication of op-eds in Texas papers in key media markets throughout the campaign. These op-eds were customized to fit each city and authored by a variety of spokespersons, including leading city officials, MADD leaders, victims of drunk driving, community supporters and more. In some cases, the op-eds sparked community feedback that resulted in individuals writing letters-to-the-editors of their own to support MADD's work. Building on the op-eds, the team also drafted and submitted letters-to-the-editor in markets throughout Texas in support of MADD's Power of Parents Program.</p>

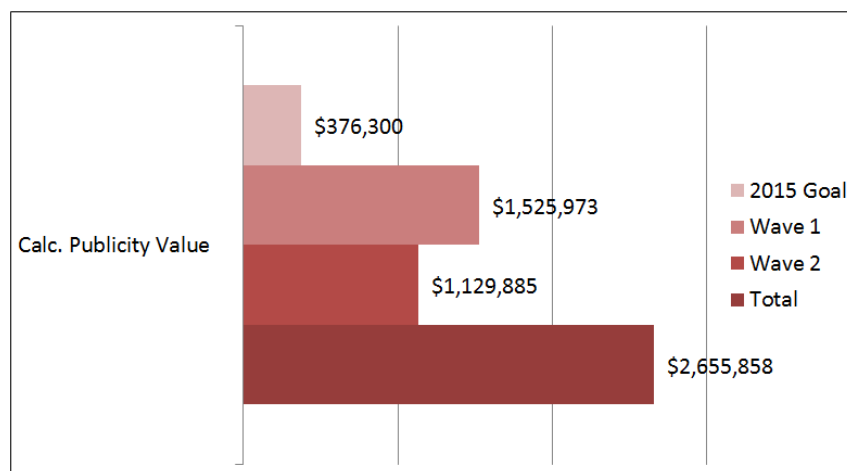
The result of this year's media outreach was that the Power of Parents program met and exceeded the media match requirements for the Take the Wheel grant by May in a program that ran through September. Overall in 2015, Fleishman Hillard helped MADD place nine op-eds in Texas papers, more than 15 letters-to-the-editors and millions of media impressions in Texas publications.

Additionally, Fleishman Hillard worked with the local MADD offices to establish and/or build upon existing relationships. For example:

- The press conference hosted with Houston Mayor Annise Parker led to new opportunities to work with the Houston ISD.
- Dallas County Commissioner Dr. Elba Garcia strengthened her support for MADD by authoring two Spanish op-eds that were published in Ft. Worth and Dallas.
- In East Texas, PowerTalk 21 outreach to the Tyler ISD led to a back-to-school session with the Guidance Counseling staff for all of the district's middle and high schools.
- Fleishman Hillard worked with the MADD offices in Dallas and Austin to compile comprehensive lists of PTA contacts to facilitate ongoing outreach to community leaders with a vested interest in ending underage drinking and drunk driving.
- In the Rio Grande Valley, work with UNIDAD has led to a stronger partnership with the Pharr-San Juan-Alamo ISD that has included Power of Parents workshops.

Looking ahead to 2016, this work and the partnerships with community leaders strengthen the opportunities for MADD's work to bring the Power of Parents materials and messages to more Texas parents and caregivers.

Texas Power of Parents 2015



Texas A&M AgriLife Extension Service - Safety City

Organization:	Texas A&M AgriLife Extension Service
Project Title:	Safety City
Project ID:	2015-Texas Ag-G-1YG-0131
Noteworthy Practices:	<p>The Texas A&M AgriLife Extension Service Safety City Project educates the community on the need for traffic safety education for children. The Safety City Project is working to provide a child-sized model city to give children a safe, interactive and fun environment where they can learn life-saving lessons about bicycle, pedestrian and occupant protection safety. This hands-on learning experience leads to a lifetime of reduced injuries and their associated costs to the community. The Safety City in the Bryan District will be modeled after the very successful Frisco Fire Safety Town in Frisco, Texas.</p> <p>A community partnership has been formed to bring the Safety City to the TxDOT Bryan District. The Safety City Committee includes members of Texas A&M University, city and county government, law enforcement, fire departments, the county health department and representatives from local hospitals.</p> <p>Presentations have been made to university, city and community groups to gain support for establishing a safety city. These presentations have provided increased awareness of the injury and crash rates for children in the TxDOT Bryan District as well as how a safety city can provide the needed education to make a significant impact on this area of children's safety. Media attention has put a spotlight on children's injury prevention education and the impact it can have in the community. Significant local press coverage spotlighting injury data as well as the community benefits from a safety city were featured at a press conference held in partnership with both health and safety experts.</p> <p>The program coordinator is working with organizers of the city of Frisco Fire Safety Town as well as other safety cities in Texas and Louisiana to in an advisory capacity for information on establishing a similar safety city in the Bryan TxDOT District.</p> <p>In FY15, the project strengthened existing partnerships and developed new relationships with departments at Texas A&M University, city and county agencies and local businesses to help plan Brazos Valley Safety City. Partners include Texas A&M's Department of Health & Kinesiology Education and Mays Business School's Marketing Honors Program, the Building Sciences Department, and the Texas Engineering Extension Service's Emergency Services Training Institute and the Law Enforcement and Security divisions. City and county agencies partners include the Brazos County Commissioners' Court, the Brazos County Sheriff's Office and Constables Offices, the City of College Station Police and Fire Departments, and the City of Bryan Fire Department. Local businesses, associations and agencies include Patterson Architects, the Greater Brazos Valley Builders Association, Brazos Valley Center for Independent Living, St. Joseph's Hospital and Scott & White Hospital.</p>

Evidence of
Success:

Presentations have been made to the Bryan and College Station Rotary Clubs, the American Society of Safety Engineers/Texas A&M Student Chapter, and the Somerville, Huntsville and College Station Morning Lions Clubs. Presentations were also made to TxDOT's area safety engineer teams, Century 21 Beal Realtors, St. Joseph's Hospital System's Marketing Administration Department, Enervest Oil & Gas Production Company, the Community Foundation of the Brazos Valley and the Greater Brazos Valley Builders Association.

In March the Safety City project coordinator made a presentation to the College Station Parks and Recreation Board and City Council to seek their confirmation of the land site designated to the project by the City of College Station. The council highlighted some points of which they would like the Safety City team to address before committing the site. Their final approval was deferred to a subsequent council presentation.

In April, as lead agency Brazos Valley Safety City conducted a press conference with a two-fold purposed: (1) to update the community on the project's progress and (2) to highlight the importance of children's injury prevention measures for the spring and summer months. Strong prevention messages and supporting bicycle and pedestrian injuries and crash and injury statistics were presented by Brazos Valley subject matter experts. Presenters included head injury experts, emergency medical services professionals and law enforcement personnel. Two local children were also on-site to demonstrate safe bicycling practices, including wearing helmets, riding safely and being aware of surroundings before entering a bike path. The well-attended event resulted in a broad representation of local media representatives, area law enforcement and community safety advocates. The press conference also resulted in a strong media presence on two local television stations, a radio station and a follow-up interview with the local newspaper.

The project coordinator also made site visits to Frisco Safety Town, Abilene Safety Town and Caddo Parish Sheriff's Safety Town in Shreveport, Louisiana. Information from existing safety cities is being used to assist with the planning and development of the safety city for the Bryan District.

Texas Municipal Police Association-Standardized Field Sobriety Testing Training

Organization:	Texas Municipal Police Association
Project Title:	Texas DWI Detection and Standardized Field Sobriety Testing (SFST) Training
Project ID:	2015-TMPA-G-1YG-0005
Noteworthy Practices:	<p>This program consists of two different 8-hour training classes for law enforcement officers on the topics of Driving While Intoxicated (DWI) and Standardized Field Sobriety Testing (SFST). The overall goal of the program is to decrease alcohol-related crashes, injuries, and deaths by promoting DWI deterrence and enforcement proficiency. The Standardized Field Sobriety Testing Refresher Course is our largest course, training over 2,400 officers in grant year 2015. The Fundamentals of DWI Investigation & Enforcement Course, the program's newest class, trained over 600 officers in grant year 2015.</p> <p>This program is the primary provider of the SFST Refresher Course, which is a nationally standardized curriculum developed by NHTSA and ICAP. This curriculum covers many topics, including recognizing and interpreting DWI evidence, administering the SFST battery, describing evidence clearly and convincingly, case law and research studies, and current trends and best practices of DWI enforcement. It is recommended by NHTSA that practitioners complete this course every two years and SFST Instructors are required to complete the course every two years. Although this class can be shortened into as little as 4 hours, this program's instructors administer this class in an 8-hour course to ensure all material is covered in depth and the highest caliber of training is delivered. The program strives to keep a ratio of no more than 15 students to one instructor in each class to ensure plenty of one-on-one attention. This is also very important to ensure there are enough instructors to grade the accuracy of students in their proficiency exams. The program's manager also serves as the State SFST Coordinator and assists law enforcement agencies and officers throughout the state with SFST related questions and concerns and ensures all SFST course curricula are made available.</p> <p>The program's newest class, the Fundamentals of DWI Investigation and Enforcement Course, was launched in February of 2015. This course was developed by program staff with input and approval from other sources such as the state's Traffic Safety Resource Prosecutor. This course was designed to supplement other impaired driving enforcement courses such as the SFST Practitioner, SFST Refresher, and the Advanced Roadside Impaired Driving Enforcement courses. The goal of this course is to improve the skill of law enforcement officers in detecting and arresting impaired driving offenders and preparing cases for effective prosecution. This course covers everything from the vehicle in motion to court room testimony. Other topics law enforcement officers can learn more about include the legal aspects of the offense, blood search warrants, impaired driving crash scenes, and effective DWI report writing. Within the first year of its release, this program was so well received that the program's instructors trained more than two times the number of officers originally anticipated.</p>

	<p>This program utilizes contracted adjunct instructors from throughout the state in addition to two highly qualified instructors on staff for both courses. The use of contracted adjunct instructors ensures that this free and necessary training is provided in every area of the state. All contracted adjunct instructors for the SFST Refresher Course follow an application and selection process. Instructors are required to submit online applications, training history reports, professional biographies, and copies of their certificates before being considered. All instructors must also show a vested interest in DWI detection and enforcement and be able to demonstrate their proficiency before they are contracted with the program. Instructors for this program are required complete the SFST Refresher Course or its equivalent every two years or less.</p>
Evidence of Success:	<p>Upon completion of the SFST Refresher Course and before leaving class, students are asked to complete an instructor and course evaluation. When asked questions related to the effectiveness of the instructor, students gave an average score of 8.7 out of a possible 9 and left comments such as the following.</p> <ul style="list-style-type: none"> ➤ “Instructor was very well versed on the topic and able to provide additional insights regarding the topic. The entire course remained interesting from start to finish. All information discussed in this class is much needed in my line of work.” ➤ “Great course. I elected to attend this one over my own agency due to the knowledge of the instructor. The court room testimony is probably the most beneficial portion to me. Every part of the course was very useful!” <p>An average score of 8.7 of 9 was given to the helpfulness and quality of the course materials provided as well as to the improvement of students’ understanding of the topics presented. Students scored the course content, relevancy, and level of challenge at an average of 8.6 of 9. Students scored an average of 8.7 of 9 on the information and skills that can be used immediately following the course. Please reference the following comments submitted by students related to these areas.</p> <ul style="list-style-type: none"> ➤ “I gained valuable info to take to the next level. Instructors were very helpful and possess a great learning knowledge of material presented. ➤ Great course! Great instructor! Very informative!” ➤ “The overall content has given me the confidence to go out and successfully defend my arrest. The course reminded me and gave me important info that I had missed before.” ➤ “Everything was very educational; instructor is very knowledgeable and provided guidance.” ➤ “Very interesting and informative course. Instructors demonstrated an authority over and passion for the material. ➤ Very concise review helped to refresh my memory on the concepts.”

Just as with the SFST Refresher Course, students completing the Fundamentals of DWI Investigation and Enforcement Course also submitted course and instructor evaluations. The evaluation form utilized the same questions as the SFST Refresher Course and all feedback for this course ranged from 8.6 to 8.7 of a possible 9. Comments submitted by students include the following.

- “One of the best courses I have taken yet. The most useful and interesting part was investigating the personal contact to solidify the case with or without SFST's.”
- “I felt everything in this course was very helpful. It was broken down into clear sections and I feel that I now have a much better understanding of DWI Investigation and Enforcement.”
- “The information relating to various "tricks"/tactics officers can use to gain compliance was very helpful. The information related to providing the prosecutor with a solid case and providing good court testimony was most helpful. This class was extra helpful to me because it allows me to be more confident when conducting an investigation. It also has helped me feel more confident as an FTO to be sure that I am training properly on DWI Investigations. Thanks for the great class! I really wish this was a 2-day class!”
- “After this course I will feel more confident in my DWI investigations by adding important investigative questions to my suspect interviews. Also, more details needed for my reports. Also, new ideas I want to bring back to my department.”
- “Instructor possessed a great working knowledge of the material presented. I would recommend this training to others. This is a good course and the materials presented answered a lot of the questions I get asked on a regular basis.”

Texas Municipal Courts Education Center Driving on the Right Side of the Road

Organization:	Texas Municipal Courts Education Center
Project Title:	Driving on the Right Side of the Road
Project ID:	2015-TMCEC-G-1YG-0040
Noteworthy Practices:	<p>Collaborative Practices:</p> <ol style="list-style-type: none"> 1. Co-sponsoring training with Law-Related Education and the State Bar of Texas. 2. Collaborating with existing networks by exhibiting and presenting at professional conferences, such as Texas Council of the Social Studies, Texas Council of Social Studies Supervisors, Texas Association of Gifted and Talented, Family and Consumer Science Teachers Association of Texas, and the Texas Librarians Association. 3. Offering professional training to Texas teachers through education service centers and school districts throughout Texas. 4. Offering pre-service training through university teachers training certification programs. <p>Integrating Traffic Safety into existing programs:</p> <ol style="list-style-type: none"> 1. Creating lessons and children's books that infuse traffic safety into existing social studies, health, math, English language and reading TEKS. 2. Creating back-to-school safety programs that reach out to principals, school resource officers, counselors, and PE teachers. 3. Working with national campaigns such as Bike Safety Month in May, Child Safety Week in September, Municipal Courts Week, and Celebrate Freedom Week. 4. Reaching out to school librarians and English Language Learners (ELL) teachers with our large selection of children's books in both Spanish and English.
Evidence of Success:	<ol style="list-style-type: none"> 1. DRSR trained 1314 educators in various educational service centers and school districts. 2. DRSR shipped 556 orders of materials to teachers and court professionals. These orders included traffic safety children's books, US Constitutions, traffic safety curriculum, and TxDOT promotional items. 3. DRSR exhibited at 44 different professional conventions and institutes. 4. 800 lawyers and court personal were trained on the safety curriculum and resources of DRSR. 5. DRSR shipped 46 material kits to community groups throughout Texas. 6. 669 Municipal court judges and court personal have attended TMCEC conferences through webinars on traffic safety issues. 7. DRSR has updated 6 different curriculums to reflect changes in the Texas Essential Knowledge/Skills issued by the TEA.

Texas Municipal Courts Education Center – Traffic Safety Initiatives

Organization:	Texas Municipal Courts Education Center (TMCEC)
Project Title:	Municipal Traffic Safety Initiatives (MTSI)
Project ID:	2015-TMCEC-G-1YG-0139
Noteworthy Practices:	<p>TMCEC's MTSI grant, funded by the Texas Department of Transportation, seeks to bring alcohol and other drug impaired driving to the forefront of awareness of municipal courts and cities across Texas with the objective to play a key role in impaired driving prevention in Texas. With in-person trainings and webinars throughout the year and two special conferences, the MTSI project is able to reach approximately 3,000 judges, court support personnel, prosecutors, city officials, and others in a position to help eliminate impaired driving. The project also recognizes as models those municipal courts that have demonstrated outstanding impaired driving outreach and supplies courts and cities with the materials and resources needed to prevent impaired driving.</p> <p>In FY15, TMCEC offered a variety of courses aimed at preventing impaired driving. In-person courses were offered at conferences in Austin, Houston, Dallas, Tyler, Galveston, San Antonio, Addison, Amarillo, South Padre Island, Abilene, and Lubbock. Webinars were also offered live and on demand through the TMCEC website. Courses included Driving Under the Influence, DWI Technology, Blood Warrants & Kids, Focus on Reducing Impaired Driving Among Youth, Disturbing Trends in Alcohol Abuse, and many more. Such courses allow municipal courts to effectively adjudicate underage DUI cases, which are heard in municipal court. Some of the courses are designed to train municipal courts on innovative methods of effecting behavioral change among youth rather than simply assessing fines. Many municipal judges serve as magistrates who can authorize blood search warrants for DWI and DUI cases. TMCEC's warrant-related courses aim to give magistrates the tools required to effectively and correctly issue blood search warrants to minimize the chances of subsequent legal challenges.</p> <p>TMCEC recognized 15 model courts and 10 as honorable mention recipients. The courts were showcased at the MTSI Conference in March where they served as models for other courts to emulate. In FY15, the theme of the MTSI Conference was drugged driving. Attendees watched a video showing what the model courts did to prevent impaired driving and a "model outreach panel" where they described their impaired driving prevention efforts and fielded questions from other courts. A brochure, titled Best Practices, was printed and mailed to all municipal courts showing the impaired driving prevention practices of the model courts and honorable mention recipients. This friendly competition spurs courts to put forth great effort in impaired driving outreach. They truly view the awards as a coveted badge of honor. At the MTSI Conference, TMCEC also arranged an exhibit hall which included the Texas A&M Watch ur BAC program (impaired driving simulator), Danger Without Intentions, the National Safety Council, and Smart Start (ignition interlock device vendor), among others.</p>

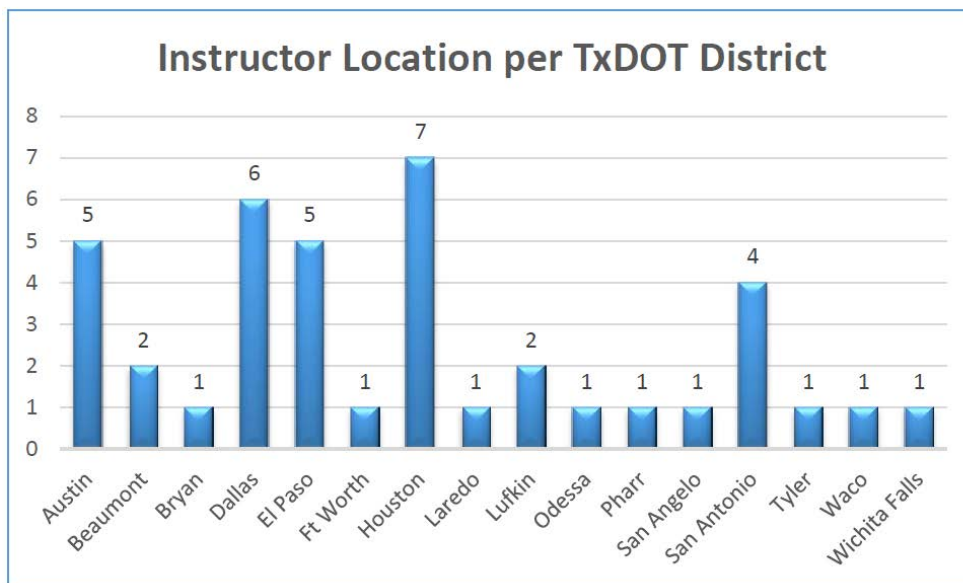
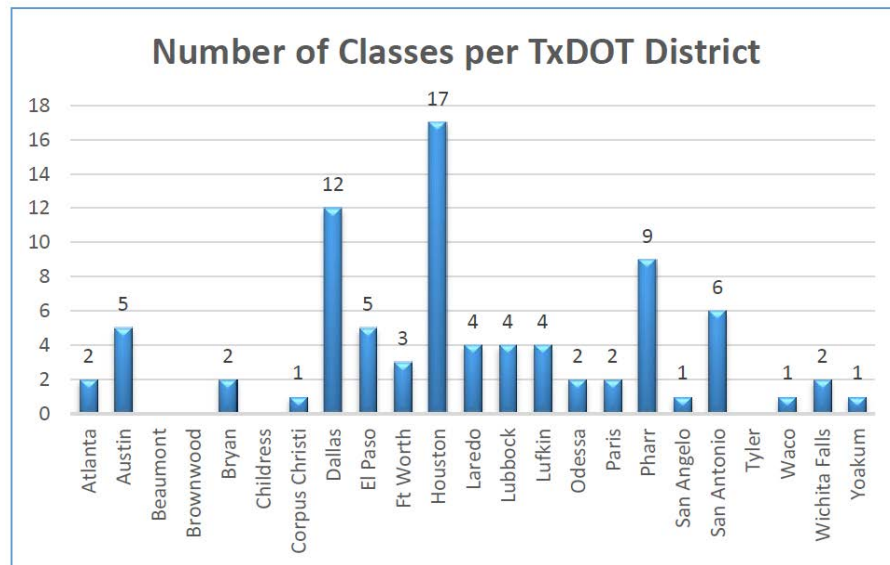
Evidence of
Success:

The second marquee conference for MTSI was the first annual Impaired Driving Symposium. TMCEC partnered with the Texas Association of Counties, the Texas Center for the Judiciary, and the Texas Justice Court Training Center to host this hugely successful conference in Austin in July. Impaired driving cases are complicated in that they are adjudicated at various levels of the judiciary. The Symposium provided an unprecedented opportunity for municipal judges, county judges, justices of the peace, and district court judges to better understand roles and responsibilities within an impaired driving case by physically getting together and discussing these issues. Classes offered included Blood Search Warrants, Probable Cause: Stop Investigate, Arrest; Setting Bond Conditions, Ignition Interlock and Bond Schematic, Compliance Issues, Interactive Session: Case Studies, Occupational Drivers' Licenses, Blood Warrants and Children, and Legislative and Case Law Update.

The MTSI project routinely supplies municipal courts with the tools necessary to maintain an effective impaired driving prevention program. Materials include impaired driving posters, brochures, and educational items with impaired driving messages on them. Courts use these throughout the year and for special events such as Municipal Courts Week and National Night Out. The project assists courts and cities by providing a website with numerous resources, authoring articles on emerging impaired driving issues in TMCEC's quarterly journal, conducting teen court workshops, and more. MTSI also provides personalized suggestions and recommendations to municipal courts that call in on a daily basis. Finally, to maximize awareness about the project, MTSI sets up a booth at conventions such as the Texas Municipal League Annual Conference and the Texas Court Clerks Association Annual Meeting. Exhibits were also set up at every TMCEC conference throughout the year, ensuring that as many courts as possible were reached.

Texas Municipal Police Association – L. E. Training to Reduce DWI/DUI for Under 21

Organization:	Texas Municipal Police Association
Project Title:	Law Enforcement Training to Reduce Impaired Driving by People Under 21
Project ID:	2015-TMPA-G-1YG-00021
Noteworthy Practices:	<p>This program consists of three different 8-hour training classes for law enforcement officers. The Focus on Reducing Impaired Driving Among Youth (F.R.I.D.A.Y.) class is our largest program, training approximately 700 officers every year. The two other classes, Alcohol and Drug Abuse Prevention Training (A.D.A.P.T) are specifically for school-based law enforcement officers. All of the classes are focused on the prevention of underage substance abuse and underage impaired driving. The curricula contains information, such as how to identify counterfeit identification or how high school students are using clandestine methods to use substances on campus, that allows officers to properly enforce relevant laws and prevent youth from driving while impaired.</p> <p>We strategically select instructors based on a number of factors, including: Law Enforcement experience, level of certification, experience training other officers, a demonstrated interest in the prevention of underage drinking and the enforcement of underage impaired driving, their geographical location so that our instructors are strategically located throughout the state, knowledge of Word and Power Point, actively commissioned by a Texas law enforcement agency and a positive reputation for being a role model within their community.</p> <p>-Instructors must go through an application and selection process, attend a Train-the-Trainer class, pass a written test, complete a student presentation during the Train-the-Trainer class, and pass an on-site evaluation once they have begun teaching. As part of their Train-the-Trainer course, they receive training on Adult Learning. They are also expected to participate in local coalitions that are focused on the prevention of underage drinking and underage impaired driving.</p>
Evidence of Success:	<p>Upon completion of a course, the students are asked to complete an evaluation. When asked about questions related to the instructor, the students gave the instructors an average score of 8.8 out of a possible 9. They also left comments such as, "Sgt. Walden encourages participation and keeps the class engaged" and "R. Armstrong puts on excellent classes. I enjoy coming to his classes. This class gave a lot of useful information to use out in the field."</p> <ul style="list-style-type: none"> ❖ Number of officers are being trained during each quarter: <ul style="list-style-type: none"> ➤ 1st quarter: 124 ➤ 2nd quarter: 215 ➤ 3rd quarter: 441 ➤ 4th quarter: 326



In April 2015, The Austin Police Department's Downtown Metro-Tactical Team completed a Friday class. After the class, Officer Justin Berry stated that the Counterfeit Identification section was the part that they found the most beneficial. One month later, the unit conducted a sting, in collaboration with the Texas Alcoholic Beverage Commission.

Texans Standing Tall - Statewide Youth Advisory Council to Reduce Impaired Driving

Organization:	Texans Standing Tall
Project Title:	Zero Alcohol for Youth Campaign and Statewide Youth Advisory Council to Reduce Impaired Driving
Project ID:	2015-TST-G-1YG-0107
Noteworthy Practices:	Recruitment and selection of Youth Leadership Council (YLC) members for the 2015-2016 year.
Evidence of Success:	<p>The process of finding youth members who are passionate about prevention issues is not always easy. Many coalitions have trouble finding youth members who are interested beyond the first initial meeting. We have been very successful at getting our youth members to not only become active but to stay engaged. An important part of this process is how we recruit youth to apply for our council.</p> <p>When looking for youth for the Youth Leadership Council we look for youth ages 16-20 who are involved in their community in a variety of ways. Many of our youth are active community volunteers. We also look for youth who have proven they are committed to the organizations and causes they join, and who take leadership roles in these positions.</p> <p>This year we reached out in a number of ways so as to recruit a wide base of youth from across the state of Texas. We exhibited at a number of conferences, reached out to partner coalitions, emailed and spoke with school counselors in districts across the state, and cross-promoted with other well run youth groups across the state. We also had our past and returning YLC members recruit their friends and peers to join. This year we had a very large number of applicants.</p> <p>Our Application process is three fold. First we have the youth fill out our application. They are asked to provide two references and a letter of recommendation. The recommendation process helps us to get an perspective from an adult on the students' knowledge and any experiences the reference has working with the student. We also conduct an interview with the youth applicant during which we can learn more about the youth and make sure we chose youth who will work well together. Lastly, we reach out to any coalition partners and references they have provided and talk about their past involvement. This process helps us to make sure we are selecting youth who are passionate and willing to work hard to make change in their communities. This year we interviewed 36 applicants for the YLC, and selected 20 YLC members to join. Of the 20 members for the 2015-2016 year, 6 will be returning members form the previous year.</p>

Texas A&M AgriLife Extension Watch UR BAC Alcohol Awareness Program

Organization:	Watch UR BAC Alcohol Awareness Program
Project Title:	Watch UR BAC Alcohol Awareness Program
Project ID:	2015-Texas Ag-G-1YG-0129
Noteworthy Practices:	<p>The Watch UR BAC program conducts programming statewide to reach at-risk youth audiences with education on the dangers of impaired driving and underage alcohol use. DWI (driving while intoxicated) prevention simulators are used to demonstrate the effect of alcohol or other drugs on driving skills. Research from Penn State University supports the use of video games and simulation stating "Whereas viewers and readers typically watch characters make decisions in movies and books, many video games allow the player to actually make those choices, resulting in feelings such as guilt or pride." Through a video game experience, drivers encounter obstacles and hazards to simulate those that one may face if they chose to drive impaired. Goggles, which distort vision, are worn by the driver during the simulation experience to further duplicate the effect of alcohol or other drugs on one's vision.</p> <p>Many other types of programs were offered this year by the Watch UR BAC team. In FY 2014, Parent Education Programs were offered for the first time and have been successful by educating parents about the latest information and trends of alcohol and other drugs. In FY 2015, these programs were expanded to audiences of teachers, law enforcement personnel and emergency medical technicians. This expansion helped to make the efforts of education to include the whole community. In addition, Ignition Interlock demonstrations were given to adult audiences. We found that most people, including police officers, did not recognize an ignition interlock or understand how they work.</p> <p>A very successful partnership with When Sean Speaks and the Amber Menefee Mobile Memorial continued to flourish in FY 2015. Victim/survivor speakers, who are similar in age to the majority of audiences we address, are able to effectively reach those young people and encourage behavior changes that will reduce the incidences of underage drinking and/or impaired driving. When audiences hear the computerized voice of Sean Carter they are compelled to listen and think about the choices that have led to his disability. The mobile Amber Menefee Exhibit is a stark reality of what damage can be done to a vehicle impacted by a drunk driver while also sharing the story of Amber's death.</p> <p>Two staff members were given the opportunity to present the Watch UR BAC project to law enforcement and traffic safety stakeholders in Florida at the Institute of Police Technology and Management Impaired Driving Symposium. Audience members participated in the DWI-pod drunken driving prevention simulator and other activities with the impaired vision goggles. After sharing the history and current operations of the Watch UR BAC program with the symposium attendees, some were inspired to further</p>

	<p>research how to establish a similar program in Florida.</p> <p>The DWI Law Enforcement Advisory Committee continues to meet bimonthly. This group is made up of law enforcement who are actively on patrol and making DWI stops, along with staff from the following organizations: MADD, TABC, TxDOT, the Brazos County Attorney's office, the Texas A&M AgriLife Extension and Scott & White Hospital – College Station. A media event was organized to help remind people in the Brazos Valley to not only designate a sober driver, but also to know the signs of alcohol poisoning and dangers associated with binge drinking. The media event took place just before Chili Fest, a local two-day music event where alcohol is consumed and increased enforcement would be on the road. During bimonthly meetings, guest speakers were brought in to talk about ignition interlocks, emerging drug trends and local enforcement efforts in reducing underage alcohol use. Quarterly awards are given to officers nominated by their agency for excellent work during that quarter.</p> <p>Further building on the best practice of bimonthly meetings with various agencies, Watch UR BAC staff makes other networking and collaborating opportunities a priority. Laura Dean-Mooney represented Watch UR BAC at the August 17, 2015 NHTSA Impaired Driving Assessment in Austin. Prior to this assessment, staff members attended the Statewide Impaired Driving Forum and Task Force meeting in April. Throughout the fiscal year, staff members attend various trainings, including ADAPT, DITTE, and TxDOT program partner conferences to build their knowledge base in an effort to provide the most accurate and up-to-date information to the public.</p>
Evidence of Success:	<p>Watch UR BAC was established in FY12. Since that time:</p> <ul style="list-style-type: none"> ✓ FY12—139 programs conducted; total of 26,200 participants (3.5 staff). ✓ FY13—151 programs conducted; total of 19,256 participants were educated using the DWI simulator, pedal car, and/or other resources (3.5 staff). ✓ FY14--168 programs conducted; total of 20,636 participants were educated. (3 staff + 2 subcontractors). ✓ FY15—223 programs, reached 63,540 through July (4 staff + 2 subcontractors) ✓ TOTAL in 4 grant years = 100,000+ participants (see Figure 1 and 2) ✓ 4 DWI prevention simulators in use—very effective tool to get the attention of today's technology-focused society. ✓ Staff emphasizes the educational message to reiterate impaired driving is not a game. <p>Watch UR BAC travels the entire state of Texas, entering many communities with population <10,000. This is a huge accomplishment given that many school districts in the smaller communities do not have access to as many of the resources that larger school districts do.</p>

Quotes from program participants:

- “I really learned things I did not know and the instructors are so helpful and knowledgeable.” (Farmers Electric Co-op, July 2015)
- “Very informative and educational. Great presentation!” (Farmers Electric Co-op, July 2015)
- “Should definitely be a part of all young people’s (curriculum) who are taking defensive driving.” (Farmers Electric Co-op, July 2015)
- “This was the best class I’ve been to during the Symposium!” (IPTM Symposium on Alcohol & Drug Enforcement, July 2015)
- “Great class...hands on was incredible learning!” (IPTM Symposium on Alcohol & Drug Enforcement, July 2015)
- “It (this parent class) will help me with my grandchildren. Some innocent children could easily overdose on substances they may mistake for candy.” (Madisonville ISD Parent Program, August 2015)
- “I have gained knowledge on different ways minors use alcohol. I now know things to look for at school.” (Madisonville ISD Parent Program, August 2015)
- “I didn’t realize how pervasive the problems (alcohol and other drugs) were.” (Madisonville ISD Parent Program, August 2015)
- “I will try my best to educate my own daughter, as well as watch for signs around school.” (Madisonville ISD Parent Program, August 2015)
- “Wow! Just wow!” (Madisonville ISD Parent Program, August 2015)

Quotes from When Sean Speaks participants:

“Hey Sean! I just really wanted to personally thank you for coming out to La Porte High School this morning. At one point you mentioned you had suffered with suicidal thoughts and how you couldn’t go through with any of them, not because you didn’t want to, but because you physically couldn’t. On January 1st, I tried to hurt myself because of stupid reasons. I didn’t want to live. Until today, I never quite realized that things do become okay. You’re making something so beautiful of your life and you’ve dealt with so much more, I guess it was sort of a wakeup call for me, to stop being so ridiculous with my thinking. I thank you for this. Your message really spoke to me...you just really inspired me this morning. Thank you Sean.” (student at La Porte High School, March 2015)

“Today, you came to my school and spoke about what has happened to you. This morning before you got here and I heard your presentation, I cleaned out my locker and just said that it was because I need to take some stuff home that I don’t use. The real reason behind it was that I was going to commit suicide tonight. I figured it would be better since my parents wouldn’t be home. When I walked into the auditorium, I had no idea what I was in for, I thought the school was putting on one of those lame presentations with the awful graphics, animations, and wording. But, what I saw today changed my whole view on my life. No, I don’t drink or drive yet. After your presentation, I realize that we don’t have a lot in

common, you're way older, male, drank, and got into a car with someone that had been drinking. But in a sense we are alike in one way: Suicide has crossed our minds. I really appreciated the fact that you said that crossed your mind because a lot of people won't tell you that it did. You showed me that every single minute and choice you have matter to who and what you are. Thank you for saving my life, literally. And thank you for saving my family, best friend, and boyfriend the grief that was sure to come with the suicide. You are truly and inspiration. Thank you for everything. Stay strong Sean." (student at Cross Roads High School, April 2015)

In summary, the Watch UR BAC program has shown increasing success across several metrics since its establishment in 2011. As Texas continues to rank among the worst states in the nation for alcohol and drug impaired driving, this program will play a vital part in changing how Texans perceive the issue at hand. By employing the best practices detailed in this report and developing new methods to educate the public, Watch UR BAC will continue working toward reducing injuries and fatalities related to impaired driving.

Section Eight
TRAFFIC SAFETY OUTLOOK

CONTINUED FOCUS ON ALCOHOL-RELATED FATALITIES

From 2012 – 2013, Texas experienced an increase in fatalities. Alcohol-related crashes continue to be a major contributing factor in traffic crashes and fatalities. Texas was awarded Section 405 dedicated to impaired driving program. These additional funds will increase statewide high visibility DWI enforcement and paid media efforts, along with increasing training and education efforts.

IMPAIRED DRIVING ASSESSMENT

Texas, in conjunction with NHTSA, underwent an Impaired Driving Assessment in FY 2015 and is planning how to best implement the recommendations from that assessment. The Texas DWI Task Force will continue to address all findings and review these and other NHTSA recommendations with the target to implement changes as deemed feasible.

SHARE THE ROAD

From 2011 – 2012, Texas experienced an decrease in motorcyclist fatalities but saw an increase in 2013. 56.8% of motorcyclists killed were not wearing helmets at the time of the crash. Motorcycle fatalities were 10% of Texas' overall fatalities five years ago. In 2013, they were over 13.8% of the fatalities. However, motorcycles represent only 2% of the vehicle mix. Additional attention will be placed on motorcycle training, being properly licensed, wearing protective equipment, impaired driving, and enhancing public information and education campaigns such as Share the Road to improve motorcycle safety.

STRATEGIC PLANNING

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

In addition, the following agencies and organizations assisted TxDOT in identifying strategies needed to address impaired driving problems in Texas. These agencies included the following: The Texas Department of Public Safety Highway Patrol (DPS HP), Texas Department of Public Safety Driver's License Bureau (DPS DLB), Texas Department of State Health Services (TDSHS), Metropolitan Planning Organizations (MPO), Texas Education Agency (TEA), Texas Tech University (TTU), Texas Center for the Judiciary (TCJ), Texas Commission on Law Enforcement Officer Standards & Education (TCOLE), Texas District and County Attorney's Association (TDAA), Texas

Municipal Police Association (TMPA), Texas Alcoholic Beverage Commission (TABC), Texas Impaired Driving Task Force, Texas Motorcycle Safety Coalition (TMSC), State and district level Child Fatality Review Teams (CFRT), Councils of Governments, Texas Safe Kids, and other safety advocacy groups and minority concern groups.

IMPROVED CRASH REPORTING

TxDOT implemented the Crash Reporting and Analysis for Safer Highways (CRASH) internet application to speed up the transfer of motor vehicle crash data from law enforcement agencies to TxDOT CRIS, an automated database used to compile and track crash data statewide. TxDOT and the TRCC will continue to improve the timeliness, accuracy, and availability of Texas' crash data as well as analysis of that data.

CONTINUED ENHANCEMENTS TO EGRANTS

TxDOT's Traffic Safety Electronic Grants Management system, or eGrants, is a web-based solution for the application, scoring and ongoing management of the grants within the Texas Traffic Safety Program. With eGrants you can electronically:

- ☒ Create and submit grant proposals
- ☒ Manage your grant project
- ☒ Submit performance reports
- ☒ Submit requests for reimbursement

TRF-TS continues to enhance eGrants, as described below:

FY 2016 Planned Enhancements

- Continue to refine scoring documents and tools
- Implement subgrantee risk management tools and conduct training for program staff on the use of those tools
- Analyze and enhance performance and financial reporting features
- Continue to coordinate and refine the eGrants payments interface with the new financial system
- implement electronic signatures feature and adjacent policy
- Add grant type, "Safe Routes To School" to the system
- Expansion of eGrants use to other Divisions within TxDOT

TRAFFIC SAFETY PROGRAM CENTRALIZATION

The strategic target of centralization is standardized business processes. The objectives are continued enhanced team collaboration and communication. Through the use of standard methodologies, field staff mentoring, and capturing best practices, the Traffic Safety program will continue to perform at a higher level than ever before and produce maximum results. With the increase in staffing levels (TRF-TS has been approved for 47 full-time employees), the Traffic Safety team will continue to be in a better posture to support the demands of the program across the state of Texas. Centralization will continue to also result in stronger district and division partnerships. All 25 TxDOT district offices have at least one full-time Traffic Safety Specialist.

Appendix A
PROJECT CROSS - REFERENCES

Project Cross-Reference by Task

Enforcement Projects							
<i>Organization / Project Number</i>	<i>PA</i>	<i>Fund Source</i>			<i>Federal Funds</i>	<i>State Funding</i>	<i>Project Total</i>
Bexar County Commissioners Court 2015-BexarCCC-G-1YG-0049	AL	402	AL		<i>Planned:</i> \$125,000.00 <i>Actual:</i> \$93,504.41	\$43,671.18 \$53,474.41	\$168,671.18 \$146,978.82
Bexar County District Attorney's Office 2015-BexarCoD-G-1YG-0020	AL	405D	M5HVE		<i>Planned:</i> \$206,217.44 <i>Actual:</i> \$104,993.78	\$57,404.56 \$57,268.44	\$263,622.00 \$162,262.22
Collin County - District Attorney's Office 2015-CollinDA-G-1YG-0132	AL	405D	M5HVE		<i>Planned:</i> \$55,380.00 <i>Actual:</i> \$54,886.00	\$14,494.99 \$40,261.11	\$69,874.99 \$95,147.11
Galveston County Criminal District Attorney 2015-GCoCDA-G-1YG-0184	AL	405D	M5HVE		<i>Planned:</i> \$13,123.04 <i>Actual:</i> \$12,966.97	\$3,714.40 \$11,752.41	\$16,837.44 \$24,719.38
Harris County District Attorney 2015-HarrisDA-G-1YG-0166	AL	405D	M5HVE		<i>Planned:</i> \$359,440.03 <i>Actual:</i> \$297,045.99	\$89,860.00 \$74,261.49	\$449,300.03 \$371,307.48
Montgomery County District Attorney's Office 2015-MCDAO-G-1YG-0124	AL	405D	M5HVE		<i>Planned:</i> \$126,429.56 <i>Actual:</i> \$126,429.56	\$83,274.70 \$103,653.98	\$209,704.26 \$230,083.54
Tarrant County 2015-TarrantC-G-1YG-0197	AL	402	AL		<i>Planned:</i> \$200,870.00 <i>Actual:</i> \$43,807.00	\$111,063.81 \$30,188.06	\$311,933.81 \$73,995.06
Texas A&M Transportation Institute 2015-TTI-G-1YG-0047	AL	405D	M5HVE		<i>Planned:</i> \$274,239.38 <i>Actual:</i> \$222,945.11	\$68,973.45 \$63,220.42	\$343,212.83 \$286,165.53
Texas Department of Public Safety 2015-TDPS-G-1YG-0004	AL	402	AL		<i>Planned:</i> \$1,117,825.00 <i>Actual:</i> \$1,106,448.52	\$376,380.00 \$907,295.67	\$1,494,205.00 \$2,013,744.19
Texas District and County Attorneys Association 2015-TDCAA-G-1YG-0074	AL	405D	M5HVE		<i>Planned:</i> \$618,407.50 <i>Actual:</i> \$613,107.40	\$455,592.00 \$670,401.02	\$1,073,999.50 \$1,283,508.42
Texas Operation Lifesaver 2015-TxOpLife-G-1YG-0112	RH	402	RH		<i>Planned:</i> \$72,319.00 <i>Actual:</i> \$63,604.75	\$54,146.00 \$49,016.96	\$126,465.00 \$112,621.71
Click It Or Ticket Mobilization Incentive							Group Project
City of Morgan's Point - Police Department 2015-Morgans Point PD-INC-CIOT-00050	OP	402	OP		<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$3,000.00	\$1,820.00	\$3,000.00 \$4,820.00
University of Texas Pan American - Police Department 2015-UTPAD-INC-CIOT-00040	OP	402	OP		<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$2,890.00		\$3,000.00 \$2,890.00
City of Vidor - Police Department 2015-VidorPD-INC-CIOT-00038	OP	402	OP		<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$2,990.00		\$3,000.00 \$2,990.00
City of Magnolia - Police Department 2015-MagnoliaPD-INC-CIOT-00049	OP	402	OP		<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$2,815.38		\$3,000.00 \$2,815.38

Project Cross-Reference by Task

Enforcement Projects									
Organization / Project Number	PA	Fund Source			Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Click It Or Ticket Mobilization Incentive									Group Project
City of Hempstead - Police Department	OP	402	OP	Planned:	\$3,000.00				\$3,000.00
2015-HempsteadPD-INC-CIOT-00044				Actual:	\$3,000.00			\$3,074.00	\$6,074.00
City of Houston - ISD Police Department	OP	402	OP	Planned:	\$3,000.00				\$3,000.00
2015-HoustISDPD-INC-CIOT-00046				Actual:	\$3,000.00				\$3,000.00
City of Angleton - Police Department	OP	402	OP	Planned:	\$3,000.00				\$3,000.00
2015-AngletonPD-INC-CIOT-00042				Actual:	\$2,998.36				\$2,998.36
City of Ralls - Police Department	OP	402	OP	Planned:	\$3,000.00				\$3,000.00
2015-RallsPD-INC-CIOT-00036				Actual:	\$2,726.94				\$2,726.94
City of Brazoria - Police Department	OP	402	OP	Planned:	\$3,000.00				\$3,000.00
2015-BrazoriaPD-INC-CIOT-00025				Actual:	\$2,876.55				\$2,876.55
Jones Creek Marshal's Office	OP	402	OP	Planned:	\$3,000.00				\$3,000.00
2015-JonesCrMO-INC-CIOT-00054				Actual:	\$3,000.00			\$1,820.00	\$4,820.00
City of Alvin - Police Department	OP	402	OP	Planned:	\$3,000.00				\$3,000.00
2015-AlvinPD-INC-CIOT-00022				Actual:	\$3,000.00			\$465.00	\$3,465.00
Harris County Constable Precinct 7	OP	402	OP	Planned:	\$3,000.00				\$3,000.00
2015-HarrisP7-INC-CIOT-00052				Actual:	\$2,988.91				\$2,988.91
City of Navasota - Police Department	OP	402	OP	Planned:	\$3,000.00				\$3,000.00
2015-navasota-INC-CIOT-00033				Actual:	\$3,000.00				\$3,000.00
Austin County Constable - Precinct 3	OP	402	OP	Planned:	\$3,000.00				\$3,000.00
2015-AustinCoP3-INC-CIOT-00021				Actual:	\$2,581.21				\$2,581.21
City of Hitchcock - Police Department	OP	402	OP	Planned:	\$3,000.00				\$3,000.00
2015-HitchcockPD-INC-CIOT-00045				Actual:	\$2,976.59				\$2,976.59
City of Palmhurst - Police Department	OP	402	OP	Planned:	\$3,000.00				\$3,000.00
2015-PalmhurstPD-INC-CIOT-00035				Actual:	\$3,000.00			\$91.30	\$3,091.30

Project Cross-Reference by Task

Enforcement Projects									
Organization / Project Number	PA	Fund Source			Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Click It Or Ticket Mobilization Incentive									Group Project
City of Willis - Police Department 2015-Willis PD-INC-CIOT-00051	OP	402	OP		Planned: \$3,000.00 Actual: \$2,493.00				\$3,000.00 \$2,493.00
City of Daingerfield - Police Department 2015-DaingrFIdPD-INC-CIOT-00030	OP	402	OP		Planned: \$3,000.00 Actual: \$3,000.00				\$3,000.00 \$3,000.00
City of Santa Fe - Police Department 2015-SantaFe-INC-CIOT-00037	OP	402	OP		Planned: \$3,000.00 Actual: \$3,000.00			\$563.89	\$3,000.00 \$3,563.89
City of Atlanta - Police Department 2015-AtlantaPD-INC-CIOT-00023	OP	402	OP		Planned: \$3,000.00 Actual: \$3,000.00			\$16.98	\$3,000.00 \$3,016.98
City of Clute - Police Department 2015-ClutePD-INC-CIOT-00028	OP	402	OP		Planned: \$3,000.00 Actual: \$3,000.00			\$55.00	\$3,000.00 \$3,055.00
City of Kemah - Police Department 2015-KemahPD-INC-CIOT-00048	OP	402	OP		Planned: \$3,000.00 Actual: \$3,000.00			\$68.72	\$3,000.00 \$3,068.72
City of Beeville - Police Department 2015-BeevilPD-INC-CIOT-00024	OP	402	OP		Planned: \$3,000.00 Actual: \$3,000.00				\$3,000.00 \$3,000.00
City of Brookshire - Police Department 2015-BrookshirePD-INC-CIOT-00026	OP	402	OP		Planned: \$3,000.00 Actual: \$3,000.00			\$672.00	\$3,000.00 \$3,672.00
City of Deer Park - Police Department 2015-DeerPark-INC-CIOT-00031	OP	402	OP		Planned: \$3,000.00 Actual: \$3,000.00			\$1,564.44	\$3,000.00 \$4,564.44
City of Crockett - Police Department 2015-CrockettPD-INC-CIOT-00029	OP	402	OP		Planned: \$3,000.00 Actual: \$2,970.93				\$3,000.00 \$2,970.93
City of Wake Village - Police Department 2015-WakeVilgPD-INC-CIOT-00039	OP	402	OP		Planned: \$3,000.00 Actual: \$3,000.00			\$215.00	\$3,000.00 \$3,215.00
City of Denison - Police Department 2015-DenisonPD-INC-CIOT-00032	OP	402	OP		Planned: \$3,000.00 Actual: \$3,000.00				\$3,000.00 \$3,000.00

Project Cross-Reference by Task

Enforcement Projects									
Organization / Project Number	PA	Fund Source			Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Click It Or Ticket Mobilization Incentive									Group Project
City of Jacinto City - Police Department	OP	402	OP	Planned:	\$3,000.00				\$3,000.00
2015-JacintPD-INC-CIOT-00047				Actual:	\$2,937.00				\$2,937.00
City of Cibolo - Police Department	OP	402	OP	Planned:	\$3,000.00				\$3,000.00
2015-CiboloPD-INC-CIOT-00027				Actual:	\$2,990.00				\$2,990.00
University of Houston-Department of Public Safety	OP	402	OP	Planned:	\$3,000.00				\$3,000.00
2015-UnivHouPS-INC-CIOT-00053				Actual:	\$2,994.00				\$2,994.00
Click It Or Ticket Mobilization Incentive Subtotals	# of Projects:	31		Planned:	\$93,000.00				\$93,000.00
		31		Actual:	\$91,228.87		\$10,426.33	\$101,655.20	

Project Cross-Reference by Task

Enforcement Projects									
Organization / Project Number	PA	Fund Source			Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Impaired Driving Mobilization Incentive									Group Project
City of Bullard - Police Department 2015-BullardPD-INC-IDM-00022	AL	402	AL		Planned: \$3,000.00 Actual: \$3,000.00				\$3,000.00 \$3,000.00
Jim Wells County Constable Precinct 3 2015-JimWellsCP3-INC-IDM-00037	AL	402	AL		Planned: \$3,000.00 Actual: \$3,000.00			\$3,381.20	\$3,000.00 \$6,381.20
University of Texas Pan American - Police Department 2015-UTPAPD-INC-IDM-00039	AL	402	AL		Planned: \$3,000.00 Actual: \$2,805.70				\$3,000.00 \$2,805.70
City of Caldwell - Police Department 2015-CaldwellPD-INC-IDM-00023	AL	402	AL		Planned: \$3,000.00 Actual: \$2,501.98				\$3,000.00 \$2,501.98
City of Aransas Pass - Police Department 2015-aransasPD-INC-IDM-00021	AL	402	AL		Planned: \$3,000.00 Actual: \$3,000.00			\$4,638.00	\$3,000.00 \$7,638.00
City of Taft - Police Department 2015-TaftPD-INC-IDM-00033	AL	402	AL		Planned: \$3,000.00 Actual: \$3,000.00			\$294.82	\$3,000.00 \$3,294.82
City of Daingerfield - Police Department 2015-DaingrFIdPD-INC-IDM-00025	AL	402	AL		Planned: \$3,000.00 Actual: \$3,000.00				\$3,000.00 \$3,000.00
City of Leander - Police Department 2015-LeanderPD-INC-IDM-00031	AL	402	AL		Planned: \$3,000.00 Actual: \$3,000.00				\$3,000.00 \$3,000.00
City of Keene - Police Department 2015-KeenePD-INC-IDM-00029	AL	402	AL		Planned: \$3,000.00 Actual: \$3,000.00			\$406.97	\$3,000.00 \$3,406.97
City of Fulshear - Police Department 2015-FulshearPD-INC-IDM-00028	AL	402	AL		Planned: \$3,000.00 Actual: \$2,984.95				\$3,000.00 \$2,984.95
City of Vidor - Police Department 2015-VidorPD-INC-IDM-00035	AL	402	AL		Planned: \$3,000.00 Actual: \$3,000.00				\$3,000.00 \$3,000.00
City of Thrall - Police Department 2015-ThrallPD-INC-IDM-00034	AL	402	AL		Planned: \$3,000.00 Actual: \$2,980.00				\$3,000.00 \$2,980.00

Project Cross-Reference by Task

Enforcement Projects									
Organization / Project Number	PA	Fund Source			Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Impaired Driving Mobilization Incentive									Group Project
City of Eagle Lake - Police Department	AL	402	AL	Planned:	\$3,000.00				\$3,000.00
2015-EagleLkPD-INC-IDM-00027				Actual:	\$3,000.00			\$464.00	\$3,464.00
City of Cibolo - Police Department	AL	402	AL	Planned:	\$3,000.00				\$3,000.00
2015-CiboloPD-INC-IDM-00024				Actual:	\$3,000.00			\$5,895.00	\$8,895.00
City of Denison - Police Department	AL	402	AL	Planned:	\$3,000.00				\$3,000.00
2015-DenisonPD-INC-IDM-00026				Actual:	\$3,000.00				\$3,000.00
City of Lipan - Marshal's Office	AL	402	AL	Planned:	\$3,000.00				\$3,000.00
2015-LipanMO-INC-IDM-00032				Actual:	\$3,000.00			\$485.13	\$3,485.13
City of Lampasas - Police Department	AL	402	AL	Planned:	\$3,000.00				\$3,000.00
2015-LampasasPD-INC-IDM-00030				Actual:	\$3,000.00			\$1,820.00	\$4,820.00
Jones Creek Marshal's Office	AL	402	AL	Planned:	\$3,000.00				\$3,000.00
2015-JonesCrMO-INC-IDM-00038				Actual:	\$3,000.00			\$558.00	\$3,558.00
City of Waskom	AL	402	AL	Planned:	\$3,000.00				\$3,000.00
2015-Waskom-INC-IDM-00036				Actual:	\$3,000.00			\$60.10	\$3,060.10
Impaired Driving Mobilization Incentive	# of Projects: 19			Planned:	\$57,000.00				\$57,000.00
Subtotals	19			Actual:	\$56,272.63			\$18,003.22	\$74,275.85

T E X A S H I G H W A Y S A F E T Y A N N U A L R E P O R T F O R F I S C A L Y E A R 2 0 1 5

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number		PA		Fund Source		Federal Funds State Funding Prog. Income										Local Match		Project Total						
STEP - Click It Or Ticket Mobilization														Group Project										
Chambers County Sheriff's Department		M1HVE		405B		M1HVE		Planned:		\$4,959.00						\$4,959.00								
2015-Chambers-CIOT-00070								Actual:		\$4,354.82						\$4,354.82								
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.		Present		Media	
		Alcohol Speed ITC			Hours		Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV Other Citations Other Arrests				Prod. Dist.		Events		ations		Exp.	
					100		136 1						11				700		3					
City of Penitas - Police Department		M1HVE		405B		M1HVE		Planned:		\$2,997.00						\$2,997.00								
2015-PentasPD-CIOT-00071								Actual:		\$2,179.26						\$2,179.26								
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.		Present		Media	
		Alcohol Speed ITC			Hours		Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV Other Citations Other Arrests				Prod. Dist.		Events		ations		Exp.	
					94		16 5						7 99				200		1					
El Paso County Sheriff's Office		M1HVE		405B		M1HVE		Planned:		\$5,993.34						\$5,993.34								
2015-EIPasoCO-CIOT-00049								Actual:		\$5,917.81						\$5,917.81								
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.		Present		Media	
		Alcohol Speed ITC			Hours		Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV Other Citations Other Arrests				Prod. Dist.		Events		ations		Exp.	
					97		196 34						3 6 54				55		1					
City of San Antonio - Police Department		M1HVE		405B		M1HVE		Planned:		\$50,000.00						\$50,000.00								
2015-SanAntPD-CIOT-00045								Actual:		\$47,002.30						\$47,002.30								
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.		Present		Media	
		Alcohol Speed ITC			Hours		Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV Other Citations Other Arrests				Prod. Dist.		Events		ations		Exp.	
					794		1,569 219						15 6 3 20 300 32						1					
City of Wichita Falls - Police Department		M1HVE		405B		M1HVE		Planned:		\$9,999.00						\$9,999.00								
2015-WichitaPD-CIOT-00078								Actual:		\$9,098.43						\$9,098.43								
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.		Present		Media	
		Alcohol Speed ITC			Hours		Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV Other Citations Other Arrests				Prod. Dist.		Events		ations		Exp.	
					195		253 7						7 66				1,000		1					
Bexar County Sheriff's Office		M1HVE		405B		M1HVE		Planned:		\$29,903.35						\$29,903.35								
2015-BexarCoSO-CIOT-00067								Actual:		\$19,324.39						\$19,324.39								
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.		Present		Media	
		Alcohol Speed ITC			Hours		Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV Other Citations Other Arrests				Prod. Dist.		Events		ations		Exp.	
					300		689 13						27 1 110 4						1					

Project Cross-Reference by Task

STEP - Click It Or Ticket Mobilization Group Project

Performance Data:	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other	Other	PI&E Materials		Comm.	Present	Media	
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
				134	24						33				3		23		200	200		1	

T E X A S H I G H W A Y S A F E T Y A N N U A L R E P O R T F O R F I S C A L Y E A R 2 0 1 5

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number		PA		Fund Source		Federal Funds State Funding Prog. Income										Local Match		Project Total			
STEP - Click It Or Ticket Mobilization														Group Project							
City of Houston - Police Department		M1HVE		405B		M1HVE		Planned:		\$59,996.32						\$59,996.32					
2015-HoustonPD-CIOT-00046								Actual:		\$59,991.02						\$59,991.02					
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.		Present	Media
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV				Other Citations Other Arrests		Prod. Dist. Events		ations	Exp.
					1,020	2,861 842										1,074 30		500		2	
City of San Diego - Police Department		M1HVE		405B		M1HVE		Planned:		\$4,928.50						\$4,928.50					
2015-SanDiegoPD-CIOT-00059								Actual:		\$2,103.36						\$2,103.36					
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.		Present	Media
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV				Other Citations Other Arrests		Prod. Dist. Events		ations	Exp.
					156	42 5						21				10		100 100		1	
City of Austin - Police Department		M1HVE		405B		M1HVE		Planned:		\$60,000.00						\$60,000.00					
2015-AustinPD-CIOT-00068								Actual:		\$60,000.00						\$60,000.00					
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.		Present	Media
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV				Other Citations Other Arrests		Prod. Dist. Events		ations	Exp.
					922	1,418 49						275 94				393		200 200		1	
City of El Paso - Police Department		M1HVE		405B		M1HVE		Planned:		\$14,941.49						\$14,941.49					
2015-EIPasoPD-CIOT-00062								Actual:		\$2,795.91						\$2,795.91					
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.		Present	Media
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV				Other Citations Other Arrests		Prod. Dist. Events		ations	Exp.
					52	77 8						7 30								1	
City of Palacios - Police Department		M1HVE		405B		M1HVE		Planned:		\$1,492.44						\$1,492.44					
2015-PalaciosPD-CIOT-00087								Actual:		\$1,276.41						\$1,276.41					
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.		Present	Media
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV				Other Citations Other Arrests		Prod. Dist. Events		ations	Exp.
					42	27 3						21				17				1	
City of McAllen - Police Department		M1HVE		405B		M1HVE		Planned:		\$4,993.50						\$4,993.50					
2015-McAllenPD-CIOT-00089								Actual:		\$2,531.20						\$2,531.20					
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.		Present	Media
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV				Other Citations Other Arrests		Prod. Dist. Events		ations	Exp.
					72	154 1										1					

Project Cross-Reference by Task

STEP - Click It Or Ticket Mobilization Group Project

Performance Data:	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests							Other		Other		PI&E Materials		Comm. Events	Present ations	Media Exp.
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.						
				40	4		1				33						10	1								

Project Cross-Reference by Task**Enforcement Projects**

Organization / Project Number	PA	Fund Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total
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STEP - Click It Or Ticket Mobilization**Group Project**

STEP - Click It Or Ticket Mobilization Subtotals	# of Projects: 36	Planned:	\$454,400.40			\$2,875.99	\$457,276.39
	36	Actual:	\$381,441.79			\$7,125.80	\$388,567.59

Performance Data Summary:

Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other	Other	PI&E Materials		Comm.	Present	Media	
Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
			7,045	12,435		1,959			7	676	6			138	38	3,546	104	775	6,431			48

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2015

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number			PA	Fund Source	Federal FundsState Funding Prog. Income												Local Match	Project Total					
STEP - Impaired Driving Mobilization																		Group Project					
Williamson County Contable - Precinct 1			M5HVE	405D	M5HVE	Planned:					\$4,898.39								\$1,680.00	\$6,578.39			
2015-WilliamsonCoPct1-IDM-00080						Actual:					\$4,710.32								\$1,680.00	\$6,390.32			
Performance Data:		Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other	Other	PI&E Materials		Comm.	Present	Media	
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
				158							4	1					6	2	1	1		2	
City of Fredericksburg - Police Department			M5HVE	405D	M5HVE	Planned:					\$6,993.00								\$2,013.91	\$9,006.91			
2015-FredburgPD-IDM-00067						Actual:					\$6,993.00								\$4,515.80	\$11,508.80			
Performance Data:		Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other	Other	PI&E Materials		Comm.	Present	Media	
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
				199							13	17					26	1				5	
El Paso County Sheriff's Office			M5HVE	405D	M5HVE	Planned:					\$11,922.13								\$3,565.83	\$15,487.96			
2015-EIPasoCO-IDM-00078						Actual:					\$10,543.96								\$3,901.28	\$14,445.24			
Performance Data:		Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other	Other	PI&E Materials		Comm.	Present	Media	
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
				184							14						6			4,950		3	
City of Mission - Police Department			M5HVE	405D	M5HVE	Planned:					\$5,989.61								\$1,511.66	\$7,501.27			
2015-Mission-IDM-00053						Actual:					\$5,978.20								\$2,915.58	\$8,893.78			
Performance Data:		Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other	Other	PI&E Materials		Comm.	Present	Media	
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
				129							65	19			15	11	23	12		197		3	
Texas Department of Public Safety			M5HVE	405D	M5HVE	Planned:					\$369,379.63								\$419,641.79	\$789,021.42			
2015-TDPS-IDM-00074						Actual:					\$70,994.62								9,999,999.99	\$10,070,994.61			
Performance Data:		Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other	Other	PI&E Materials		Comm.	Present	Media	
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
				1,077	40		19				202	128					282	19					
City of Bellmead - Police Department			M5HVE	405D	M5HVE	Planned:					\$3,450.61								\$886.63	\$4,337.24			
2015-BellmeadPD-IDM-00061						Actual:					\$2,730.00								\$467.50	\$3,197.50			
Performance Data:		Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other	Other	PI&E Materials		Comm.	Present	Media	
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
				87			4			1	109	11	1				260	68	100	100		5	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number		PA			Fund Source			Federal Funds State Funding Prog. Income										Local Match		Project Total		
STEP - Impaired Driving Mobilization																	Group Project					
City of Elgin - Police Department		M5HVE			405D			M5HVE			Planned:			\$4,486.02				\$1,971.08		\$6,457.10		
2015-ElginPD-IDM-00055											Actual:			\$1,087.79				\$527.67		\$1,615.46		
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media		
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC				HMV Citations Arrests		Prod. Dist.		Events	ations	Exp.
					22							21 3 4								1		
City of Dallas - Police Department		M5HVE			405D			M5HVE			Planned:			\$79,942.74				\$21,984.25		\$101,926.99		
2015-Dallas-IDM-00044											Actual:			\$27,113.35				\$7,456.17		\$34,569.52		
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media		
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC				HMV Citations Arrests		Prod. Dist.		Events	ations	Exp.
					515							37 39				480				1		
City of Pampa- Police Department		M5HVE			405D			M5HVE			Planned:			\$1,999.20				\$820.74		\$2,819.94		
2015-PampaPD-IDM-00059											Actual:			\$1,215.96				\$521.74		\$1,737.70		
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media		
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC				HMV Citations Arrests		Prod. Dist.		Events	ations	Exp.
					46							1 3 4 16 1				150				1		
City of Houston - Police Department		M5HVE			405D			M5HVE			Planned:			\$99,991.12				\$46,145.90		\$146,137.02		
2015-HoustonPD-IDM-00056											Actual:			\$99,991.12				\$46,294.75		\$146,285.87		
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media		
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC				HMV Citations Arrests		Prod. Dist.		Events	ations	Exp.
					1,622	9 1						185 260 68 375 75				2,120				15		
City of Garland - Police Department		M5HVE			405D			M5HVE			Planned:			\$17,976.43				\$7,654.13		\$25,630.56		
2015-GarlandPD-IDM-00045											Actual:			\$17,562.22				\$8,355.33		\$25,917.55		
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media		
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC				HMV Citations Arrests		Prod. Dist.		Events	ations	Exp.
					360	1						91 33 4 105 15				315				3		
City of DeSoto - Police Department		M5HVE			405D			M5HVE			Planned:			\$9,329.08				\$2,985.31		\$12,314.39		
2015-DeSotoPD-IDM-00042											Actual:			\$8,768.02				\$2,805.76		\$11,573.78		
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media		
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC				HMV Citations Arrests		Prod. Dist.		Events	ations	Exp.
					199	4						103 14 3 189 25				250				1		

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2015

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number		PA			Fund Source			Federal Funds State Funding Prog. Income										Local Match		Project Total				
STEP - Impaired Driving Mobilization																	Group Project							
City of Van Alstyne - Police Department		M5HVE			405D			M5HVE			Planned:			\$2,159.36				\$838.92		\$2,998.28				
2015-Van Alstyne PD-IDM-00090											Actual:			\$1,290.42				\$507.80		\$1,798.22				
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media				
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
					42							10	3					1	5					
City of Daingerfield - Police Department		M5HVE			405D			M5HVE			Planned:			\$4,440.00				\$3,905.46		\$8,345.46				
2015-DaingrFldPD-IDM-00072											Actual:			\$3,129.22				\$3,304.70		\$6,433.92				
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media				
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
					136	6					1	23	2	1				84	6		3,980		7	
City of Laredo - Police Department		M5HVE			405D			M5HVE			Planned:			\$23,400.00				\$7,371.00		\$30,771.00				
2015-LaredoPD-IDM-00081											Actual:			\$22,224.15				\$6,998.93		\$29,223.08				
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media				
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
					418			5				74	60		34			287	13		847		10	
City of Lewisville - Police Department		M5HVE			405D			M5HVE			Planned:			\$7,500.00				\$1,875.17		\$9,375.17				
2015-LewisvPD-IDM-00058											Actual:			\$7,500.00				\$2,421.31		\$9,921.31				
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media				
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
					124							8	20		1			10			400		3	
City of Lakeway - Police Department		M5HVE			405D			M5HVE			Planned:			\$4,732.69				\$1,186.80		\$5,919.49				
2015-LakewayPD-IDM-00070											Actual:			\$3,620.84				\$1,944.83		\$5,565.67				
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media				
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
					104	7						60	5		2			70	6		100		4	
City of Carrollton - Police Department		M5HVE			405D			M5HVE			Planned:			\$11,993.80				\$3,060.28		\$15,054.08				
2015-CarrolPD-IDM-00064											Actual:			\$10,835.96				\$3,031.57		\$13,867.53				
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media				
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
					187			1				17	29					40	3		1,212		4	

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2015

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number		PA			Fund Source			Federal Funds State Funding Prog. Income										Local Match		Project Total							
STEP - Impaired Driving Mobilization																	Group Project										
Montgomery County Sheriff's Office		M5HVE			405D			M5HVE			Planned:			\$29,858.56				\$13,869.99		\$43,728.55							
2015-MontgoSO-IDM-00049											Actual:			\$12,964.23				\$9,686.18		\$22,650.41							
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.	Present	Media			
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC				HMV		Citations		Arrests		Prod.		Dist.	Events	ations	Exp.
					322							8 35 2				1		6		9		100			2		
City of Austin - Police Department		M5HVE			405D			M5HVE			Planned:			\$64,999.50				\$21,999.13		\$86,998.63							
2015-AustinPD-IDM-00068											Actual:			\$64,999.50				\$21,999.13		\$86,998.63							
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.	Present	Media			
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC				HMV		Citations		Arrests		Prod.		Dist.	Events	ations	Exp.
					1,055	4						321 182				45		150		11		250		750		9	
City of Port Aransas - Police Department		M5HVE			405D			M5HVE			Planned:			\$4,981.00				\$1,323.87		\$6,304.87							
2015-PortArPD-IDM-00066											Actual:			\$4,981.00				\$2,821.62		\$7,802.62							
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.	Present	Media			
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC				HMV		Citations		Arrests		Prod.		Dist.	Events	ations	Exp.
					178							30 24 8				7		21		4		107		1,373		3	
City of Mesquite - Police Department		M5HVE			405D			M5HVE			Planned:			\$6,942.14				\$2,476.44		\$9,418.58							
2015-Mesquite-IDM-00052											Actual:			\$6,942.14				\$8,994.29		\$15,936.43							
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.	Present	Media			
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC				HMV		Citations		Arrests		Prod.		Dist.	Events	ations	Exp.
					246	1						13 36						80		10		210			22		
Clty of Fate - Department of Public Safety		M5HVE			405D			M5HVE			Planned:			\$3,969.20				\$1,003.00		\$4,972.20							
2015-FateDPS-IDM-00051											Actual:			\$2,938.78				\$1,204.78		\$4,143.56							
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.	Present	Media			
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC				HMV		Citations		Arrests		Prod.		Dist.	Events	ations	Exp.
					91							39 11						6		10		2		350		5	
City of Navasota - Police Department		M5HVE			405D			M5HVE			Planned:			\$1,997.55				\$661.61		\$2,659.16							
2015-navasota-IDM-00048											Actual:			\$1,997.55				\$838.57		\$2,836.12							
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.	Present	Media			
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC				HMV		Citations		Arrests		Prod.		Dist.	Events	ations	Exp.
					70	1						15 4				6		58		2		75			3		

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number		PA			Fund Source			Federal Funds State Funding Prog. Income										Local Match		Project Total	
STEP - Impaired Driving Mobilization																	Group Project				
City of Bedford - Police Department		M5HVE			405D			M5HVE			Planned:			\$4,830.00				\$1,212.00		\$6,042.00	
2015-Bedford-IDM-00076											Actual:			\$2,804.30				\$829.65		\$3,633.95	
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media	
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC				HMV Citations Arrests		Prod. Dist. Events		ations	Exp.
					83							11								2	
City of Lockhart - Police Department		M5HVE			405D			M5HVE			Planned:			\$4,000.00				\$1,076.75		\$5,076.75	
2015-Lockhart-IDM-00057											Actual:			\$1,512.05				\$451.91		\$1,963.96	
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media	
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC				HMV Citations Arrests		Prod. Dist. Events		ations	Exp.
					47							3 3				28				1	
City of Terrell - Police Department		M5HVE			405D			M5HVE			Planned:			\$3,977.00				\$1,113.56		\$5,090.56	
2015-TerrellPD-IDM-00077											Actual:			\$1,061.94				\$297.34		\$1,359.28	
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media	
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC				HMV Citations Arrests		Prod. Dist. Events		ations	Exp.
					28							1				14 3		250		1	
Travis County Sheriff's Office		M5HVE			405D			M5HVE			Planned:			\$14,999.15				\$5,177.32		\$20,176.47	
2015-Travis County SO-IDM-00073											Actual:			\$12,909.30				\$4,535.96		\$17,445.26	
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media	
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC				HMV Citations Arrests		Prod. Dist. Events		ations	Exp.
					220							42 22				90 9				1	
City of Arlington - Police Department		M5HVE			405D			M5HVE			Planned:			\$17,518.54				\$4,405.39		\$21,923.93	
2015-Arlington-IDM-00063											Actual:			\$14,743.33				\$3,712.14		\$18,455.47	
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media	
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC				HMV Citations Arrests		Prod. Dist. Events		ations	Exp.
					249	4			2			143 17 1				143 7					
City of Pharr - Police Department		M5HVE			405D			M5HVE			Planned:			\$11,994.19				\$5,453.17		\$17,447.36	
2015-PharrPD-IDM-00088											Actual:			\$10,289.89				\$7,394.62		\$17,684.51	
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media	
		Alcohol Speed ITC			Hours	Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC				HMV Citations Arrests		Prod. Dist. Events		ations	Exp.
					296							11 42 3 3				19 17		380 980		3	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number		PA			Fund Source			Federal Funds State Funding Prog. Income										Local Match		Project Total				
STEP - Impaired Driving Mobilization														Group Project										
City of Wharton - Police Department		M5HVE		405D	M5HVE		Planned:		\$5,000.00						\$2,538.56		\$7,538.56							
2015-WhartonPD-IDM-00069							Actual:		\$4,117.15						\$2,112.13		\$6,229.28							
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media				
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
					117	9		6				123	5			31		223	2			575		3
Lampasas County Sheriff's Office		M5HVE		405D	M5HVE		Planned:		\$2,999.84						\$749.87		\$3,749.71							
2015-LampasasCSO-IDM-00060							Actual:		\$1,806.36						\$451.56		\$2,257.92							
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media				
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
					87	1		1				85	1					77				1		
City of Fort Stockton - Police Department		M5HVE		405D	M5HVE		Planned:		\$2,318.65						\$1,159.32		\$3,477.97							
2015-FtStcktonPD-IDM-00091							Actual:		\$1,212.11						\$1,212.11		\$2,424.22							
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media				
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
					75			1				44				10		79	3	50	50			1
City of Cedar Hill - Police Department		M5HVE		405D	M5HVE		Planned:		\$4,915.00						\$1,326.78		\$6,241.78							
2015-CedarPD-IDM-00046							Actual:		\$3,805.68						\$1,071.27		\$4,876.95							
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media				
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
					87			1				59	7			4		32	3		200			2
City of San Benito - Police Department		M5HVE		405D	M5HVE		Planned:		\$5,913.23						\$1,487.50		\$7,400.73							
2015-SanBenitoPD -IDM-00087							Actual:		\$4,821.45						\$1,635.87		\$6,457.32							
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media				
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
					159			3				10	23					16	6		300			2
City of Irving - Police Department		M5HVE		405D	M5HVE		Planned:		\$28,979.00						\$15,143.66		\$44,122.66							
2015-Irving-IDM-00047							Actual:		\$18,663.80						\$11,002.30		\$29,666.10							
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media				
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
					360	1		1				80	39	2				96	3		900			3

Project Cross-Reference by Task

Organization / Project Number	PA	Fund Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total
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Group Project

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TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2015

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number		PA			Fund Source			Federal Funds State Funding Prog. Income										Local Match		Project Total				
STEP Comprehensive														Group Project										
City of Austin - Police Department		PT			402			PT			Planned:			\$999,998.20			\$386,138.38		\$1,386,136.58					
2015-AustinPD-S-1YG-0019		Step Elements			DWI Speed OP ITC			Actual:			\$999,998.20			\$386,138.38		\$1,386,136.58								
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.	Present	Media
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		423	107	1,585	15,559	2,701		94				29,688	491		4,254			6,129	174	1,400	2,100			14
City of Dallas - Police Department		PT			402			PT			Planned:			\$999,998.16			\$274,669.49		\$1,274,667.65					
2015-Dallas-S-1YG-0091		Step Elements			DWI Speed OP ITC			Actual:			\$998,798.16			\$274,669.52		\$1,273,467.68								
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.	Present	Media
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		1,202	5,915	8,467	16,224	3,610		659				19,493	377	9	14,826			5,310	67		2,875		36	
City of El Paso - Police Department		PT			402			PT			Planned:			\$219,264.64			\$126,240.72		\$345,505.36					
2015-EIPasoPD-S-1YG-0057		Step Elements			DWI Speed			Actual:			\$137,479.47			\$79,781.34		\$217,260.81								
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.	Present	Media
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		577	143		3,022	7		9				4,205	86	4	29	150		1,705	18	4,000	855		24	
City of Southlake - Police Department		PT			402			PT			Planned:			\$39,617.50			\$19,644.21		\$59,261.71					
2015-Southlak-S-1YG-0062		Step Elements			DWI Speed OP ITC			Actual:			\$35,582.89			\$18,341.76		\$53,924.65								
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.	Present	Media
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		12	93	150	773	49		1				1,923	18		144			9			1,550		3	
City of Frisco - Police Department		PT			402			PT			Planned:			\$117,091.20			\$39,691.94		\$156,783.14					
2015-FriscoPD-S-1YG-0069		Step Elements			DWI Speed OP			Actual:			\$58,594.90			\$26,018.35		\$84,613.25								
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.	Present	Media
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		80	446		966	166		19			1	2,164						243	24		1,000		4	
City of Beaumont - Police Department		PT			402			PT			Planned:			\$75,470.94			\$25,149.48		\$100,620.42					
2015-Beaumont-S-1YG-0101		Step Elements			DWI Speed OP			Actual:			\$63,604.30			\$21,182.79		\$84,787.09								
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.	Present	Media
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		8	1,121		1,289	932		68			3	3,242	52		443	1,296		1,421	38		1,645		5	

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2015

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number			PA Fund Source			Federal FundsState Funding Prog. Income Local Match Project Total																			
STEP Comprehensive																		Group Project							
City of McAllen - Police Department			PT	402	PT	Planned:			\$80,070.00						\$20,020.00			\$100,090.00							
2015-McAllenP-S-1YG-0070			Step Elements DWI Speed OP ITC			Actual:			\$80,070.00						\$20,122.21			\$100,192.21							
Performance Data:			Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			Other		Other		PI&E Materials		Comm.		Present	Media
			Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
			119	49	1,015	2,435	424		60				1,117	258	15	612		439	101		1,176		18		
City of Waco - Police Department			PT	402	PT	Planned:			\$101,636.28						\$26,139.71			\$127,775.99							
2015-WacoPD-S-1YG-0020			Step Elements Speed ITC			Actual:			\$75,697.92						\$19,499.20			\$95,197.12							
Performance Data:			Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			Other		Other		PI&E Materials		Comm.		Present	Media
			Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
				1,020	746	1,388	36		47				2,384	1	1	1,491		560	51				5		
Harris County Constable Precinct 1			PT	402	PT	Planned:			\$87,461.24						\$87,461.24			\$174,922.48							
2015-HarrisP1-S-1YG-0046			Step Elements DWI Speed			Actual:			\$57,315.63						\$57,315.58			\$114,631.21							
Performance Data:			Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			Other		Other		PI&E Materials		Comm.		Present	Media
			Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
			20	152		1,686							5,057	65	2			1,338	36		1,375		7		
City of Brownsville - Police Department			PT	402	PT	Planned:			\$60,676.68						\$33,643.39			\$94,320.07							
2015-BrownsPD-S-1YG-0050			Step Elements DWI Speed OP			Actual:			\$56,441.90						\$31,598.44			\$88,040.34							
Performance Data:			Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			Other		Other		PI&E Materials		Comm.		Present	Media
			Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
			197	1,755		1,205	1,097		613				2,817	15	1	59	26	35	11		732		11		
City of Amarillo - Police Department			PT	402	PT	Planned:			\$161,078.40						\$201,592.60			\$362,671.00							
2015-Amarillo-S-1YG-0016			Step Elements DWI Speed OP			Actual:			\$148,223.49						\$231,146.65			\$379,370.14							
Performance Data:			Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			Other		Other		PI&E Materials		Comm.		Present	Media
			Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
			237			3,609	481		51				5,665	172	3			2,331	142		2,737		3		
City of Laredo - Police Department			PT	402	PT	Planned:			\$94,000.00						\$41,971.00			\$135,971.00							
2015-LaredoPD-S-1YG-0026			Step Elements DWI Speed OP ITC			Actual:			\$93,985.15						\$41,969.07			\$135,954.22							
Performance Data:			Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			Other		Other		PI&E Materials		Comm.		Present	Media
			Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
			177	2,611	2,184	1,820	437		184				1,016	120		450		3,340	665		7,277		73		

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2015

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number		PA			Fund Source			Federal Funds State Funding Prog. Income										Local Match		Project Total				
STEP Comprehensive																	Group Project							
Harris County Constable Precinct 7					PT	402	PT	Planned:					\$175,334.40					\$71,536.09		\$246,870.49				
2015-HarrisP7-S-1YG-0083					Step Elements			Speed OP			Actual:					\$175,334.00					\$79,017.64		\$254,351.64	
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other	Other	PI&E Materials		Comm.	Present	Media		
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
					5,970	1,937		436				13,353						562	3		9,757		16	
City of Hurst - Police Department					PT	402	PT	Planned:					\$47,203.20					\$23,007.64		\$70,210.84				
2015-HurstPD-S-1YG-0033					Step Elements			DWI Speed			Actual:					\$7,582.30					\$3,987.00		\$11,569.30	
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other	Other	PI&E Materials		Comm.	Present	Media		
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
					148							398	3					40			171		1	
City of Kyle - Police Department					PT	402	PT	Planned:					\$19,600.00					\$4,900.00		\$24,500.00				
2015-KylePD-S-1YG-0077					Step Elements			DWI Speed			Actual:					\$18,204.34					\$5,416.84		\$23,621.18	
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other	Other	PI&E Materials		Comm.	Present	Media		
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
					523			8				608	22	3	1	5		186	18		285		2	
City of Wichita Falls - Police Department					PT	402	PT	Planned:					\$87,785.95					\$22,108.02		\$109,893.97				
2015-WichitaP-S-1YG-0013					Step Elements			Speed OP ITC			Actual:					\$83,213.48					\$23,909.61		\$107,123.09	
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other	Other	PI&E Materials		Comm.	Present	Media		
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
					1,694	703		19			1	2,305			587			591	12		3,500		8	
City of Grand Prairie - Police Department					PT	402	PT	Planned:					\$201,978.16					\$201,978.18		\$403,956.34				
2015-GrandPra-S-1YG-0012					Step Elements			DWI Speed OP ITC			Actual:					\$157,116.68					\$157,115.80		\$314,232.48	
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other	Other	PI&E Materials		Comm.	Present	Media		
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
					4,850	1,685		576				3,799	33		4,011	332		3,977	1,681		2,630		1	
City of Houston - Police Department					PT	402	PT	Planned:					\$703,214.88					1,218,807.63		\$1,922,022.50				
2015-HoustonP-S-1YG-0042					Step Elements			DWI Speed OP ITC			Actual:					\$703,033.10					1,334,549.08		\$2,037,582.18	
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other	Other	PI&E Materials		Comm.	Present	Media		
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
					15,755	7,495		1,962				22,257	738		5,586			8,563	1,928		1,150		6	

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2015

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total
STEP Comprehensive							Group Project
City of Killeen - Police Department	PT	402	PT	Planned:	\$99,246.00	\$28,033.57	\$127,279.57
2015-KilleenP-S-1YG-0068	Step Elements DWI Speed ITC			Actual:	\$99,246.00	\$45,097.83	\$144,343.83
Performance Data:	Crashes related to...	Enforce.	Safety Belt/Seat Citations	CMV Citations	Other Citations/Arrests	PI&E Materials	Comm. Present Media
	Alcohol Speed ITC	Hours	Adult Teen Child	HMV Seatbelt Speed	Speed DWI DUI Minor ITC	Prod. Dist.	Events ations Exp.
	149 104 293	2,465	16 39		6,384 90 1 466	1,159 54	760 5
City of Bryan - Police Department	PT	402	PT	Planned:	\$28,335.35	\$12,278.43	\$40,613.78
2015-BryanPD-S-1YG-0059	Step Elements DWI Speed			Actual:	\$22,879.06	\$10,343.44	\$33,222.50
Performance Data:	Crashes related to...	Enforce.	Safety Belt/Seat Citations	CMV Citations	Other Citations/Arrests	PI&E Materials	Comm. Present Media
	Alcohol Speed ITC	Hours	Adult Teen Child	HMV Seatbelt Speed	Speed DWI DUI Minor ITC	Prod. Dist.	Events ations Exp.
	42 547	392	1 1		370 35	89 4	1,676 9
City of Georgetown - Police Department	PT	402	PT	Planned:	\$6,715.94	\$6,967.94	\$13,683.88
2015-Georgeto-S-1YG-0079	Step Elements Speed OP ITC			Actual:	\$2,196.12	\$2,294.61	\$4,490.73
Performance Data:	Crashes related to...	Enforce.	Safety Belt/Seat Citations	CMV Citations	Other Citations/Arrests	PI&E Materials	Comm. Present Media
	Alcohol Speed ITC	Hours	Adult Teen Child	HMV Seatbelt Speed	Speed DWI DUI Minor ITC	Prod. Dist.	Events ations Exp.
	392 306	66	2 1		171 4 1 7 1	250	27
City of North Richland Hills - Police Department	PT	402	PT	Planned:	\$48,523.12	\$19,504.11	\$68,027.23
2015-NRichlan-S-1YG-0047	Step Elements DWI Speed ITC			Actual:	\$48,112.98	\$24,450.85	\$72,563.83
Performance Data:	Crashes related to...	Enforce.	Safety Belt/Seat Citations	CMV Citations	Other Citations/Arrests	PI&E Materials	Comm. Present Media
	Alcohol Speed ITC	Hours	Adult Teen Child	HMV Seatbelt Speed	Speed DWI DUI Minor ITC	Prod. Dist.	Events ations Exp.
	31 11 74	923	1 2		2,544 11 163	185 8	1,000 5
City of Fort Worth - Police Department	PT	402	PT	Planned:	\$174,758.80	\$43,688.30	\$218,447.10
2015-Fortwort-S-1YG-0022	Step Elements DWI Speed OP ITC			Actual:	\$153,155.68	\$38,427.75	\$191,583.43
Performance Data:	Crashes related to...	Enforce.	Safety Belt/Seat Citations	CMV Citations	Other Citations/Arrests	PI&E Materials	Comm. Present Media
	Alcohol Speed ITC	Hours	Adult Teen Child	HMV Seatbelt Speed	Speed DWI DUI Minor ITC	Prod. Dist.	Events ations Exp.
	390 8,958 6,312	3,141	207 68	178	4,512 156 1 1,699	2,188 41	426 901 1
City of Pasadena - Police Department	PT	402	PT	Planned:	\$90,438.10	\$90,438.10	\$180,876.20
2015-PasadePD-S-1YG-0074	Step Elements DWI Speed OP ITC			Actual:	\$82,571.34	\$82,571.43	\$165,142.77
Performance Data:	Crashes related to...	Enforce.	Safety Belt/Seat Citations	CMV Citations	Other Citations/Arrests	PI&E Materials	Comm. Present Media
	Alcohol Speed ITC	Hours	Adult Teen Child	HMV Seatbelt Speed	Speed DWI DUI Minor ITC	Prod. Dist.	Events ations Exp.
	179 635 1,359	3,271	2,021 409		3,657 29 1 3,342	1,754 88	2,100 4

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2015

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number		PA		Fund Source		Federal Funds										State Funding		Prog. Income		Local Match		Project Total			
STEP Comprehensive																				Group Project					
City of Harlingen - Police Department		PT		402		PT		Planned:		\$60,462.37										\$27,417.69		\$87,880.06			
2015-Harlinge-S-1YG-0036		Step Elements		DWI		Speed		OP		Actual:		\$56,601.00										\$31,164.24		\$87,765.24	
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other		Other		PI&E Materials		Comm.	Present	Media
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.	
		63	3	558	1,700	171		25				1,600	73	1	803		243	45	302	501			42		
City of Arlington - Police Department		PT		402		PT		Planned:		\$278,815.00										\$79,621.97		\$358,436.97			
2015-Arlingto-S-1YG-0021		Step Elements		DWI		Speed		OP		Actual:		\$274,639.15										\$79,239.76		\$353,878.91	
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other		Other		PI&E Materials		Comm.	Present	Media
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.	
		465	1,083		4,755	805		195				10,572	59		36		3,442	142	5,100	3,600			56		
City of Denton - Police Department		PT		402		PT		Planned:		\$95,830.00										\$120,419.05		\$216,249.05			
2015-DentonPD-S-1YG-0010		Step Elements		DWI		Speed		OP		Actual:		\$87,403.83										\$110,058.82		\$197,462.65	
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other		Other		PI&E Materials		Comm.	Present	Media
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.	
		195	1,042	1,043	1,854	551		22				4,230	46		278		662	8	1,720			11			
City of Garland - Police Department		PT		402		PT		Planned:		\$249,889.80										\$143,829.21		\$393,719.00			
2015-GarlandP-S-1YG-0049		Step Elements		DWI		Speed		OP		Actual:		\$244,561.05										\$187,461.80		\$432,022.85	
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other		Other		PI&E Materials		Comm.	Present	Media
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.	
		158	840	1,180	4,701	2,208		107			12	3,796	161	18	1,942	1	3,068	81	2,025			16			
City of Midland - Police Department		PT		402		PT		Planned:		\$7,770.00										\$9,752.53		\$17,522.53			
2015-Midland-S-1YG-0054		Step Elements		DWI		Speed		ITC		Actual:		\$7,770.00										\$11,594.03		\$19,364.03	
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other		Other		PI&E Materials		Comm.	Present	Media
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.	
		164	184	1,991	222	13		3				345	5		82		70	1	535			20			
City of Irving - Police Department		PT		402		PT		Planned:		\$167,134.00										\$139,126.00		\$306,260.00			
2015-Irving-S-1YG-0015		Step Elements		DWI		Speed		OP		Actual:		\$152,634.33										\$135,344.42		\$287,978.75	
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other		Other		PI&E Materials		Comm.	Present	Media
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.	
		306	174		3,279	890		185				9,176	118	1			1,674	49	4,260			9			

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2015

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number		PA Fund Source			Federal FundsState Funding Prog. Income										Local Match		Project Total									
STEP Comprehensive																	Group Project									
City of Euless - Police Department		PT 402 PT			Planned:		\$70,000.00										\$76,438.59		\$146,438.59							
2015-Euless-S-1YG-0073		Step Elements DWI Speed OP ITC			Actual:		\$69,344.52										\$75,823.11		\$145,167.63							
Performance Data:		Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.		Present		Media	
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.		
		38	114	194	1,782	84		12				2,424	25		1,710		813	59		722			11			
City of Mission - Police Department		PT 402 PT			Planned:		\$80,567.80										\$26,914.23		\$107,482.03							
2015-Mission-S-1YG-0008		Step Elements DWI Speed OP ITC			Actual:		\$80,554.18										\$31,772.85		\$112,327.03							
Performance Data:		Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.		Present		Media	
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.		
		42	686	198	1,828	627		427			1	3,571	96	3	891	170	1,591	46		652			7			
City of Odessa - Police Department		PT 402 PT			Planned:		\$39,247.58										\$9,933.11		\$49,180.69							
2015-Odessa-S-1YG-0039		Step Elements Speed OP ITC			Actual:		\$27,372.14										\$10,034.63		\$37,406.77							
Performance Data:		Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.		Present		Media	
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.		
			920	468	412	32						1,388			131		278	1		810			1			
Texas Department of Public Safety		PT 402 PT			Planned:		\$684,127.57										\$943,280.53		\$1,627,408.10							
2015-TDPS-S-1YG-0011		Step Elements DWI Speed OP			Actual:		\$405,491.17										9,619,843.60		\$10,025,334.77							
Performance Data:		Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.		Present		Media	
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.		
		1,283	2,563		6,291	2,966		292				8,108	143					2,037	87		13,534			1,383		
El Paso County Sheriff's Office		PT 402 PT			Planned:		\$83,255.24										\$33,805.89		\$117,061.13							
2015-EIPasoCO-S-1YG-0035		Step Elements DWI Speed OP ITC			Actual:		\$72,638.34										\$30,512.29		\$103,150.63							
Performance Data:		Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.		Present		Media	
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.		
					1,077	476		115				552	39	1	288	18		256	35		8,801			29		
City of Keller - Police Department		PT 402 PT			Planned:		\$31,360.00										\$31,393.56		\$62,753.56							
2015-KellerPD-S-1YG-0018		Step Elements Speed OP ITC			Actual:		\$30,014.03										\$30,119.05		\$60,133.08							
Performance Data:		Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.		Present		Media	
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.		
			75	106	905	253		26				2,543			498			429	7		430			14		

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2015

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number		PA			Fund Source			Federal Funds State Funding Prog. Income										Local Match		Project Total							
STEP Comprehensive														Group Project													
City of Haltom City - Police Department				PT	402	PT	Planned:				\$53,115.30				\$46,303.81				\$99,419.11								
2015-HaltomPD-S-1YG-0031				Step Elements			Speed OP			Actual:				\$34,568.17				\$30,348.12				\$64,916.29					
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.		Present		Media	
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.			
		147			865	87			14			2,692				291		3		2,515		8					
City of Lubbock - Police Department				PT	402	PT	Planned:				\$60,251.60				\$60,251.60				\$120,503.20								
2015-Lubbock -S-1YG-0006				Step Elements			DWI Speed			Actual:				\$53,850.96				\$53,850.95				\$107,701.91					
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.		Present		Media	
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.			
		369 3,450			2,690							7,306 36 5				1,071 35		200		4							
City of El Paso - ISD Police Department				PT	402	PT	Planned:				\$26,342.40				\$8,145.41				\$34,487.81								
2015-EIPasoli-S-1YG-0067				Step Elements			Speed OP			Actual:				\$21,790.81				\$7,970.63				\$29,761.44					
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.		Present		Media	
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.			
					574	119			47			1,228 1				596						5					
Harris County Sheriff's Office				PT	402	PT	Planned:				\$362,264.02				\$362,264.02				\$724,528.04								
2015-HarrisCo-S-1YG-0027				Step Elements			DWI Speed OP			Actual:				\$322,095.89				\$323,149.48				\$645,245.37					
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.		Present		Media	
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.			
		1,568 9,471			9,246	3,240			664			33,322 59				7,125 95		3,900		18							
Dallas County Sheriff's Department				PT	402	PT	Planned:				\$77,248.00				\$51,890.40				\$129,138.40								
2015-DallasCO-S-1YG-0080				Step Elements			DWI Speed OP ITC			Actual:				\$41,849.10				\$31,805.67				\$73,654.77					
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.		Present		Media	
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.			
					984	187			19			877 59 2 203				68 1		750		19							
Bexar County Sheriff's Office				PT	402	PT	Planned:				\$499,985.20				\$126,936.74				\$626,921.94								
2015-BexarCoS-S-1YG-0052				Step Elements			DWI Speed OP ITC			Actual:				\$492,473.20				\$136,356.71				\$628,829.91					
Performance Data:		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.		Present		Media	
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.			
					9,141	157			95			19,951 121 33 1,672 46				5,498 143		50		9							

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2015

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number		PA			Fund Source			Federal Funds State Funding Prog. Income										Local Match		Project Total								
STEP Comprehensive																	Group Project											
City of Longview - Police Department		PT			402			PT			Planned:			\$71,325.18				\$18,043.02		\$89,368.20								
2015-LongviPD-S-1YG-0058		Step Elements			DWI			Speed			OP			Actual:			\$67,803.38				\$20,128.14		\$87,931.52					
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.		Present		Media	
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.				
		90	754		1,312	452		29				2,190	41	1				296	42		2,153			4				
Tom Green County		PT			402			PT			Planned:			\$41,280.85				\$26,410.39		\$67,691.24								
2015-Tomgreen-S-1YG-0024		Step Elements			DWI			Speed			Actual:			\$35,864.07				\$26,139.55		\$62,003.62								
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.		Present		Media	
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.				
					1,206	2		4				527	36	1	10			283	213		5,940			1				
Town of Addison - Police Department		PT			402			PT			Planned:			\$16,080.00				\$6,696.96		\$22,776.96								
2015-AddisonP-S-1YG-0087		Step Elements			Speed			OP			ITC			Actual:			\$13,422.58				\$5,628.11		\$19,050.69					
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.		Present		Media	
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.				
			30	18	327	9		1				375				312		43	5		1,517			8				
Taylor County Sheriff's Office		PT			402			PT			Planned:			\$10,175.56				\$2,733.95		\$12,909.51								
2015-TaylorCo-S-1YG-0089		Step Elements			DWI			Speed			Actual:			\$9,359.21				\$4,312.63		\$13,671.84								
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.		Present		Media	
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.				
		149	300		340	1		2				148	10		3			45	19		536			9				
City of Plano - Police Department		PT			402			PT			Planned:			\$146,719.80				\$99,028.72		\$245,748.52								
2015-PlanoPD-S-1YG-0055		Step Elements			Speed			ITC			Actual:			\$133,558.13				\$90,347.15		\$223,905.28								
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.		Present		Media	
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.				
			1,224	745	2,461	6		5				5,770	1		604	94		1,125	20		3,022			47				
City of Rowlett - Police Department		PT			402			PT			Planned:			\$21,049.26				\$21,053.94		\$42,103.20								
2015-Rowlet P-S-1YG-0009		Step Elements			DWI			Speed			Actual:			\$21,019.07				\$29,549.30		\$50,568.37								
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.		Present		Media	
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.				
		20	141		637			1				1,345	20	1				270	8		1,100			4				

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2015

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number		PA			Fund Source		Federal Funds										State Funding		Prog. Income		Local Match		Project Total										
STEP Comprehensive																				Group Project													
City of Corpus Christi - Police Department		PT			402		PT		Planned:			\$98,082.00								\$40,266.75		\$138,348.75											
2015-CorpusPD-S-1YG-0060		Step Elements			DWI Speed			Actual:			\$91,505.68								\$42,908.02		\$134,413.70												
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other		Other		PI&E Materials		Comm.		Present		Media					
		Alcohol Speed ITC			Hours		Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC					HMV		Citations		Arrests		Prod.		Dist.		Events		ations		Exp.	
		412			1,900		15 14						3,154 37					955		65		1,015				20							
City of New Braunfels - Police Department		PT			402		PT		Planned:			\$80,075.98								\$43,959.40		\$124,035.38											
2015-NewBraun-S-1YG-0096		Step Elements			DWI Speed OP ITC			Actual:			\$64,807.11								\$43,714.39		\$108,521.50												
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other		Other		PI&E Materials		Comm.		Present		Media					
		Alcohol Speed ITC			Hours		Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC					HMV		Citations		Arrests		Prod.		Dist.		Events		ations		Exp.	
		71 468 411			1,024		381 25			1			1,888 26 80 5					136		7		2,600 10,183				17							
City of Tyler - Police Department		PT			402		PT		Planned:			\$76,321.00								\$19,879.16		\$96,200.16											
2015-Tyler PD-S-1YG-0071		Step Elements			DWI Speed OP ITC			Actual:			\$75,471.83								\$19,809.90		\$95,281.73												
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other		Other		PI&E Materials		Comm.		Present		Media					
		Alcohol Speed ITC			Hours		Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC					HMV		Citations		Arrests		Prod.		Dist.		Events		ations		Exp.	
		90 1,439 1,748			1,344		261 63						1,261 12 638					716		10		2,920				8							
City of Sugar Land - Police Department		PT			402		PT		Planned:			\$109,973.34								\$41,943.16		\$151,916.50											
2015-Sugarlan-S-1YG-0086		Step Elements			Speed ITC			Actual:			\$105,863.60								\$79,783.59		\$185,647.19												
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other		Other		PI&E Materials		Comm.		Present		Media					
		Alcohol Speed ITC			Hours		Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC					HMV		Citations		Arrests		Prod.		Dist.		Events		ations		Exp.	
		720 565			3,026		12 16						7,338 1 1,851 35					1,133		187		6,006				4							
Jefferson County Sheriff's Office		PT			402		PT		Planned:			\$44,976.84								\$14,155.18		\$59,132.02											
2015-Jefferso-S-1YG-0095		Step Elements			DWI Speed OP			Actual:			\$34,668.34								\$11,836.92		\$46,505.26												
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other		Other		PI&E Materials		Comm.		Present		Media					
		Alcohol Speed ITC			Hours		Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC					HMV		Citations		Arrests		Prod.		Dist.		Events		ations		Exp.	
		114 148			690		164 10						1,229 20 1 2					118		27		13,892				5							
City of Allen - Police Department		PT			402		PT		Planned:			\$53,000.00								\$28,090.00		\$81,090.00											
2015-AllenPD-S-1YG-0078		Step Elements			DWI Speed			Actual:			\$52,744.21								\$27,954.35		\$80,698.56												
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other		Other		PI&E Materials		Comm.		Present		Media					
		Alcohol Speed ITC			Hours		Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC					HMV		Citations		Arrests		Prod.		Dist.		Events		ations		Exp.	
		72 364			1,056		5 1						2,574 14 1					231		23		1,650				7							

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2015

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number PA Fund Source Federal Funds State Funding Prog. Income Local Match Project Total

STEP Comprehensive

Group Project

City of La Porte - Police Department PT 402 PT Planned: \$50,664.78 \$46,879.36 \$97,544.14
2015-LaPorte-S-1YG-0056 Step Elements Speed ITC Actual: \$50,471.27 \$46,700.24 \$97,171.51

Performance Data:

Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other	Other	PI&E Materials		Comm.	Present	Media	
Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
	176	101	1,690	5		3			12	4,264	1			509	16	414	4		1,038			4

STEP Comprehensive Subtotals

of Projects: 55

Planned: \$8,466,887.61

\$5,732,474.49

\$14,199,362.09

55

Actual: \$7,590,647.44

\$14,400,227.6

\$21,990,875.06

Performance Data Summary:

Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other	Other	PI&E Materials		Comm.	Present	Media	
Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
11,221	80,705	48,812	158,493	38,187		7,748			209	284,873	4,032	110	50,710	2,195	77,138	6,633	13,828	143,479			2,088	

Project Cross-Reference by Task

STEP DWI Group Project

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2015

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number		PA			Fund Source			Federal Funds State Funding Prog. Income										Local Match		Project Total				
STEP SPEED																	Group Project							
City of Bullard - Police Department		SC			402			SC			Planned:			\$2,363.30				\$597.65		\$2,960.95				
2015-BullardP-S-1YG-0103		Speed									Actual:			\$539.08				\$112.13		\$651.21				
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.		Present		Media	
		Alcohol Speed ITC			Hours		Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC				Prod. Dist.		Events		ations		Exp.	
					35								50				200 24							

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2015

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number PA Fund Source Federal Funds State Funding Prog. Income Local Match Project Total

STEP SPEED Group Project

City of Farmers Branch - Police Department SC 402 SC Planned: \$48,251.00 \$60,989.64 \$109,240.64
2015-Farmers -S-1YG-0034 Speed Actual: \$28,968.10 \$37,194.95 \$66,163.05

Performance Data:	Crashes related to...			Enforce. Hours	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		Comm. Events	Present ations	Media Exp.
	Alcohol	Speed	ITC		Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests		
		151				1					3,354					2	339	16		

City of Mesquite - Police Department SC 402 SC Planned: \$29,460.49 \$11,987.49 \$41,447.98
2015-Mesquite-S-1YG-0063 Speed Actual: \$19,142.19 \$7,930.00 \$27,072.19

Performance Data:	Crashes related to...			Enforce. Hours	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		Comm. Events	Present ations	Media Exp.
	Alcohol	Speed	ITC		Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests		
		372									1,537	1					386	9		

City of Texas City - Police Department SC 402 SC Planned: \$33,425.40 \$33,425.40 \$66,850.80
2015-TexasCit-S-1YG-0023 Speed Actual: \$33,425.00 \$34,589.66 \$68,014.66

Performance Data:	Crashes related to...			Enforce. Hours	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		Comm. Events	Present ations	Media Exp.
	Alcohol	Speed	ITC		Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests		
		368									4,578						1,191	89		

STEP SPEED Subtotals # of Projects: 9 Planned: \$401,327.64 \$261,634.13 \$662,961.77
9 Actual: \$311,776.98 \$221,552.90 \$533,329.88

Performance Data Summary:	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					Other	Other	PI&E Materials		Comm.	Present	Media	
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		2,529		7,281	5		13			11	24,213	5			28	102	4,171	210	6,820	21,229		98	

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2015

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number		PA			Fund Source			Federal Funds State Funding Prog. Income										Local Match		Project Total							
STEP WAVE Comprehensive																	Group Project										
City of Kilgore - Police Department		PT			402			PT			Planned:					\$19,114.00					\$4,958.50		\$24,072.50				
2015-KilgoreP-S-1YG-0081		Step Elements			DWI Wave			Speed Wave			Actual:					\$3,059.05					\$794.00		\$3,853.05				
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		Comm.		Present		Media			
		Alcohol Speed ITC			Hours		Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV Other Citations Other Arrests					Prod. Dist.		Events		ations		Exp.			
					118		5 1			1			177 2 8 29 4					405									
City of San Juan - Police Department		PT			402			PT			Planned:					\$7,793.24					\$2,026.24		\$9,819.48				
2015-SanJuanP-S-1YG-0029		Step Elements			DWI Wave			Speed Wave			OP Wave			Actual:					\$7,793.24					\$2,537.83		\$10,331.07	
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		Comm.		Present		Media			
		Alcohol Speed ITC			Hours		Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV Other Citations Other Arrests					Prod. Dist.		Events		ations		Exp.			
					300		36 10						220 7 3 20 126 9					2,000				8					
City of Alice - Police Department		PT			402			PT			Planned:					\$2,286.92					\$657.52		\$2,944.44				
2015-AlicePD-S-1YG-0017		Step Elements			Speed Wave			OP Wave			Actual:					\$1,943.21					\$558.68		\$2,501.89				
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		Comm.		Present		Media			
		Alcohol Speed ITC			Hours		Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV Other Citations Other Arrests					Prod. Dist.		Events		ations		Exp.			
					80		9 2						111 3 40					800				3					
City of Benbrook - Police Department		PT			402			PT			Planned:					\$10,953.56					\$5,897.93		\$16,851.49				
2015-Benbrook-S-1YG-0007		Step Elements			Speed Wave			OP Wave			Actual:					\$8,993.32					\$4,843.83		\$13,837.15				
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		Comm.		Present		Media			
		Alcohol Speed ITC			Hours		Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV Other Citations Other Arrests					Prod. Dist.		Events		ations		Exp.			
					219		118 3						363 5 84 2					1,050				4					
City of Palmhurst - Police Department		PT			402			PT			Planned:					\$13,067.06					\$3,284.69		\$16,351.75				
2015-Palmhurs-S-1YG-0075		Step Elements			DWI Wave			Speed Wave			Actual:					\$6,707.07					\$4,626.18		\$11,333.25				
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		Comm.		Present		Media			
		Alcohol Speed ITC			Hours		Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV Other Citations Other Arrests					Prod. Dist.		Events		ations		Exp.			
					317		2 1						319 5 1 17 221 16					300 500				2					
City of Weatherford - Police Department		PT			402			PT			Planned:					\$23,769.00					\$6,164.00		\$29,933.00				
2015-Weatherf-S-1YG-0061		Step Elements			DWI Wave			Speed Wave			OP Wave			Actual:					\$23,769.00					\$6,880.29		\$30,649.29	
Performance Data:		Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		Comm.		Present		Media			
		Alcohol Speed ITC			Hours		Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV Other Citations Other Arrests					Prod. Dist.		Events		ations		Exp.			
					602		91						645 25 1 26 179 16					6,575				43					

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number PA Fund Source Federal Funds State Funding Prog. Income Local Match Project Total

STEP WAVE Comprehensive																Group Project							
<i>Performance Data Summary:</i>			<i>STEP WAVE Comprehensive Subtotals</i>			# of Projects: 6			Planned:			\$76,983.78			\$22,988.88			\$99,972.66					
						6			Actual:			\$52,264.89			\$20,240.81			\$72,505.70					
			Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				Other		Other		PI&E Materials		Comm.
Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.	
			1,636	261		17			1	1,835	39	5	79		679	47	300	11,330			60		

STEP WAVE DWI															Group Project											
Houston-Galveston Area Council			AL		402	AL		Planned:			\$140,657.40			\$36,700.00		\$177,357.40										
2015-HGAC-S-1YG-0097			DWI Wave			Actual:			\$71,332.42			\$31,644.83		\$102,977.25												
Performance Data:			Crashes related to...			Enforce.			Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			PI&E Materials		Comm.		Present		Media		
			Alcohol Speed ITC			Hours			Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV			Citations Arrests			Prod. Dist.		Events ations		Exp.	
						1,914			4 6						199 199 4 47 22 147 58			1,500			7					
City of Cedar Park - Police Department			AL		402	AL		Planned:			\$26,523.98			\$8,894.61		\$35,418.59										
2015-CdrPrkPD-S-1YG-0037			DWI Wave			Actual:			\$21,032.40			\$7,178.90		\$28,211.30												
Performance Data:			Crashes related to...			Enforce.			Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			PI&E Materials		Comm.		Present		Media		
			Alcohol Speed ITC			Hours			Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV			Citations Arrests			Prod. Dist.		Events ations		Exp.	
						439									38 56 16 63 3			275			6					
Titus County Sheriff's Office			AL		402	AL		Planned:			\$10,257.69			\$3,467.50		\$13,725.19										
2015-TitusCoS-S-1YG-0072			DWI Wave			Actual:			\$8,595.60			\$5,408.44		\$14,004.04												
Performance Data:			Crashes related to...			Enforce.			Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			PI&E Materials		Comm.		Present		Media		
			Alcohol Speed ITC			Hours			Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV			Citations Arrests			Prod. Dist.		Events ations		Exp.	
						270			2						3 6 1 36 1			7,943			6					
STEP WAVE DWI Subtotals			# of Projects: 3			3			Planned:			\$177,439.07			\$49,062.11		\$226,501.18									
									Actual:			\$100,960.42			\$44,232.17		\$145,192.59									
Performance Data Summary:			Crashes related to...			Enforce.			Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			PI&E Materials		Comm.		Present		Media		
			Alcohol Speed ITC			Hours			Adult Teen Child			HMV Seatbelt Speed			Speed DWI DUI Minor ITC HMV			Citations Arrests			Prod. Dist.		Events ations		Exp.	
						2,623			4 8						240 261 5 63 22 246 62			9,718			19					

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2015

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number PA Fund Source Federal Funds State Funding Prog. Income Local Match Project Total

STEP WAVE SPEED

Group Project

City of Meridian - Police Department SC 402 SC Planned: \$2,103.75 \$1,477.50 \$3,581.25

2015-Meridian-S-1YG-0088

Speed Wave

Actual:

Note: Request For Reimbursement did not get processed due to Invalid PIN. TxDOT made multiple attempts to contact the subgrantee to fix the PIN.

Performance Data:

Crashes related to...	Enforce.	Safety Belt/Seat Citations	CMV Citations	Other Citations/Arrests	Other	Other	PI&E Materials	Comm.	Present	Media
Alcohol Speed ITC	Hours	Adult Teen Child	HMV Seatbelt Speed	Speed DWI DUI Minor ITC HMV	Citations	Arrests	Prod. Dist.	Events	ations	Exp.
	21			42	5					

STEP WAVE SPEED Subtotals

of Projects: 1
1

Planned: \$2,103.75 \$1,477.50 \$3,581.25

Actual:

Performance Data Summary:

Crashes related to...	Enforce.	Safety Belt/Seat Citations	CMV Citations	Other Citations/Arrests	Other	Other	PI&E Materials	Comm.	Present	Media
Alcohol Speed ITC	Hours	Adult Teen Child	HMV Seatbelt Speed	Speed DWI DUI Minor ITC HMV	Citations	Arrests	Prod. Dist.	Events	ations	Exp.
	21			42	5					

Enforcement Task Summary

Federal Funds State Funding Prog. Income Local Match Project Total

Projects: 218 Planned: \$17,054,300.63 \$760,519.92 \$12,559,576.83 \$30,374,397.38

218 Actual: \$12,529,968.54 \$754,519.92 \$28,333,421.85 \$41,617,910.31

Project Cross-Reference by Task

Evaluation Projects

<i>Organization / Project Number</i>	<i>PA</i>	<i>Fund Source</i>	<i>Federal Funds</i>	<i>State Funding</i>	<i>Prog. Income</i>	<i>Local Match</i>	<i>Project Total</i>
National Injury Prevention Council 2015-NIPC-G-1YG-0186	AL	405D M5II	<i>Planned:</i> \$72,024.00 <i>Actual:</i> \$58,970.70			\$18,207.00 \$18,384.09	\$90,231.00 \$77,354.79
Texas A&M Transportation Institute 2015-TTI-G-1YG-0080	AL	405D M5BAC	<i>Planned:</i> \$90,863.52 <i>Actual:</i> \$80,251.65			\$22,733.69 \$20,135.41	\$113,597.21 \$100,387.06
Texas A&M Transportation Institute 2015-TTI-G-1YG-0089	OP	405B M1OP	<i>Planned:</i> \$333,433.12 <i>Actual:</i> \$330,920.48			\$83,391.37 \$82,848.35	\$416,824.49 \$413,768.83
Texas A&M Transportation Institute 2015-TTI-G-1YG-0090	OP	405B M1OP	<i>Planned:</i> \$63,743.86 <i>Actual:</i> \$63,404.54			\$15,946.94 \$15,955.05	\$79,690.80 \$79,359.59
Texas A&M Transportation Institute 2015-TTI-G-1YG-0091	DE	402 DE	<i>Planned:</i> \$66,440.90 <i>Actual:</i> \$66,220.62			\$16,620.72 \$16,779.72	\$83,061.62 \$83,000.34
Texas A&M Transportation Institute 2015-TTI-G-1YG-0096	OP	405B M1OP	<i>Planned:</i> \$49,389.16 <i>Actual:</i> \$49,316.36			\$12,353.78 \$14,816.59	\$61,742.94 \$64,132.95
Texas Department of Public Safety 2015-TDPS-G-1YG-0262	TR	405C M3DA	<i>Planned:</i> \$971,588.00 <i>Actual:</i> \$224,626.82			\$242,897.00 \$56,156.70	\$1,214,485.00 \$280,783.52

Evaluation Task Summary

<i># Projects</i>	<i>Federal Funds</i>	<i>State Funding</i>	<i>Prog. Income</i>	<i>Local Match</i>	<i>Project Total</i>
7	<i>Planned:</i> \$1,647,482.56 <i>Actual:</i> \$873,711.17			\$412,150.50 \$225,075.91	\$2,059,633.06 \$1,098,787.08

Project Cross-Reference by Task

Program Management Projects									
Organization / Project Number	PA	Fund Source			Federal Funds	State Funding	Prog. Income	Local Match	Project Total
CRIS	TR	405C	M3DA		Planned: \$280,000.00				\$280,000.00
2015-CRIS-G-1YG-0239					Actual: \$44,147.00				\$44,147.00
CRIS	TR	405C	M3DA		Planned: \$320,000.00				\$320,000.00
2015-CRIS-G-1YG-0240					Actual: \$197,720.40				\$197,720.40
CRIS	TR	State	State		Planned: \$2,924,309.00				\$2,924,309.00
2015-CRIS-G-1YG-0245					Actual: \$1,634,991.50				\$1,634,991.50
CRIS	TR	405C	M3DA		Planned: \$870,000.00				\$870,000.00
2015-CRIS-G-1YG-0247					Actual: \$560,000.00				\$560,000.00
Texas A&M Transportation Institute	PA	402	PA		Planned: \$47,458.03			\$41,625.91	\$89,083.94
2015-TTI-G-1YG-0053					Actual: \$46,911.73			\$60,510.88	\$107,422.61
Texas A&M Transportation Institute	TR	405C	M3DA		Planned: \$181,626.49			\$45,428.43	\$227,054.92
2015-TTI-G-1YG-0081					Actual: \$163,472.57			\$41,018.67	\$204,491.24
Texas Department of State Health Services - ISG	TR	405C	M3DA		Planned: \$1,586,978.75			\$403,963.87	\$1,990,942.62
2015-TDSHS-IS-G-1YG-0157					Actual: \$1,411,019.04			\$395,549.14	\$1,806,568.18
Texas Department of Transportation	PA	State	State		Planned: \$50,000.00				\$50,000.00
2015-TxDOT-G-1YG-0230					Actual: \$50,000.00				\$50,000.00
Texas Department of Transportation	TR	State	State		Planned: \$750,000.00				\$750,000.00
2015-TxDOT-G-1YG-0236					Actual: \$1,023,181.73				\$1,023,181.73
Texas Department of Transportation	TR	405C	M3DA		Planned: \$45,000.00				\$45,000.00
2015-TxDOT-G-1YG-0259					Actual: \$35,204.57				\$35,204.57
Texas Municipal Police Association	TR	405C	M3DA		Planned: \$586,845.91			\$603,500.00	\$1,190,345.91
2015-TMPA-G-1YG-0014					Actual: \$472,501.64			\$542,633.00	\$1,015,134.64
TRF-TS eGrants Business Analysis									Group Project
Texas Department of Transportation	PA	402	PA		Planned: \$400,000.00				\$400,000.00
2015-TxDOT-G-1YG-0228					Actual: \$301,324.00				\$301,324.00
Texas Department of Transportation	PA	402	PA		Planned: \$80,000.00				\$80,000.00
2015-TxDOT-G-1YG-0260					Actual: \$80,000.00				\$80,000.00
TRF-TS eGrants Business Analysis Subtotals				# of Projects: 2	Planned: \$480,000.00				\$480,000.00
				2	Actual: \$381,324.00				\$381,324.00

Project Cross-Reference by Task

Program Management Projects											
Organization / Project Number				PA	Fund Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
TRF-TS Traffic Safety Program Operations											Group Project
Texas Department of Transportation				State	State	State	Planned:		\$3,011,689.00		\$3,011,689.00
2015-TxDOT-G-1YG-0233							Actual:		\$3,011,689.00		\$3,011,689.00
Texas Department of Transportation				State	State	State	Planned:		\$5,000.00		\$5,000.00
2015-TxDOT-G-1YG-0256							Actual:		\$5,585.27		\$5,585.27
TRF-TS Traffic Safety Program Operations				# of Projects: 2			Planned:		\$3,016,689.00		\$3,016,689.00
Subtotals				2			Actual:		\$3,017,274.27		\$3,017,274.27
							Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Program Management Task Summary					# Projects: 15	Planned:	\$4,327,568.58	\$6,735,998.00		\$1,094,518.21	\$12,163,084.79
					15	Actual:	\$3,312,300.95	\$5,725,447.50		\$1,039,711.69	\$10,077,460.14

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
Alamo Area Metropolitan Planning Organization 2015-AAMPO-G-1YG-0060	PS	402	PS		<i>Planned:</i> \$7,196.50 <i>Actual:</i> \$7,196.50			\$2,000.00 \$1,998.00	\$9,196.50 \$9,194.50
Baylor Scott and White Memorial Hospital 2015-ScottWhi-G-1YG-0117	OP	405B	M1CSS		<i>Planned:</i> \$237,869.78 <i>Actual:</i> \$158,238.07			\$65,996.00 \$86,543.60	\$303,865.78 \$244,781.67
Beehive Specialty 2015-BeeHive-G-1YG-0275	DE	402	DE		<i>Planned:</i> \$125,000.00 <i>Actual:</i> \$125,000.00				\$125,000.00 \$125,000.00
Circuit of the Americas 2015-COTA-G-1YG-0283	DE	402	DE		<i>Planned:</i> \$77,500.00 <i>Actual:</i> \$77,149.00				\$77,500.00 \$77,149.00
City of Austin - EMS 2015-AustinEM-G-1YG-0206	OP	405B	M1CSS		<i>Planned:</i> \$32,550.00 <i>Actual:</i> \$28,885.34			\$8,562.50 \$9,372.98	\$41,112.50 \$38,258.32
City of Lubbock - Parks & Recreation 2015-LubbockP-G-1YG-0185	DE	402	DE		<i>Planned:</i> \$34,885.65 <i>Actual:</i> \$33,822.80			\$55,246.50 \$59,365.81	\$90,132.15 \$93,188.61
Drug Alcohol and Tobacco Education 2015-DATE-G-1YG-0065	AL	402	AL		<i>Planned:</i> \$86,069.58 <i>Actual:</i> \$78,712.86			\$29,090.34 \$33,650.06	\$115,159.92 \$112,362.92
Elbowz Racing 2015-Elbowz-G-1YG-0161	PS	402	PS		<i>Planned:</i> \$113,230.40 <i>Actual:</i> \$63,183.46			\$30,000.00 \$38,187.67	\$143,230.40 \$101,371.13
EnviroMedia Social Marketing 2015-EnviroMe-SOW-0005	OP	405B	M1PE		<i>Planned:</i> \$500,000.00 <i>Actual:</i> \$493,553.53			\$500,000.00 \$651,066.53	\$1,000,000.00 \$1,144,620.06
EnviroMedia Social Marketing 2015-EnviroMe-SOW-0006	AL	405D	M5PEM		<i>Planned:</i> \$1,000,000.00 <i>Actual:</i> \$998,434.28			\$1,000,000.00 \$2,929,889.24	\$2,000,000.00 \$3,928,323.52
EnviroMedia Social Marketing 2015-EnviroMe-SOW-0007	AL	State	State		<i>Planned:</i> \$1,000,000.00 <i>Actual:</i> \$987,598.04	\$1,000,000.00		\$1,000,000.00 \$4,068,570.78	\$2,000,000.00 \$5,056,168.82
EnviroMedia Social Marketing 2015-EnviroMe-SOW-0008	MC	405F	M9MA		<i>Planned:</i> \$500,000.00 <i>Actual:</i> \$496,405.84			\$500,000.00 \$1,472,547.54	\$1,000,000.00 \$1,968,953.38
EnviroMedia Social Marketing 2015-EnviroMe-SOW-0012	OP	405B	M1PE		<i>Planned:</i> \$500,000.00 <i>Actual:</i> \$481,690.70			\$500,000.00 \$1,382,942.73	\$1,000,000.00 \$1,864,633.43
Guerra Deberry Coody 2015-GDC-SOW-0003	AL	405D	M5PEM		<i>Planned:</i> \$600,000.00 <i>Actual:</i> \$597,204.61			\$600,000.00 \$4,779,017.00	\$1,200,000.00 \$5,376,221.61
Guerra Deberry Coody 2015-GDC-SOW-0004	AL	405D	M5PEM		<i>Planned:</i> \$1,000,000.00 <i>Actual:</i> \$996,728.54			\$1,000,000.00 \$5,083,697.25	\$2,000,000.00 \$6,080,425.79
Hillcrest Baptist Medical Center-HHS 2015-HHS-G-1YG-0156	OP	402	OP		<i>Planned:</i> \$259,565.98 <i>Actual:</i> \$259,565.98			\$332,641.92 \$415,188.97	\$592,207.90 \$674,754.95
Hillcrest Baptist Medical Center-Hillcrest 2015-Hillcres-G-1YG-0102	AL	405D	M5PEM		<i>Planned:</i> \$210,533.00 <i>Actual:</i> \$187,224.38			\$95,220.22 \$157,129.58	\$305,753.22 \$344,353.96

Project Cross-Reference by Task

Public Information Campaigns Projects

Organization / Project Number	PA	Fund Source			Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Hillcrest Baptist Medical Center-Hillcrest 2015-Hillcres-G-1YG-0155	DE	402	DE		<i>Planned:</i> \$173,089.80 <i>Actual:</i> \$173,089.80			\$92,455.66 \$150,449.73	\$265,545.46 \$323,539.53
Hillcrest Baptist Medical Center-Hillcrest 2015-Hillcres-G-1YG-0168	AL	405D	M5PEM		<i>Planned:</i> \$217,117.28 <i>Actual:</i> \$217,117.28			\$182,923.49 \$252,520.72	\$400,040.77 \$469,638.00
Injury Prevention Center of Greater Dallas 2015-IPCOGD-G-1YG-0077	OP	405B	M1CPS		<i>Planned:</i> \$103,143.40 <i>Actual:</i> \$88,133.83			\$55,754.19 \$53,931.84	\$158,897.59 \$142,065.67
Injury Prevention Center of Greater Dallas 2015-IPCOGD-G-1YG-0078	OP	405B	M1TR		<i>Planned:</i> \$48,240.77 <i>Actual:</i> \$48,159.85			\$26,600.61 \$64,895.58	\$74,841.38 \$113,055.43
Please Be Kind to Cyclists 2015-PBKTC-G-1YG-0106	PS	402	PS		<i>Planned:</i> \$178,840.30 <i>Actual:</i> \$136,021.49			\$52,050.00 \$84,221.69	\$230,890.30 \$220,243.18
Sherry Matthews Advocacy Marketing 2015-SMAM-SOW-0001	AL	405D	M5PEM		<i>Planned:</i> \$1,474,319.99 <i>Actual:</i> \$1,454,000.68			\$1,500,000.00 \$2,368,376.93	\$2,974,319.99 \$3,822,377.61
Sherry Matthews Advocacy Marketing 2015-SMAM-SOW-0001-K8	AL	410	K8		<i>Planned:</i> \$25,680.01 <i>Actual:</i> \$25,680.01				\$25,680.01 \$105,680.01
Sherry Matthews Advocacy Marketing 2015-SMAM-SOW-0002	RS	State	State		<i>Planned:</i> <i>Actual:</i>	\$304,877.00 \$160,875.17		\$304,877.00 \$1,156,587.00	\$609,754.00 \$1,317,462.17
Sherry Matthews Advocacy Marketing 2015-SMAM-SOW-0009	DE	State	State		<i>Planned:</i> <i>Actual:</i>	\$500,000.00 \$499,994.35		\$500,000.00 \$5,352,895.06	\$1,000,000.00 \$5,852,889.41
Sherry Matthews Advocacy Marketing 2015-SMAM-SOW-0010	DE	402	DE		<i>Planned:</i> \$1,200,000.00 <i>Actual:</i> \$1,191,128.83			\$1,200,000.00 \$2,080,274.72	\$2,400,000.00 \$3,271,403.55
Sherry Matthews Advocacy Marketing 2015-SMAM-SOW-0011	DE	State	State		<i>Planned:</i> <i>Actual:</i>	\$815,000.00 \$808,152.36		\$815,000.00 \$1,514,894.00	\$1,630,000.00 \$2,323,046.36
Sherry Matthews Advocacy Marketing 2015-SMAM-SOW-0018	OP	405B	M1PE		<i>Planned:</i> \$2,000,000.00 <i>Actual:</i> \$1,949,718.76			\$2,000,000.00 \$3,611,171.76	\$4,000,000.00 \$5,560,890.52
Texans Standing Tall 2015-TST-G-1YG-0107	AL	405D	M5PEM		<i>Planned:</i> \$264,338.19 <i>Actual:</i> \$264,338.19		\$5,000.00 \$2,178.33	\$61,331.50 \$120,881.80	\$330,669.69 \$387,398.32
Texans Standing Tall 2015-TST-G-1YG-0193	AL	405D	M5PEM		<i>Planned:</i> \$255,526.44 <i>Actual:</i> \$255,526.44		\$5,000.00 \$2,178.34	\$60,329.34 \$73,277.64	\$320,855.78 \$330,982.42
Texas A&M Agrilife Extension Service 2015-Texas Ag-G-1YG-0128	OP	405B	M1CPS		<i>Planned:</i> \$378,879.48 <i>Actual:</i> \$374,290.70			\$204,103.00 \$365,573.10	\$582,982.48 \$739,863.80
Texas A&M Agrilife Extension Service 2015-Texas Ag-G-1YG-0129	AL	405D	M5PEM		<i>Planned:</i> \$465,869.25 <i>Actual:</i> \$463,293.56			\$160,237.02 \$266,543.39	\$626,106.27 \$729,836.95
Texas A&M Agrilife Extension Service 2015-Texas Ag-G-1YG-0130	SA	402	SA		<i>Planned:</i> \$138,807.23 <i>Actual:</i> \$138,508.08			\$54,000.00 \$105,269.84	\$192,807.23 \$243,777.92

Project Cross-Reference by Task

Public Information Campaigns Projects

Organization / Project Number	PA	Fund Source			Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Texas A&M Transportation Institute 2015-TTI-G-1YG-0023	DE	402	DE		<i>Planned:</i> \$597,290.04 <i>Actual:</i> \$597,181.17			\$334,710.42 \$564,490.94	\$932,000.46 \$1,161,672.11
Texas A&M Transportation Institute 2015-TTI-G-1YG-0025	DE	405D	M5PEM		<i>Planned:</i> \$88,451.47 <i>Actual:</i> \$85,378.22			\$22,481.26 \$22,750.88	\$110,932.73 \$108,129.10
Texas A&M Transportation Institute 2015-TTI-G-1YG-0037	MC	402	MC		<i>Planned:</i> \$157,111.63 <i>Actual:</i> \$146,140.32			\$39,291.67 \$36,582.64	\$196,403.30 \$182,722.96
Texas A&M Transportation Institute 2015-TTI-G-1YG-0043	MC	402	MC		<i>Planned:</i> \$236,584.40 <i>Actual:</i> \$193,080.38			\$59,307.59 \$48,520.37	\$295,891.99 \$241,600.75
Texas A&M University-Corpus Christi 2015-TAMUCC-G-1YG-0144	SA	402	SA		<i>Planned:</i> \$59,077.39 <i>Actual:</i> \$59,076.06			\$34,260.02 \$36,254.17	\$93,337.41 \$95,330.23
Texas Association, Family, Career and Community 2015-TAFCC-G-1YG-0122	AL	405D	M5PEM		<i>Planned:</i> \$30,756.48 <i>Actual:</i> \$12,049.38			\$38,438.86 \$172,505.55	\$69,195.34 \$184,554.93
Texas Children's Hospital 2015-TCH-G-1YG-0103	OP	405B	M1CSS		<i>Planned:</i> \$191,286.64 <i>Actual:</i> \$189,888.45		\$10,000.00 \$18,922.00	\$296,488.54 \$454,599.60	\$497,775.18 \$663,410.05
Texas Department of State Health Services 2015-TDSHS-G-1YG-0145	OP	402	OP		<i>Planned:</i> \$889,896.37 <i>Actual:</i> \$616,315.26			\$900,000.00 \$917,944.58	\$1,789,896.37 \$1,534,259.84
Texas Municipal Courts Education Center 2015-TMCEC-G-1YG-0140	DE	402	DE		<i>Planned:</i> \$159,437.96 <i>Actual:</i> \$159,173.69			\$61,564.80 \$128,611.08	\$221,002.76 \$287,784.77
Texas Municipal Police Association 2015-TMPA-G-1YG-0002	PT	402	PT		<i>Planned:</i> \$906,890.72 <i>Actual:</i> \$901,738.08			\$512,330.00 \$586,239.70	\$1,419,220.72 \$1,487,977.78
Travis County Attorney's UDPP 2015-Travis C-G-1YG-0022	AL	405D	M5PEM		<i>Planned:</i> \$171,407.85 <i>Actual:</i> \$168,581.06			\$228,409.08 \$259,121.83	\$399,816.93 \$427,702.89
University Medical Center of El Paso 2015-UMCEP-G-1YG-0062	OP	402	OP		<i>Planned:</i> \$87,846.59 <i>Actual:</i> \$86,041.46			\$37,759.31 \$85,892.13	\$125,605.90 \$171,933.59

Project Celebration

Group Project

TxDOT-San Angelo 2015-PC-Tx-SJT-00020	State	State	State		<i>Planned:</i> \$8,250.00 <i>Actual:</i> \$8,250.00			\$8,250.00 \$8,250.00
TxDOT-Odessa 2015-PC-Tx-ODA-00017	State	State	State		<i>Planned:</i> \$8,250.00 <i>Actual:</i> \$6,700.00			\$8,250.00 \$6,700.00
TxDOT-Beaumont 2015-PC-Tx-BMT-00005	State	State	State		<i>Planned:</i> \$9,000.00 <i>Actual:</i> \$6,000.00			\$9,000.00 \$6,000.00

Project Cross-Reference by Task

Public Information Campaigns Projects

Organization / Project Number	PA	Fund Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Project Celebration								Group Project
TxDOT-Brownwood 2015-PC-Tx-BWD-00006	State	State	State	Planned: Actual:	\$8,500.00 \$7,220.00			\$8,500.00 \$7,220.00
TxDOT-CorpusChristi 2015-PC-Tx-CRP-00009	State	State	State	Planned: Actual:	\$9,500.00 \$9,000.00			\$9,500.00 \$9,000.00
TxDOT-Paris 2015-PC-Tx-PAR-00018	State	State	State	Planned: Actual:	\$9,500.00 \$3,200.00			\$9,500.00 \$3,200.00
TxDOT-Bryan 2015-PC-Tx-BRY-00007	State	State	State	Planned: Actual:	\$8,500.00 \$7,800.00			\$8,500.00 \$7,800.00
TxDOT-Wichita Falls 2015-PC-Tx-WFS-00024	State	State	State	Planned: Actual:	\$9,150.00 \$7,300.00			\$9,150.00 \$7,300.00
TxDOT-Ft. Worth 2015-PC-Tx-FTW-00012	State	State	State	Planned: Actual:	\$13,250.00 \$13,249.94			\$13,250.00 \$13,249.94
TxDOT-Abilene 2015-PC-Tx-ABL-00001	State	State	State	Planned: Actual:	\$8,500.00 \$8,500.00			\$8,500.00 \$8,500.00
TxDOT-Amarillo 2015-PC-Tx-AMA-00002	State	State	State	Planned: Actual:	\$9,000.00 \$7,200.00			\$9,000.00 \$7,200.00
TxDOT-Austin 2015-PC-Tx-AUS-00004	State	State	State	Planned: Actual:	\$11,850.00 \$8,940.00			\$11,850.00 \$8,940.00
TxDOT-Lufkin 2015-PC-Tx-LKF-00016	State	State	State	Planned: Actual:	\$9,000.00 \$8,500.00			\$9,000.00 \$8,500.00
TxDOT-Dallas 2015-PC-Tx-DAL-00010	State	State	State	Planned: Actual:	\$14,000.00 \$14,000.00			\$14,000.00 \$14,000.00
TxDOT-Waco 2015-PC-Tx-WAC-00023	State	State	State	Planned: Actual:	\$12,000.00 \$11,500.00			\$12,000.00 \$11,500.00

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-Childress 2015-PC-Tx-CHS-00008	State	State	State	Planned:	\$8,250.00			\$8,250.00
				Actual:	\$4,200.00			\$4,200.00
TxDOT-Atlanta 2015-PC-Tx-ATL-00003	State	State	State	Planned:	\$8,500.00			\$8,500.00
				Actual:	\$8,500.00			\$8,500.00
TxDOT-Pharr 2015-PC-Tx-PHR-00019	State	State	State	Planned:	\$9,500.00			\$9,500.00
				Actual:	\$2,400.00			\$2,400.00
TxDOT-Tyler 2015-PC-Tx-TYL-00022	State	State	State	Planned:	\$11,000.00			\$11,000.00
				Actual:	\$5,400.00			\$5,400.00
TxDOT-Lubbock 2015-PC-Tx-LBB-00015	State	State	State	Planned:	\$12,000.00			\$12,000.00
				Actual:	\$11,250.00			\$11,250.00
TxDOT-San Antonio 2015-PC-Tx-SAT-00021	State	State	State	Planned:	\$13,250.00			\$13,250.00
				Actual:	\$9,900.00			\$9,900.00
TxDOT-Laredo 2015-PC-Tx-LRD-00014	State	State	State	Planned:	\$7,750.00			\$7,750.00
				Actual:	\$1,800.00			\$1,800.00
TxDOT-Yoakum 2015-PC-Tx-YKM-00025	State	State	State	Planned:	\$8,500.00			\$8,500.00
				Actual:	\$8,500.00			\$8,500.00
TxDOT-Houston 2015-PC-Tx-HOU-00013	State	State	State	Planned:	\$14,000.00			\$14,000.00
				Actual:	\$10,000.00			\$10,000.00
TxDOT-El Paso 2015-PC-Tx-ELP-00011	State	State	State	Planned:	\$9,000.00			\$9,000.00
				Actual:	\$9,000.00			\$9,000.00
Project Celebration Subtotals	# of Projects: 25			Planned:	\$250,000.00			\$250,000.00
	25			Actual:	\$198,309.94			\$198,309.94

				Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Public Information Campaigns Task Summary				Planned:	\$15,784,290.57	\$2,869,877.00	\$20,000.00	\$15,553,460.84
# Projects: 47				Actual:	\$15,050,966.91	\$2,654,929.86	\$23,278.67	\$42,104,446.01
47								\$59,833,621.45

Project Cross-Reference by Task

Training Projects

Organization / Project Number	PA	Fund Source			Federal Funds	State Funding	Prog. Income	Local Match	Project Total
City of Austin - ISD 2015-AISD-G-1YG-0073	DE	402	DE		<i>Planned:</i> \$24,477.22 <i>Actual:</i> \$24,477.22			\$18,586.62 \$20,262.43	\$43,063.84 \$44,739.65
Education Service Center, Region VI 2015-ESCVI-G-1YG-0010	AL	405D	M5TR		<i>Planned:</i> \$93,635.92 <i>Actual:</i> \$93,558.76			\$56,934.00 \$58,345.89	\$150,569.92 \$151,904.65
Education Service Center, Region VI 2015-ESCVI-G-1YG-0011	SB	402	SB		<i>Planned:</i> \$100,252.14 <i>Actual:</i> \$100,252.00			\$117,395.00 \$126,551.21	\$217,647.14 \$226,803.21
Education Service Center, Region VI 2015-ESCVI-G-1YG-0013	DE	402	DE		<i>Planned:</i> \$94,093.29 <i>Actual:</i> \$94,093.29			\$53,086.00 \$88,878.08	\$147,179.29 \$182,971.37
Memorial Hermann Hospital 2015-MHH-G-1YG-0072	DE	402	DE		<i>Planned:</i> \$62,848.19 <i>Actual:</i> \$45,814.37			\$65,894.74 \$77,638.98	\$128,742.93 \$123,453.35
Mothers Against Drunk Driving 2015-MADD-G-1YG-0015	AL	405D	M5TR		<i>Planned:</i> \$800,972.02 <i>Actual:</i> \$579,317.56			\$317,862.06 \$430,135.97	\$1,118,834.08 \$1,009,453.53
Mothers Against Drunk Driving 2015-MADD-G-1YG-0016	AL	405D	M5TR		<i>Planned:</i> \$286,153.30 <i>Actual:</i> \$225,200.13			\$195,954.51 \$174,870.39	\$482,107.81 \$400,070.52
Mothers Against Drunk Driving 2015-MADD-G-1YG-0017	AL	405D	M5TR		<i>Planned:</i> \$137,110.10 <i>Actual:</i> \$100,675.59			\$56,341.28 \$61,830.42	\$193,451.38 \$162,506.01
Mothers Against Drunk Driving 2015-MADD-G-1YG-0018	AL	405D	M5TR		<i>Planned:</i> \$134,113.48 <i>Actual:</i> \$103,172.48			\$41,663.39 \$65,109.29	\$175,776.87 \$168,281.77
Mothers Against Drunk Driving 2015-MADD-G-1YG-0019	AL	402	AL		<i>Planned:</i> \$153,787.99 <i>Actual:</i> \$105,573.13			\$46,028.93 \$61,041.40	\$199,816.92 \$166,614.53
National Safety Council 2015-NSC-G-1YG-0134	DE	402	DE		<i>Planned:</i> \$318,289.03 <i>Actual:</i> \$299,243.87			\$117,084.38 \$132,982.11	\$435,373.41 \$432,225.98
Sam Houston State University 2015-SHSU-G-1YG-0063	AL	405D	M5TR		<i>Planned:</i> \$651,126.83 <i>Actual:</i> \$519,160.55			\$582,906.15 \$528,716.36	\$1,234,032.98 \$1,047,876.91
Sam Houston State University 2015-SHSU-G-1YG-0133	AL	405D	M5TR		<i>Planned:</i> \$155,654.82 <i>Actual:</i> \$68,930.05			\$67,980.59 \$85,985.63	\$223,635.41 \$154,915.68
Sam Houston State University 2015-SHSU-G-1YG-0136	AL	405D	M5TR		<i>Planned:</i> \$122,083.26 <i>Actual:</i> \$55,427.70			\$80,421.18 \$49,250.46	\$202,504.44 \$104,678.16
Texans Standing Tall 2015-TST-G-1YG-0174	AL	405D	M5TR		<i>Planned:</i> \$192,832.28 <i>Actual:</i> \$192,832.28		\$5,000.00 \$2,178.33	\$43,287.18 \$54,482.03	\$241,119.46 \$249,492.64
Texas A&M Agrilife Extension Service 2015-Texas Ag-G-1YG-0131	DE	402	DE		<i>Planned:</i> \$84,263.76 <i>Actual:</i> \$82,078.96			\$22,928.08 \$29,463.71	\$107,191.84 \$111,542.67
Texas A&M Agrilife Extension Service 2015-Texas Ag-G-1YG-0187	AL	402	AL		<i>Planned:</i> \$79,416.46 <i>Actual:</i> \$74,809.24			\$20,413.08 \$60,482.95	\$99,829.54 \$135,292.19

Project Cross-Reference by Task

Training Projects							
Organization / Project Number	PA	Fund Source			Federal Funds	State Funding	Project Total
Texas A&M Transportation Institute 2015-TTI-G-1YG-0024	AL	405D	M5TR	Planned:	\$313,931.76		\$422,638.33
				Actual:	\$296,397.33	\$108,706.57	\$403,288.45
Texas A&M Transportation Institute 2015-TTI-G-1YG-0029	AL	405D	M5TR	Planned:	\$190,112.88		\$239,196.99
				Actual:	\$186,081.02	\$49,084.11	\$245,738.39
Texas A&M Transportation Institute 2015-TTI-G-1YG-0044	MC	402	MC	Planned:	\$192,588.39		\$240,762.29
				Actual:	\$116,803.32	\$48,173.90	\$192,977.24
Texas A&M Transportation Institute 2015-TTI-G-1YG-0094	DE	402	DE	Planned:	\$52,850.58		\$66,073.70
				Actual:	\$51,573.45	\$13,223.12	\$64,483.56
Texas Alcoholic Beverage Commission 2015-TABC-G-1YG-0177	AL	405D	M5TR	Planned:	\$438,487.50		\$995,222.31
				Actual:	\$433,118.29	\$556,734.81	\$1,070,067.92
Texas Association of Counties 2015-TAC-G-1YG-0154	AL	402	AL	Planned:	\$200,315.84		\$342,940.84
				Actual:	\$189,614.14	\$142,625.00	\$420,585.14
Texas Center for the Judiciary 2015-TCJ-G-1YG-0092	AL	405D	M5TR	Planned:	\$705,549.18		\$1,470,972.46
				Actual:	\$702,668.98	\$765,423.28	\$1,961,177.81
Texas Engineering Extension Service - ESTI 2015-TEEXESTI-G-1YG-0160	EM	402	EM	Planned:	\$493,676.93		\$1,211,432.09
				Actual:	\$424,353.73	\$717,755.16	\$1,807,706.52
Texas Justice Court Training Center 2015-TJCTC-G-1YG-0111	AL	405D	M5TR	Planned:	\$138,677.87		\$281,011.93
				Actual:	\$132,955.76	\$142,334.06	\$335,426.40
Texas Municipal Courts Education Center 2015-TMCEC-G-1YG-0139	AL	405D	M5TR	Planned:	\$339,698.96	\$6,600.00	\$541,451.52
				Actual:	\$339,631.56	\$5,900.00	\$698,993.30
Texas Municipal Police Association 2015-TMPA-G-1YG-0005	AL	405D	M5TR	Planned:	\$818,521.65		\$1,558,348.85
				Actual:	\$599,692.01	\$739,827.20	\$1,436,031.91
Texas Municipal Police Association 2015-TMPA-G-1YG-0021	AL	405D	M5TR	Planned:	\$560,544.96		\$1,007,458.96
				Actual:	\$434,345.69	\$446,914.00	\$793,341.50
Texas Tech University - Lubbock 2015-TxTechLB-G-1YG-0113	DE	402	DE	Planned:	\$130,498.86		\$168,040.91
				Actual:	\$124,114.33	\$37,542.05	\$164,846.87
The University of Texas at Arlington 2015-UTatArli-G-1YG-0147	RS	402	RS	Planned:	\$486,234.05		\$1,204,005.25
				Actual:	\$486,234.00	\$717,771.20	\$1,367,131.32
University of Houston/Downtown 2015-UHD-G-1YG-0100	AL	405D	M5TR	Planned:	\$131,600.04		\$315,920.04
				Actual:	\$131,600.04	\$184,320.00	\$324,880.04
University of Houston/Downtown 2015-UHD-G-1YG-0104	AL	405D	M5TR	Planned:	\$127,600.00		\$255,600.00
				Actual:	\$127,600.00	\$128,000.00	\$257,520.00

Training Task Summary

	Federal Funds	State Funding	Prog. Income	Local Match	Project Total
# Projects: 33	Planned: \$8,811,999.54		\$11,600.00	\$6,898,354.19	\$15,721,953.73

Project Cross-Reference by Task

Training Projects

Organization / Project Number	PA	Fund Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total
		33	Actual: \$7,541,400.83		\$8,078.33	\$8,867,540.03	\$16,417,019.19