

## FY2011 Strategic Planning: Request for Comments

### The Texas Traffic Safety Program

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

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

### Program Funding

Funding is from the National Highway Traffic Safety Administration (NHTSA), a division of the U.S. Department of Transportation. Over 300 traffic safety grants are awarded annually to state, local and nonprofit agencies across Texas equaling approximately 99 million dollars per year.

### Strategic Planning Background

Beginning with the traffic safety planning process for FY 97, the State initiated periodic, formal traffic safety strategic planning sessions. The strategic planning meeting for 2005-2010 was held in June of 2003. The attendees re-evaluated all strategies and goals and reviewed the Traffic Safety Program's vision and mission statement. Participants in the strategic planning sessions included traffic safety and engineering professionals from the TRF at TxDOT headquarters, TxDOT district traffic safety specialists, NHTSA Region 6, representatives from AAA-Texas, AARP, MADD-Texas, TXDPS, DSHS, TTI, TCE, TEEX, and TBC. As an outgrowth of the strategic planning process, Texas developed 18 specific goals for the traffic safety program, 64 specific strategies, and 38 specific performance measures. Objectives have been established for all 38 performance measures for 2011. These Texas traffic safety goals, strategies, performance measures and objectives for 2011 are outlined in [Table 1 - Goals, Strategies, Performance Measures and Objectives below](#).

### Request for Comments

As part of the strategic planning cycle, program goals and strategies must be re-evaluated and modified as needed to make them more consistent with each other and better indicate progress toward those goals.

TxDOT is currently updating and revising the goals and strategies and is seeking public comments. Performance measures and objectives will be updated, as needed, after the goals and strategies are finalized. Your comments on revising and/or adding to the goals and strategies will be considered in this process. The revised list of goals and

strategies will drive future funding decisions for traffic safety projects aimed at reducing motor vehicle crash fatalities and serious injuries.

The goals and strategies are grouped by “program area”.

Traffic Safety Program Areas

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

The goals and Strategies can be found in the first two columns of the table and are highlighted in [blue text](#).

We appreciate the time and effort you take to participate in this process.

Please submit all comments to: [eGrants@txdot.gov](mailto:eGrants@txdot.gov)

Or by mail at:

Texas Department of Transportation  
Attn: TRF-TS  
125 E. 11th Street  
Austin, TX 78701-2483

Comments are due by 5pm on November 15th, 2010.

FY2011 Strategic Planning: Request for Comments

Table 1. Goals, Strategies, Performance Measures and Objectives

| Goals   | Strategies  | Performance Measures  | Most Recent Status   | 2011 Objective  |
|---|---|---|--|---|
| <i>Overall State Goal</i>   |   |   |  |   |
| To reduce the number of motor vehicle crashes, injuries and fatalities            |   | 1. Mileage Death Rate [NHTSA C-3]<br><br>2. Mileage Death Rate (FARS – Urban)<br><br>3. Mileage Death Rate (FARS – Rural)<br><br>4. Number of traffic fatalities (FARS) [NHTSA C-1]<br><br>5. Number of serious injuries in traffic crashes (CRIS) [NHTSA C-2]<br><br>6. Number of drivers age 20 or younger involved in fatal crashes (FARS) [NHTSA C-9] | 1.48/100M VMT (2008 CRIS)<br>1.48/100M VMT (2008 FARS)<br><br>0.99/100 M VMT (2008 FARS)<br><br>2.50/100M VMT ( 2008 FARS)<br><br>3,476 (2008 FARS)<br><br>84,946 serious injuries in traffic crashes (2008 CRIS)<br><br>602 drivers age 20 or younger involved in fatal crashes (2008 FARS) | 1.40 fatalities per 100M VMT (CRIS)<br>1.40 fatalities per 100M VMT (FARS)<br><br>0.93/100 M VMT (FARS) in Urban areas (FARS)<br><br>2.33/100 M VMT in Rural areas (FARS)<br><br>3,125 traffic fatalities (FARS)<br><br>83,000 serious injuries in traffic crashes (CRIS)<br><br>590 drivers age 20 or younger involved in fatal crashes (FARS) |
| <i>Planning and Administration Program Area – 01</i>                              |   |   |  |   |
| To provide effective and efficient management of the Texas Traffic Safety Program | Provide training and assistance for local and statewide traffic safety problem identification.<br><br>Provide procedures and training on highway safety planning and project development.<br><br>Ensure availability of program and project management training.<br><br>Review and update program procedures as needed.<br><br>Conduct periodic project monitoring and evaluation of traffic safety activities.<br><br>Perform accurate accounting and efficient reimbursement processing.<br><br>Maintain coordination of traffic safety efforts and provide technical assistance. | 7. Publication of Traffic Safety Program deliverables including HSPP, response to Management Review, and Annual Report.<br><br><br><br><br><br><br><br><br><br>8. Number of training sessions provided.   | FY2009 Annual Report<br><br>FY2010 Highway Safety Performance Plan<br><br>FY2010 NHTSA Management Review<br><br><br><br><br><br>eGrants Proposal Trainings   | FY2010 Annual Report<br><br>FY2011 Highway Safety Performance Plan<br><br>FY2011 Alcohol Special Management Review<br><br>FY2011 Alcohol Program Assessment<br><br>NHTSA Impaired Driving Course<br><br>eGrants Trainings<br><br>Traffic Safety Staff Training  |

Table 1. Goals, Strategies, Performance Measures and Objectives

| Goals   | Strategies   | Performance Measures   | Most Recent Status  | 2011 Objective  |
|---|--|--|---|---|
| <i>Alcohol and Other Drug Countermeasures Program Area – 02</i>   |  |  |   |   |
| <p>To reduce the number of alcohol impaired and driving under the influence of alcohol and other drug-related crashes, fatalities and injuries.</p> | <p>Increase and sustain high visibility enforcement of DWI laws.</p> <p>Improve BAC testing and reporting to the State's crash records information system.</p> <p>Improve anti-DWI public information and education campaigns.</p> <p>Increase the number of law enforcement task forces and coordinated enforcement campaigns.</p> <p>Increase training for anti-DWI advocates.</p> <p>Increase intervention efforts.</p> <p>Improve and increase training for law enforcement officers.</p> <p>Improve DWI processing procedures.</p> <p>Improve adjudication of DWI cases through improved training for judges, administrative license revocation judges, and prosecutors, and improved support materials for judges and prosecutors.</p> | <p>9. Number of DUI-related (alcohol or other drugs) KAB crashes (CRIS)</p> <p>10. Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or above (FARS) [NHTSA C-5]</p> <p>11. Number of impaired-driving arrests made during grant funded enforcement activities (eGrants) [NHTSA A-2]</p> | <p>8,277 DUI-related (alcohol or other drugs) KAB crashes (2008 CRIS)</p> <p>1,310 fatalities involving a driver or motorcycle operator with a BAC of .08 or above (2008 FARS)</p> <p>10,279 impaired-driving arrests made during enforcement activities (2009 eGrants)</p> | <p>8,400 DUI-related (alcohol or other drugs) KAB crashes (CRIS)</p> <p>1,250 fatalities involving a driver or motorcycle operator with a BAC of .08 or above (FARS)</p> <p>NHTSA Activity Measure (No objective set)</p> |
| <p>To reduce the number of DUI-related crashes where the driver is under age 21</p>   | <p>Improve education programs on alcohol and driving for youth.</p> <p>Increase enforcement of driving under the influence by minors laws.</p> <p>Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.</p>  | <p>12. Number of 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year-olds (CRIS)</p>   | <p>55.48 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year-olds (2008 CRIS)</p>   | <p>55.45 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year-olds (CRIS)</p>  |

Table 1. Goals, Strategies, Performance Measures and Objectives

| Goals   | Strategies   | Performance Measures   | Most Recent Status   | 2011 Objective  |
|---|--|--|--|---|
| <i>Emergency Medical Services Program Area – 03</i>   |  |  |  |   |
| <p>To improve EMS care and support provided to motor vehicle trauma victims in rural and frontier areas of Texas.</p> | <p>To increase the availability of EMS training in rural and frontier areas.</p> <p>Increase EMS involvement in local community safety efforts.</p>  | <p>13. Number of students trained in EMS classes</p>   | <p>1,007 students trained in EMS classes (2009 eGrants)</p>  | <p>1,100 students trained in EMS classes</p>  |
| <i>Motorcycle Safety Program Area - 04</i>  |  |  |  |   |
| <p>To reduce the number of motorcyclist fatalities</p>  | <p>Improve public information and education on motorcycle safety, including the value of wearing a helmet.</p> <p>Improve public information and education on the value of not operating a motorcycle while under the influence of alcohol and/or other drugs.</p> <p>Increase rider education and training.</p> | <p>14. Number of motorcyclist fatalities (FARS) [NHTSA C-7]</p> <p>15. Number of un-helmeted motorcyclist fatalities (FARS) [NHTSA C-8]</p> <p>16. Number of motorcyclist fatalities involving a motorcycle operator with a BAC of .08 or above (CRIS)</p> | <p>524 motorcyclist fatalities (2008 FARS)</p> <p>321 un-helmeted motorcyclist fatalities (2008 FARS)</p> <p>84 motorcycle operator fatalities with a BAC of .08 or above (CRIS)</p> | <p>460 motorcyclist fatalities (FARS)</p> <p>290 un-helmeted motorcyclists fatalities (FARS)</p> <p>80 motorcycle operator fatalities with a BAC of .08 or above (CRIS)</p> |

Table 1. Goals, Strategies, Performance Measures and Objectives

| Goals  | Strategies  | Performance Measures  | Most Recent Status  | 2011 Objective   |
|--|---|---|---|--|
| <i>Occupant Protection Program Area – 05</i>                                   |   |   |   |  |
| <p>To increase occupant restraint use in all passenger vehicles and trucks</p> | <p>Increase and sustain high visibility enforcement of occupant protection laws.</p> <p>Increase public information and education campaigns.</p> <p>Increase intervention efforts by healthcare professionals, teachers, and all safety advocates.</p> <p>Concentrate efforts on historically low use populations.</p> <p>Increase occupant protection education, training, and awareness of safety belt issues for law enforcement, judges and prosecutors.</p> <p>Increase training opportunities and retention of child passenger safety (CPS) technicians and instructors.</p> <p>Increase EMS/fire department involvement in CPS fitting stations.</p> <p>Maintain CPS seat distribution programs for low income families.</p> | <p>17. Number of seat belt citations issued during grant-funded enforcement activities (2009 eGrants) [NHTSA A-1]</p> <p>18. Driver and outboard front seat passenger restraint use [NHTSA B-1]</p> <p>19. Safety belt use rate by children age 5-16</p> <p>20. Child passenger restraint use rate for children ages 0-4</p> <p>21. Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS) [NHTSA C-4]</p> | <p>97,734 safety belt citations (2009 eGrants)</p> <p>93.8 percent (2010 TTI)</p> <p>71.1 percent (2009 TTI)</p> <p>83.5 percent (2009 TTI)</p> <p>979 unrestrained passenger vehicle occupant fatalities, all seat positions (2008 FARS)</p> | <p>NHTSA Activity Measure (No objective set)</p> <p>94.0 percent (2011 TTI)</p> <p>75.0 percent (2011 TTI)</p> <p>85.0 percent (2011 TTI)</p> <p>945 unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)</p> |

Table 1. Goals, Strategies, Performance Measures and Objectives

| Goals   | Strategies   | Performance Measures  | Most Recent Status  | 2011 Objective  |
|---|--|---|---|---|
| <i>Pedestrian and Bicyclist Safety Program Area – 06</i>  |  |   |   |   |
| <p>To reduce the number of motor vehicle-related pedestrian and bicyclist fatalities</p>  | <p>Increase awareness for sharing the road between bicyclists and motorists.</p> <p>Increase public information and education efforts on bicycle safety.</p> <p>Improve identification of problem areas for pedestrians.</p> <p>Improve pedestrian “walkability” of roads and streets.</p> <p>Improve data collection on pedestrian injuries and fatalities.</p> <p>Improve public education and information on pedestrian safety.</p>   | <p>22. Number of pedestrian fatalities (FARS) [NHTSA C-10]</p> <p>23. Number of bicyclist fatalities (CRIS)</p>   | <p>435 pedestrian fatalities (2008 FARS)</p> <p>48 bicyclist fatalities (2008 CRIS)</p>   | <p>400 pedestrian fatalities (FARS)</p> <p>No more than 50 bicyclist fatalities (CRIS)</p>  |
| <i>Police Traffic Services Program Area – 07</i>  |  |   |   |   |
| <p>To increase effective enforcement and adjudication of traffic safety-related laws to reduce fatal and serious injury crashes</p> <p>To reduce commercial motor vehicle crashes, injuries and fatalities involving vehicles with a Gross Vehicle Weight Rating (GVWR) of 10,000 pounds or greater</p> | <p>Increase public education and information campaigns regarding enforcement activities.</p> <p>Increase and sustain enforcement of traffic safety-related laws.</p> <p>Provide technical and managerial support to local law enforcement agencies and highway safety professionals.</p> <p>Increase and sustain high visibility enforcement of Intersection Traffic Control (ITC) laws.</p> <p>Increase public information and education on intersection related traffic issues.</p> <p>Increase public information and education on sharing the road with commercial motor vehicles (CMV).</p> <p>Increase enforcement of commercial motor vehicle speed limits.</p> | <p>24. Number of intersection and intersection-related KAB crashes (CRIS)</p> <p>25. Number of CMV (large truck) involved fatalities. All crashes involve at least one vehicle with a vehicle body type of “Semi-Trailer” or “Truck-Tractor” (CRIS)</p> <p>26. Number of CMV (large truck) involved: fatal crashes. All crashes involve at least one vehicle with a vehicle body type of “Semi-Trailer” or “Truck-Tractor” (CRIS)</p> | <p>26,703 intersection and intersection-related KAB crashes (2008 CRIS)</p> <p>392 fatalities in crashes involving motor vehicles with a body type of ‘semi-trailer’ or ‘truck-tractor’ (2008 CRIS)</p> <p>331 fatal crashes involving motor vehicles with a body type of ‘semi-trailer’ or ‘truck-tractor’ (2008 CRIS)</p> | <p>26,500 intersection and intersection-related KAB crashes (CRIS)</p> <p>350 fatalities for vehicles with a body type of ‘semi-trailer’ or ‘truck-tractor’ (CRIS)</p> <p>300 fatal crashes for motor vehicles with a body type of ‘semi-trailer’ or ‘truck-tractor’ (CRIS)</p> |

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|--|---|--|--|--|
| <i>Speed Control Program Area – 08</i>   |   |  |  |  |
| <p>To reduce the number of speed-related fatal and serious injury crashes</p>                                      | <p>Increase and sustain high visibility enforcement of speed-related laws.</p> <p>Provide community training on speed-related issues.</p> <p>Implement best practices for speed deterrence when law enforcement is not present.</p> <p>Increase public information and education concerning speed-related issues.</p> | <p>27. Number of speeding related citations issued during grant-funded enforcement activities (2009 eGrants) [NHTSA A-3]</p> <p>28. Number of speeding-related fatalities (FARS) [NHTSA C-6]</p>                                 | <p>386,061 speed citations (2009 eGrants)</p> <p>1,455 speeding-related fatalities (2008 FARS)</p>   | <p>NHTSA Activity Measure (No objective set)</p> <p>1,400 speeding-related fatalities (FARS)</p>                                   |
| <i>Traffic Records Program Area – 09</i>   |   |  |  |  |
| <p>To improve the timeliness of, quality of, availability of, and linkages of records between crash data bases</p> | <p>Improve the intake, tracking, analysis and reporting of crash data.</p> <p>Improve the integration of traffic records between state agencies.</p>  | <p>29. Days to report local crash data to CRIS after crash occurrence</p> <p>30. Days for crash data to be accessible from Crash Records Information System (CRIS) after receiving report of crash from peace officer (CR-3)</p> | <p>Current average is 15 days as of Dec 2009 (TRF-CR)</p> <p>Current average is 3 days as of Dec 2009 (TRF-CR)</p>   | <p>Maintain the current average of 15 days.</p> <p>Maintain the current average of 3 days</p>                                      |
| <i>Driver Education and Behavior Program Area – 10</i>   |   |  |  |  |
| <p>To increase public knowledge, perception and understanding of traffic safety</p>                                | <p>Develop and implement public information and education efforts on traffic safety issues.</p> <p>Provide assistance to update the drivers' education curriculum.</p> <p>Conduct and assist local, state and national traffic safety campaigns.</p>  | <p>31. Number of media impressions reached with traffic safety messages</p> <p>32. Driver Attitudes and Awareness concerning impaired driving, seat belt use, and speeding issues (Survey – 1)</p>                               | <p>Over 1,121,349,591 billion media impressions reached with traffic safety messages (2009 Annual Report)</p> <p>Conducted initial survey in Summer 2010</p> | <p>Maintain 1.0 billion media impressions reached with traffic safety messages</p> <p>Conduct at least 1 survey in Summer 2011</p> |

Table 1. Goals, Strategies, Performance Measures and Objectives

| Goals  | Strategies  | Performance Measures  | Most Recent Status  | 2011 Objective   |
|--|---|---|---|--|
| <b>Railroad / Highway Crossing Program Area – 11</b>   |   |   |   |  |
| To reduce KAB crashes at railroad/highway crossings  | Increase education of law enforcement concerning laws governing railroad/highway crossings.<br><br>Increase public education and Information campaigns.   | 33. Number of KAB crashes at railroad/highway crossings (CRIS)  | 297 KAB crashes at railroad/ highway crossings (2008 CRIS)  | 272 KAB crashes at railroad/highway crossings (CRIS)   |
| <b>Roadway Safety Program Area – 12</b>  |   |   |   |  |
| To reduce the number of traffic crashes, injuries, and fatalities in work zones per 100 million vehicle miles traveled<br><br>To increase knowledge of roadway safety and current technologies among people involved in engineering, construction, and maintenance areas at both the state and local level | Increase public education and information on roadway safety.<br><br>Provide traffic safety problem identification to local jurisdictions.<br><br>Improve highway design and engineering through training.<br><br>Provide training on roadway safety issues.   | 34. Number of serious injuries in work zones (CRIS)<br><br>35. Number of fatalities in work zones (CRIS)<br><br>36. Number of persons trained in roadway safety classes | 3,372 serious injuries in work zones (2008 CRIS)<br><br>175 fatalities in work zones (2008 CRIS)<br><br>3,209 students in roadway safety classes (2009 Annual Report) | 3,100 serious injuries in work zones (CRIS)<br><br>145 fatalities in work zones (CRIS)<br><br>3,500 students in roadway safety classes |
| <b>Safe Communities Program Area -13</b>   |   |   |   |  |
| To establish integrated community traffic safety programs to prevent traffic-related fatalities and injuries   | Support the Safe Communities Coalitions.<br><br>Support statewide the Texas Safe Community process by providing education, training, and coordination on how to initiate and conduct community based traffic safety programs and how communities can become designated as a Texas Safe community Coalition. | 37. Number of Safe Communities coalitions   | 14 coalitions (2009 Annual Report)  | Achieve a minimum of 8 coalitions  |
| <b>School Bus Program Area -14</b>   |   |   |   |  |
| To reduce School bus-related crashes, injuries and fatalities  | Provide safe school bus operation training for school bus drivers.<br><br>Provide public information and education campaigns to promote safe motor vehicle operations around school buses.  | 38. Number of school bus passenger fatalities per year on a five year average (FARS)  | 0.4 school bus passenger fatalities (2008 FARS)   | 0.2 school bus passenger fatalities (2008 FARS)  |

Note: Performance Measures in which include a NHTSA number are the National Traffic Safety Performance Measures for States and Federal Agencies as defined by NHTSA. (Numbering: C = Core Outcome Measure, B=Behavioral Measures)