

## Program Area Overview

The following table provides a list of the 14 Traffic Safety Program Areas under which proposals may be submitted for funding consideration. The Traffic Safety Program Areas are divided into three categories: Core, Supplemental and Support and the related definition and targeted funding percentage for each category is also included below:

| Program Areas  | Category            | Description  | Targeted Funding  |
|--|---------------------|--|---|
| <ul style="list-style-type: none"> <li>• Alcohol and Other Drug Countermeasures</li> <li>• Motorcycle Safety</li> <li>• Occupant Protection</li> <li>• Police Traffic Services</li> <li>• Speed Control</li> </ul>                           | <b>Core</b>         | The Core Program Areas are the priority focus of the program because they have the greatest potential to reduce the number of motor vehicle crashes, injuries and fatalities | The Core Program Areas will receive approximately 73 percent of available non-federally earmarked funds (402 funds) |
| <ul style="list-style-type: none"> <li>• Emergency Medical Services</li> <li>• Pedestrian and Bicyclist Safety</li> <li>• Railroad / Highway Crossing</li> <li>• Roadway Safety</li> <li>• Safe Communities</li> <li>• School Bus</li> </ul> | <b>Supplemental</b> | The Supplemental Program Areas provide additional opportunities to reduce the number of motor vehicle crashes, injuries and fatalities                                       | These programs receive approximately 12 percent of available non-federally earmarked funds (402 funds)              |
| <ul style="list-style-type: none"> <li>• Planning and Administration</li> <li>• Traffic Records</li> <li>• Driver Education and Behavior</li> </ul>  | <b>Support</b>      | The Support Program Areas provide a multiplier effect by increasing the value and effect of the efforts expended in both the Core and Supplemental Areas                     | These programs receive approximately 15 percent of available non-federally earmarked funds (402 funds)              |

## FY 2012 Performance Measures

The following table shows the goals, strategies, and performance measures for each of the Traffic Safety Program Areas. Respondents are encouraged to review the **Strategies** before preparing their proposal. Proposals must select at least one of the **Strategies** and address how the strategy will be implemented in the Problem Solution section in order to receive consideration for funding.

**Note:** Performance Measures 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 Measure, A=Activity Measure)

Table 1. Goals, Strategies, and Performance Measures

| Goals   | Strategies  | Performance Measures  |
|---|---|---|
| <b>Overall State Goal</b>   |   |   |
| <p>To reduce the number and severity of traffic related crashes, injuries, and fatalities</p> |   | <ol style="list-style-type: none"> <li>1. Mileage Death Rate [NHTSA C-3]</li> <li>2. Mileage Death Rate (FARS – Urban)</li> <li>3. Mileage Death Rate (FARS – Rural)</li> <li>4. Number of traffic fatalities (FARS) [NHTSA C-1]</li> <li>5. Number of serious injuries in traffic crashes (CRIS) [NHTSA C-2]</li> <li>6. Number of drivers age 20 or younger involved in fatal crashes (FARS) [NHTSA C-9]</li> </ol> |
| <b>Planning and Administration Program Area – 01 (Support)</b>                                |   |   |
|   | <p>Provide training and assistance for local and statewide traffic safety</p> | <p>7. Publication of Traffic Safety Program deliverables</p>  |

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| Goals  | Strategies   | Performance Measures   |
|--|--|--|
| <p>To provide effective and efficient management of the Texas Traffic Safety Program</p> | <p>problem identification.</p> <p>Provide procedures and training on highway safety planning and project development.</p> <p>Ensure availability of program and project management training.</p> <p>Review and update program procedures as needed.</p> <p>Conduct periodic project monitoring and evaluation of traffic safety activities.</p> <p>Perform accurate accounting and efficient reimbursement processing.</p> <p>Maintain coordination of traffic safety efforts and provide technical assistance.</p> <p>Provide technical assistance and support for the Strategic Highway Safety Plan.</p> | <p>including HSPP, response to Management Review, and Annual Report.</p> <p>8. Number of training sessions provided.</p> |

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| Goals   | Strategies  | Performance Measures   |
|---|---|--|
| <b><i>Alcohol and Other Drug Countermeasures Program Area – 02 (Core)</i></b>   |   |  |
| <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 including appropriate bilingual 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 and processing of DWI cases through improved training for judges, administrative license revocation judges, prosecutors, and probation officers.</p> <p>Increase the use of warrants for mandatory blood draws.</p> <p>Educate the public and stakeholders on the use of interlock devices and other alcohol monitoring technologies for DWI offenders.</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>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>   |

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|---|---|--|
| <b><i>Emergency Medical Services Program Area – 03 (Supplemental)</i></b>   |   |  |
| <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>   |
| <b><i>Motorcycle Safety Program Area – 04 (Core)</i></b>  |   |  |
| <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 public information and education on motorists' responsibility pertaining to motorcycle safety.</p> <p>Increase rider education and training.</p> <p>Improve education and awareness of motorcycle safety among law enforcement and EMS personnel, educators and state &amp; local traffic engineers.</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> |

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| Goals  | Strategies   | Performance Measures  |
|--|--|---|
| <b><i>Occupant Protection Program Area – 05 (Core)</i></b>                               |  |   |
| <p>To increase occupant restraint use in all passenger vehicles and trucks</p>           | <p>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> |
| <b><i>Pedestrian and Bicyclist Safety Program Area – 06 (Supplemental)</i></b>           |  |   |
| <p>To reduce the number of motor vehicle-related pedestrian and bicyclist fatalities</p> | <p>Increase public information and education on motorists' responsibilities pertaining to pedestrian and bicyclist safety.</p> <p>Increase public information and education efforts on pedestrian and bicyclist safety.</p> <p>Improve "walkability" and "bikeability" of roads and streets.</p> <p>Improve data collection on pedestrian injuries and fatalities.</p> <p>Improve identification of problem areas for pedestrians</p>  | <p>22. Number of pedestrian fatalities (FARS) [NHTSA C-10]</p> <p>23. Number of bicyclist fatalities (CRIS)</p>   |

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|--|--|---|
| <b><i>Police Traffic Services Program Area – 07 (Core)</i></b>   |  |   |
| <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 vehicle body type of “Semi-Trailer” or “Truck-Tractor”.</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> |
| <b><i>Speed Control Program Area – 08 (Core)</i></b>   |  |   |
| <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>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>  |

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| Goals  | Strategies  | Performance Measures  |
|--|---|---|
| <b><i>Traffic Records Program Area – 09 (Support)</i></b>  |   |   |
| <p>To improve the timeliness of, quality of, availability of, and linkages of traffic records 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 and local entities.</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>                                      |
| <b><i>Driver Education and Behavior Program Area – 10 (Support)</i></b>  |   |   |
| <p>To increase public knowledge, perception and understanding of driver education and traffic safety for all road users</p> <p>To reduce the number of crashes and injuries related to distracted driving.</p> | <p>Develop and implement public information and education efforts on traffic safety issues.</p> <p>Provide assistance to update the drivers' education curriculum and administrative standards.</p> <p>Conduct and assist local, state and national traffic safety campaigns.</p> <p>Implement and evaluate countermeasures to reduce the incidence of distracted driving.</p> <p>Conduct public information and education campaigns related to distracted driving.</p> <p>Improve the recording of distracted driving as a contributing factor on crash reports.</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>33. Number of Distracted Driving related KAB Crashes (CRIS)</p> |
| <b><i>Railroad / Highway Crossing Program Area – 11 (Supplemental)</i></b>   |   |   |
| <p>To reduce KAB crashes at railroad/highway crossings</p>   | <p>Increase education of law enforcement concerning laws governing railroad/highway crossings.</p> <p>Increase public education and information on railroad/highway crossing safety.</p>  | <p>34. Number of KAB crashes at railroad/highway crossings (CRIS)</p>   |

Table 1. Goals, Strategies, and Performance Measures

| Goals   | Strategies  | Performance Measures   |
|---|---|--|
| <b><i>Roadway Safety Program Area – 12 (Supplemental)</i></b>   |   |  |
| <p>To reduce the number of traffic crashes, injuries, and fatalities in work zones.</p> <p>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</p> | <p>Increase public education and information on roadway safety.</p> <p>Provide traffic safety problem identification to local jurisdictions .</p> <p>Improve highway design and engineering through training.</p> <p>Provide training on roadway safety issues.</p>   | <p>35. Number of serious injuries in work zones (CRIS)</p> <p>36. Number of fatalities in work zones (CRIS)</p> <p>37. Number of persons trained in roadway safety classes</p> |
| <b><i>Safe Communities Program Area -13 (Supplemental)</i></b>  |   |  |
| <p>To establish integrated community traffic safety programs to prevent traffic-related fatalities and injuries</p>   | <p>Support the establishment and growth Safe Communities Coalitions.</p> <p>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.</p> | <p>38. Number of Safe Communities coalitions</p>   |
| <b><i>School Bus Program Area -14 (Supplemental)</i></b>  |   |  |
| <p>To reduce School bus-related crashes, injuries and fatalities</p>  | <p>Provide safe school bus operation training for school bus drivers.</p> <p>Provide public information and education campaigns to promote safe motor vehicle operations around school buses.</p>   | <p>39. Number of school bus passenger fatalities per year on a five year average (FARS)</p>  |