

Table 1. FY 2010 Texas Traffic Safety Goals, Strategies, Performance Measures, and Objectives

Goals	Strategies	Performance Measures	Most Recent Status (2001 unless otherwise noted)	2010 Objective
<i>Overall State Goal</i>				
To reduce the number of motor vehicle crashes, injuries and fatalities		1. <i>Mileage Death Rate</i>	1.43/100M VMT (2007 CRIS) 1.48/100M VMT (2006 FARS)	1.40 fatalities per 100M VMT (CRIS) 1.45 fatalities per 100M VMT (FARS)
		2. <i>Mileage Death Rate (FARS – Urban)</i>	1.00/100 M VMT (2006 FARS)	.99/100 M VMT (FARS)
		3. <i>Mileage Death Rate (FARS – Rural)</i>	2.37/100 M VMT (2006 FARS)	2.35/100 M VMT in Rural areas (FARS)
		4. <i>Number of traffic fatalities (FARS)</i>	3,531 (2006 FARS)	3525 traffic fatalities (FARS)
		5. <i>Number of serious injuries in traffic crashes (CRIS)</i>	89,499 serious injuries in traffic crashes (2007 CRIS)	89,475 serious injuries in traffic crashes (CRIS)
		6. <i>Number of drivers age 20 or younger involved in fatal crashes (FARS)</i>	649 drivers age 20 or younger involved in fatal crashes (2006 FARS)	640 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. Provide procedures and training on highway safety planning and project development. Ensure availability of program and project management training.	No current quantifiable performance measures or objectives		

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	<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>			
<i>Alcohol and Other Drug Countermeasures Program Area – 02</i>				
<p>To reduce the number of DWI-related crashes, injuries, and fatalities</p>	<p>Increase enforcement of DWI laws.</p> <p>Increase sustained enforcement.</p> <p>Increase high visibility enforcement.</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>7. Number of Alcohol-related fatalities per 100M VMT (FARS)</p> <p>8. Number of DUI-related (alcohol or other drugs) KAB crashes (CRIS)</p> <p>9. Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+ or above (FARS)</p>	<p>0.73 Alcohol-related fatalities per 100M VMT (2006 FARS)</p> <p>6,283 DUI-related (alcohol or other drugs) KAB crashes (2007 CRIS)</p> <p>735 fatalities involving a driver or motorcycle operator with a BAC of .08+ or above (2006 FARS)</p>	<p>0.71 Alcohol-related fatalities per 100M VMT (FARS)</p> <p>6,273 DUI-related (alcohol or other drugs) KAB crashes (CRIS)</p> <p>725 fatalities involving a driver or motorcycle operator with a BAC of .08+ or above (FARS)</p>

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	<p>Improve DWI processing procedures.</p> <p>Develop a DWI and minor in possession tracking system.</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>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. Develop innovative ways and programs to combat underage drinking and driving.</p> <p>Expand "EI Protector" and keep concentration on alcohol.</p>			
<p>To reduce the number of DWI-related crashes where the driver is under age 21</p>		<p>10. Number of 16-20 year old DWI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year-olds (CRIS)</p>	<p>69.69 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year-olds (2007 CRIS)</p>	<p>69.0 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year-olds (CRIS)</p>
<p><i>Emergency Medical Services Program Area - 03</i></p>				
<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>11. Number of students trained in EMS classes</p>	<p>1,081 students trained in EMS classes</p>	<p>1,100 students trained in EMS classes</p>

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<i>Motorcycle Safety Program Area - 04</i>				
To reduce the number of motorcyclist fatalities	<p>Increase enforcement of existing motorcycle helmet law for riders and passengers under 21.</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>12: Number of motorcyclist fatalities (FARS)</p> <p>13: Number of un-helmeted motorcyclist fatalities (FARS)</p>	<p>353 Motorcyclist fatalities (2006 FARS)</p> <p>220 un-helmeted motorcyclist fatalities 2006 (FARS)</p>	<p>Reduce motorcyclist fatalities to no more than 350 (FARS)</p> <p>Reduce un-helmeted motorcyclists to 215 (FARS)</p>
<i>Occupant Protection Program Area - 05</i>				
To increase occupant restraint use in all passenger vehicles and trucks	Increase enforcement of occupant protection laws.	14: Driver and outboard front seat passenger restraint use	91.2 percent (2008)	92.5 percent
	Increase sustained enforcement Increase high visibility enforcement.	15: Safety belt use rate by children age 5-16	70.7 percent (2008)	75.0 percent
	<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 judges' and prosecutors'</p>	16: Child passenger restraint use rate for children ages 0-4	84.0 percent (2008)	85.0 percent

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	awareness of safety belt misuse. Increase retention of child passenger safety (CPS) instructors. Increase training opportunities for CPS instructors002EA Increase EMS/fire department involvement in CPS fitting stations. Maintain CPS seat distribution programs for low income families. Increase occupant protection education and training for law enforcement and judges.	<i>17. Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)</i>	1,147 unrestrained passenger vehicle occupant fatalities, all seat positions (FARS 2006)	Decrease unrestrained passenger vehicle occupant fatalities, all seat positions to 1,130 (FARS)
<i>Pedestrian and Bicyclist Safety Program Area - 06</i>				
To reduce the number of motor vehicle-related pedestrian and bicyclist fatalities	Increase enforcement of traffic laws about bicycle right of way. Increase motorist awareness for sharing the road with bicyclists. Improve bicycle crash data.	<i>18. Number of pedestrian fatalities (FARS)</i>	385 Pedestrian fatalities (2006 FARS)	Reduce pedestrian fatalities to 380 (FARS)
	Increase public information and education efforts on the use of safety equipment. Improve identification of problem areas for pedestrians. Improve pedestrian "walkability" of roads and streets. Improve data collection on pedestrian injuries and fatalities. Improve public education and information on pedestrians and "safe walking".	<i>19. Number of bicyclist KAB crashes (CRIS)</i>	947 bicyclist KAB crashes (2007 CRIS)	Decrease the number of bicyclist KAB crashes to 925 (CRIS)

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<i>Police Traffic Services program Area - 07</i>				
To increase effective enforcement and adjudication of traffic safety-related laws to reduce fatal and serious injury crashes	<p>Increase enforcement of traffic safety-related laws including speed-related.</p> <p>Increase sustained enforcement including speed related laws.</p> <p>Increase public education and information campaigns.</p> <p>Increase traffic law enforcement</p>	<p>20: Number of KAB crashes (CRIS)</p> <p>21: Number of intersection and intersection-related KAB crashes (CRIS)</p>	<p>67,779 KAB crashes (2007 CRIS)</p> <p>27,307 intersection and intersection-related KAB crashes (2007 CRIS)</p>	<p>Reduce KAB crashes to 67,600 (CRIS)</p> <p>Reduce intersection and intersection-related KAB crashes to 27,275 (CRIS)</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>Technical and managerial support to local law enforcement agencies and highway safety professionals.</p> <p>Increase public information and education on sharing the road with commercial motor vehicles (CMV).</p> <p>Develop partnerships with CMV industry and trade associations to increase education and training of the general public and drivers.</p> <p>Increase enforcement of commercial motor vehicle speed limits.</p>	<p>22: 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>23: 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>436 fatalities for motor vehicles with a body type of 'semi-trailer' or 'truck-tractor' (2007 CRIS)</p> <p>370 fatal crashes for motor vehicles with a body type of 'semi-trailer' or 'truck-tractor' (2007 CRIS)</p>	<p>No more than 430 fatalities for vehicles with a body type of 'semi-trailer' or 'truck-tractor' (CRIS)</p> <p>No more than 365 fatal crashes for motor vehicles with a body type of 'semi-trailer' or 'truck-tractor' (CRIS)</p>
<i>Speed Control Program Area – 08</i>				
To reduce the number of speed-related fatal and serious injury crashes	<p>Identify best practices for speed deterrence when law enforcement is not present.</p> <p>Increase sustained enforcement.</p>	<p>24. Number of speeding-related fatalities (FARS)</p>	<p>1,496 speeding –related fatalities (FARS 06)</p>	<p>1,490 speeding-related fatalities (FARS)</p>

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<i>Traffic Records Program Area – 09</i>				
To improve the timeliness of, quality of, availability of, and linkages of records between crash data bases	Link Texas Department of State Health Services, Transportation, and Public Safety databases.	25: Days for Crash Records Information System (CRIS) to report crash data after occurrence	2001 is the most recently certified crash data available. This will change drastically when the 2003-2007 crash data is reconciled. From receipt of the crash by TxDOT, it takes 10 days for data to be available electronically (CRIS 2007)	Crash data available electronically within 60 days of the event (CRIS)
	Improve local databases and their ability to electronically transmit crash data to the Department of State Health Services and Public Safety.	26: Days to report local crash data electronically to CRIS after occurrence	Small pilot group of Texas Highway Patrol Officers in Austin are currently entering crash reports via WDE	Local crash data reported electronically to CRIS no later than 10 days after occurrence
<i>Driver Education and Behavior Program Area - 10</i>				
To increase public knowledge, perception and understanding of traffic safety	<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>	27: Number of people reached with traffic safety messages	Over 1.4 billion people reached with traffic safety messages (2008)	Achieve 900 million people reached with traffic safety messages

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<i>Railroad / Highway Crossing Program Area - 11</i>				
To reduce KAB crashes at railroad/highway crossings	Educate law enforcement on laws governing railroad/highway crossings. Increase public education and Information campaigns.	28. Number of KAB crashes at railroad/highway crossings (CRIS)	292 KAB crashes at railroad/highway crossings (2007 CRIS)	Reduce KAB crashes at railroad/highway crossings to 275 (CRIS)
<i>Roadway Safety Program Area – 12</i>				
To reduce the number of traffic crashes, injuries, and fatalities in work zones per 100 million vehicle miles traveled	Increase enforcement of traffic safety-related laws in work zones. Increase public education and information on traffic safety in work zones.	29: Number of serious injuries in work zones (CRIS)	3,497 serious injuries in work zones (2007 CRIS)	Reduce serious injuries in work zones to 3,485 (CRIS)
	Evaluate best practices for reducing work zone crashes, injuries, and fatalities, including training.	30 :Number of fatalities in work zones (CRIS)	147 fatalities in work zones (2007 CRIS)	Reduce fatalities in work zones to 145 (CRIS)
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	Provide traffic safety problem identification to local jurisdictions.			
	Improve highway design and engineering through training.	31: Number of persons trained in roadway safety classes	5, 661 students in roadway safety classes (2008)	2,300 students in roadway safety classes

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<i>Safe Communities Program Area -13</i>				
To establish integrated community traffic safety programs to prevent traffic-related fatalities and injuries	<p>Provide training programs on how to initiate and conduct community based programs.</p> <p>Support the Safe Communities process.</p> <p>Provide management support to implement community traffic safety programs.</p>	32: Number of Safe Communities coalitions	6 federally funded coalitions	Achieve a minimum of 8 coalitions
<i>School Bus Program Area -14</i>				
To reduce School bus-related crashes, injuries and fatalities	<p>Provide safe school bus operation training for school bus drivers in both English and Spanish.</p> <p>Provide public information and education campaigns to promote safe motor vehicle operations around school buses.</p> <p>Provide increased enforcement of state traffic laws around school buses.</p>	33: Number of school bus passenger fatalities per year on a five year average (FARS)	0.60 school bus passenger fatalities per year on a 5 year average (2003-2007 FARS)	Reduce school bus passenger fatalities to no more than 0.40 per year on a five year average (FARS)

Note: Performance Measures in italics are the National Traffic Safety Performance Measures for States and Federal Agencies.