

TxDOT Contracts with Public Relations (PR) Firms – FY 2024



FY2024 TxDOT Traffic Safety PR Contracts		
Vendor	Campaign	Amount
Sherry Matthews Advocacy Marketing	Statewide Impaired Driving – Public Education and Awareness of dangers associated with impaired driving.	Contract Amount: \$3,765,000.00 Invoiced: \$3,764,986.99 (Federally funded)
Sherry Matthews Advocacy Marketing	Be Safe. Drive Smart. – Public education and awareness of safety while driving in Texas’ work zones and in the state’s energy sector areas; of the need to decrease speed and drive to conditions; to improve safety for pedestrians and bicyclists; the campaign also focuses on special topics such as wrong-way driving, drowsy driving, aggressive driving; avoiding flooded roadways; and the “move over” law, among others.	Contract Amount: \$2,671,000.00 Invoiced: \$2,632,848.30 (State funded)
Sherry Matthews Advocacy Marketing	Be Safe. Drive Smart. – Public education and awareness campaign for pedestrian and bicyclist state laws.	Contract Amount: \$1,750,000.00 Invoiced: \$1,744,065.45 (Federally funded)
Sherry Matthews Advocacy Marketing	Distracted Driving Campaign – Public education and awareness of dangers associated with distracted driving.	Contract Amount: \$1,200,000.00 Invoiced: \$1,200,00.00 (Federally funded)
Sherry Matthews Advocacy Marketing	Look Twice for Motorcycles Campaign – Public education and awareness encouraging motorist awareness of motorcycles and urging motorists to always Look Twice for Motorcycles	Contract Amount: \$650,000.00 Invoiced: \$319,987.44 (Federally funded) \$329,987.24 (State funded)
Sherry Matthews Advocacy Marketing	Click It or Ticket – Occupant Protection public education and awareness campaign.	Contract Amount: \$1,600,000.00 Invoiced: \$1,590,769.88 (Federally funded)

Sherry Matthews Advocacy Marketing	SPEEDING Public Education and Awareness Campaign urging motorists to slow down to help save lives.	Contract Amount: \$3,000,000.00 Invoiced: \$2,903,368.94 (Federally funded)
Sherry Matthews Advocacy Marketing	Pedestrian Safety campaign – education and awareness for motorists to improve pedestrian safety.	Contract Amount: \$2,900,000.00 Invoiced: \$2,887,293.15 (Federally funded)
Guerra DeBerry Coody	Youth Occupant Protection public education and awareness campaign: <ul style="list-style-type: none"> • Teen Click It or Ticket • Child Passenger Safety 	Contract Amount: \$1,000,000.00 Invoiced: \$1,000,000.00 (Federally funded)

FY2024 TxDOT Travel Division PR Contracts

Vendor	Campaign	Amount
Guerra DeBerry Coody	Don't mess with Texas®	Contract Amount: \$3,849,979.74 Invoiced: \$3,849,979.74 (state funded)

FY2024 TxDOT Toll Operations Division PR Contracts

Vendor	Campaign	Amount
Sherry Mathews Advocacy Marketing	Provide marketing and communication services for TxTag	Contract Amount: \$4,300,000.00 Invoiced: \$670,989.08