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**TEXAS
TRAFFIC SAFETY
ANNUAL REPORT**

TEXAS DEPARTMENT OF TRANSPORTATION
125 E. 11TH STREET
AUSTIN, TEXAS 78701

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INTRODUCTION

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TRAFFIC SAFETY PROGRAM

Texas planned an extensive and diverse traffic safety program in FY 2008, with projects in these program areas:

- Planning and Administration
- Alcohol & Other Drug Countermeasures
- Emergency Medical Services
- Motorcycle Safety
- Occupant Protection
- Pedestrian/Bicycle Safety
- Police Traffic Services
- Speed Control
- Traffic Records
- Driver Education and Behavior
- Railroad/Highway Crossing
- Roadway Safety
- Safe Communities
- School Bus

CRASH SUMMARY

Texas has caught up in 2008 with the state Crash Records backlog. The CRIS (Crash Records Information System) has from 2002 data through 2007 (preliminary). Final FARS data for 2006 is listed in the table below. Preliminary CRIS data was used to calculate the Mileage Death Rate (MDR) with state data. The number of fatalities per hundred million vehicle miles driven has decreased despite the rapid increases in population and miles driven from 1997 to 2006 (FARS) and from 1997 to 2007 CRIS (Crash Records Information System).

		1997	2006	2007
Number of Texas Fatalities	<i>TX Data</i>	3,508	3,523	3,456
	<i>FARS Data</i>	3,513	3,531	3,363
Miles Driven (100 million vehicle miles traveled in Texas)	<i>TX Data</i>	1,962.6	2,368.5	2,417.5
	<i>FARS Data</i>	N/A	2,382.56	N/A
Mileage Death Rate (Persons killed per 100 million vehicle miles traveled)	<i>TX Data</i>	1.79	1.49	1.43
	<i>FARS Data</i>	1.77	1.48	N/A
Texas Population	<i>TX Data</i>	19,439,337	23,507,783	23,904,380

	<i>FARS Data</i>	19,439,337	23,407,629	23,904,380
Population Death Rate (Persons killed per 100,000 Texas Population)	<i>TX Data</i>	18.05	14.99	14.46
	<i>FARS Data</i>	18.07	15.08	14.07

Notes:

TX Data Sources

Fatalities: TX Accident File for 1997, CRIS, as of 11/05/08, for 2006 & 2007.

Miles Driven: TxDOT Transportation Planning & Programming Division.

Population: Population estimates from the Texas State Data Center & Office of the State Demographer.

FARS Data Sources

Fatalities: Final FARS file for 1997 and 2006, FARS Annual Report File for 2007.

Miles Driven: FHWA.

Population: U.S. Census Bureau

CHALLENGES

Crashes, injuries and fatalities caused by drunk drivers continue to be the major traffic safety problem in Texas. Fatalities related to alcohol were slightly increased. Alcohol-related fatalities reported by the Fatality Analysis Reporting System (FARS) increased slightly in Texas to 1,745 in 2006 versus 1,672 in 2005, or 0.96 percent.

Based on statewide surveys completed by the Texas Transportation Institute in June of 2008, 91.24 percent of Texans buckled up in FY 2008 compared to the 91.83 percent during FY 2007. Before Click It or Ticket (CIOT) enforcement and public education efforts began in Texas in 2002, only 76.1 percent of Texans buckled up. The current 91.24 percent safety belt usage translates into an estimated 1,600 fewer Texans killed in traffic crashes and an estimated 37,600 fewer injuries on Texas roadways since Click It or Ticket began. This challenge increases each year because we want to maintain our current usage rate and increase safety belt usage in the “hard to reach” population.

Since 2001, the use of safety belts in our state has saved the State of Texas and society an estimated \$6.66 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 economic impact was derived from using the average comprehensive costs on a per-injured-person basis from 2001 provided by the National Safety Council. These numbers were adjusted to actual fatality and injury numbers from motor vehicle crashes in Texas in 2001.

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.

MISSION

The Texas Department of Transportation is committed to the agency's mission "to work cooperatively to provide safe, effective, and efficient movement of people and goods" and to the mission of the traffic safety program "to save lives and prevent injuries."

STRATEGIC PLANNING

Beginning with the traffic safety planning process for FY 97, the State initiated periodic, formal traffic safety strategic planning sessions. Approximately every three years a formal strategic planning meeting is convened to re-evaluate all measures, re-establish short and long-term targets, identify new goals, measures and/or strategies, assess traffic safety legislative directives and review the Traffic Safety Program's Vision and Mission Statement. According to the *Strategic Plan for FY 2005 – 2010: Texas Traffic Safety Program*, the Vision and Mission of the program are defined as:

- Vision: To provide a safer, friendlier, and more accommodating street and highway environment for all of Texas.
- Mission: To save lives and prevent injuries through planned and coordinated activities.

The following five long-term goals were also established and built into the *Strategic Plan*:

- Support prevention of crashes by providing sufficient data/information to accurately identify traffic safety problems of an infrastructure, human or vehicular nature.
- Increase infrastructure safety.
- Educate and positively influence drivers' behavior before they get behind the wheel.
- Enforce and positively influence behavior in traffic.
- Improve post-crash prosecution, adjudication and treatment.

Texas last held a Strategic Planning Update meeting in Austin in June 2003. The results of that meeting are included in the FY 2008 Performance Plan, including the new goals, strategies, performance measures, objectives, and targets. The next Strategic Planning Update meeting will be conducted in the Summer of 2009.

PROBLEM IDENTIFICATION

The Texas Department of Transportation, Traffic Operations Division, coordinates the development and implementation of highway safety performance goals, strategies, and objectives for each program area using a strategic planning process. Multiple goals and

strategies are identified through a comprehensive problem identification process. The agencies that Texas plans with include the following: AAA-Texas, AARP, MADD-Texas, Texas Department of Public Safety (TxDPS), Texas Department of State Health Services (DSHS), Texas Transportation Institute (TTI), Texas Cooperative Extension (TCE), Texas Engineering Extension Service (TEEX), Texas Bicycle Coalition (TBC), and the NHTSA Region 6. Based on this problem identification information, state and local agencies as well as public and private organizations then develop and submit project proposals designed to support those multiple goals and strategies.

FY08 FEDERAL FUNDING

On July 26, 2007, the Texas Transportation Commission approved the *FY 2008 Texas Highway Safety Performance Plan*, 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 08 Texas Traffic Safety Program included funding from special use grant funds created by the passage of the Transportation Equity Act for the 21st Century (TEA-21) and also funds from the recently created Safe Accountable Flexible Efficient Transportation Equity Act, A Legacy for Users (SAFETEA-LU). These included:

- Section 405 - Occupant Protection J2
- Section 405 - OP SAFETEA-LU Incentive Funds K2*
- Section 406 - Safety Belt Incentive Funds K4
- Section 408 – State Traffic Safety Information System Improvement Funds K9**
- Section 410 - AL SAFETEA-LU Incentive Funds K8
- Section 2010 - Motorcycle Safety Incentive Funds***

* Awarded 4-15-08

** Awarded 8-25-08

***Awarded 9-17-08

PERFORMANCE MEASUREMENT GOALS

Overall State Goals

The tables on the following pages show the state goals, measures, targets and results for the traffic safety program. The following abbreviations/explanations are pertinent for the table that follows:

Symbol	Description
K	Fatal
A	Incapacitating injuries
B	Non-incapacitating injuries
HMVMT	total vehicle miles traveled in the state (hundred million vehicle miles traveled)

Traffic Safety Goals, Strategies, Performance Measures, and Objectives

As an outgrowth of the strategic planning process, Texas developed 16 specific goals for the traffic safety program, 76 specific strategies, and 31 specific performance measures. Objectives have been established for all 31 performance measures for years 2008 through 2010. The goals, strategies, performance measures and objectives for 2008 and the most recent status are outlined in Table 1.

The baseline information for 2005 FARS data included in the baseline column in Table 1 reflects the final 2006 FARS data and includes population estimates versus projections. The HSPP 2008 most recent column included final FARS data and population projections versus estimates.

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Table 1 FY 2008 Texas Traffic Safety Goals, Strategies, Performance Measures, and Objectives

Goals	Strategies	Performance Measures	Baseline	Current Status	2008 Objective
<i>Overall State Goal</i>					
To reduce the number of motor vehicle crashes, injuries and fatalities		1: Mileage Death Rate	1.49 fatalities per 100M VMT (2005 FARS)	1.48 fatalities per 100 M VMT (2006 FARS) 1.43 fatalities per 100M VMT (2007 CRIS)	1.48 fatalities per 100M VMT
		2: Serious Injury Rate	49.87 serious injuries per 100M VMT (2001 Texas)	37.28 serious injuries per 100M VMT (2007 CRIS)	44.32 serious injuries per 100M VMT
<i>Planning and Administration Program Area – 01</i>					
To provide effective and efficient management of the Texas Traffic Safety Program	<p>Provide training and assistance for local and statewide traffic safety 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>	No current quantifiable performance measures or objectives			
<i>Alcohol and Other Drug Countermeasures Program Area – 02</i>					
To reduce the number of DWI-related crashes, injuries, and fatalities	<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</p>	3: Number of Alcohol-related fatalities per 100M VMT (Based on FARS estimates)	0.71 Alcohol-related fatalities per 100M VMT (Based on 2005 FARS estimates)	0.73 Alcohol-related fatalities per 100M VMT (2006 FARS) 0.41 Alcohol-related fatalities per 100M VMT (2007 CRIS)	0.66 Alcohol-related fatalities per 100M VMT (Based on FARS estimates)
		4: Number of DWI-related (alcohol or other drugs) KAB crashes	4.62 DWI-related (alcohol or other drugs) KAB crashes per 100M VMT (2001 Texas)	3.58 DWI-related (alcohol or other drugs) KAB crashes per 100M VMT (2007 CRIS)	3.12 DWI-related (alcohol or other drugs) KAB crashes per 100M VMT

Texas Traffic Safety Annual Report – FY 2008

Goals	Strategies	Performance Measures	Baseline	Current Status	2008 Objective
	<p>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>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>To reduce the number of DWI-related crashes where the driver is under age 21</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>5: Number of 16-20 year old DWI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year-olds</p>	<p>86.95 16-20 year old DWI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year-olds (2001 Texas)</p>	<p>69.69 16-20 year old DWI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year-olds (2007 CRIS)</p>	<p>57.64 16-20 year old DWI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year-olds</p>
	<p>Develop innovative ways and programs to combat underage drinking and driving</p>	<p>6: Number of DWI-related (alcohol or other drugs) fatalities per 100M VMT</p>	<p>0.541 DWI-related (alcohol or other drugs) fatalities per 100M VMT (2001 Texas)</p>	<p>0.44 DWI-related (alcohol or other drugs) fatalities per 100M VMT (2007 CRIS)</p>	<p>0.477 DWI-related (alcohol or other drugs) fatalities per 100M VMT</p>
	<p>Expand "EI Protector" and keep concentration on alcohol</p>	<p>7: Number of DWI-related (alcohol or other drugs) serious injuries per 100M VMT</p>	<p>6.31 DWI-related (alcohol or other drugs) serious injuries per 100M VMT (2001 Texas)</p>	<p>4.59 DWI-related (alcohol or other drugs) serious injuries per 100M VMT (2007 CRIS)</p>	<p>4.28 DWI-related (alcohol or other drugs) serious injuries per 100M VMT</p>
<p>Emergency Medical Services Program Area - 03</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>8: EMS response time in rural areas</p>	<p>EMS response time to motor vehicle trauma calls in rural areas reduced to 12.3 minutes (preliminary results 2004 DSHS)</p>	<p>EMS response time to motor vehicle trauma calls in rural areas 12.3 minutes (2006 DSHS)</p>	<p>EMS response time to motor vehicle trauma calls in rural areas reduced to 11.7 minutes</p>

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Goals	Strategies	Performance Measures	Baseline	Current Status	2008 Objective
		9: EMS response time in frontier areas	Average EMS response time to motor vehicle crashes in frontier areas less than 16.8 minutes (preliminary results 2004 DSHS)	Average EMS response time to motor vehicle crashes in frontier areas less than 12.6 minutes (2006 DSHS)	Decrease EMS response time to motor vehicle trauma calls to 14.9 minutes in frontier areas.
Motorcycle Safety Program Area - 04					
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 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>	10: Number of motorcyclist fatalities	Motorcyclist fatalities 364 (2005 FARS)	<p>Motorcyclist fatalities 353 (2006 FARS)</p> <p>Motorcyclist fatalities 406 (CRIS 2007)</p>	Reduce motorcyclist fatalities to no more than 348
Occupant Protection Program Area - 05					
To increase occupant restraint use in all passenger vehicles and trucks	<p>Increase enforcement of occupant protection laws</p> <p>Increase sustained enforcement</p> <p>Increase high visibility enforcement.</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>	11: Driver and front seat passenger restraint use (TTI)	91.8 percent (2007)	91.2 percent (2008)	92.5 percent
		12: Safety belt use rate by children age 5-16 (TTI)	48.3 percent (2006)	70.7 percent (2008)	67.5 percent

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Goals	Strategies	Performance Measures	Baseline	Current Status	2008 Objective
	<p>Increase judges' and prosecutors' awareness of safety belt misuse.</p> <p>Increase retention of child passenger safety (CPS) instructors.</p> <p>Increase training opportunities for CPS 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>Increase occupant protection education and training for law enforcement and judges.</p>	13: Child passenger restraint use rate for children ages 0-4 (TTI)	80.0 percent (2006)	84.0 percent (2008)	82.0 percent
Pedestrian and Bicyclist Safety Program Area - 06					
To reduce the number of motor vehicle-related pedestrian and bicyclist fatalities	<p>Increase enforcement of traffic laws about bicycle right of way</p> <p>Increase motorist awareness for sharing the road with bicyclists</p> <p>Improve bicycle crash data</p> <p>Increase public information and education efforts on the use of safety equipment</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 pedestrians and "safe walking"</p>	14: Number of motor vehicle-related pedestrian fatalities per 100,000 population.	1.86 motor vehicle-related pedestrian fatalities per 100,000 population (2005 FARS)	1.64 motor vehicle-related pedestrian fatalities per 100,000 population (2007 FARS)	No more than 1.69 motor vehicle-related pedestrian fatalities per 100,000 population
		15: Number of bicyclist fatalities per 100,000 population.	0.204 bicyclist fatalities per 100,000 population (2005 FARS)	0.22 bicyclist fatalities per 100,000 population (2006 FARS) 0.24 bicyclist fatalities per 10,000 population (2007 CRIS)	0.125 bicyclist fatalities per 100,000 population
Police Traffic Services Program Area - 07					
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>16: Number of KAB crashes per 100M VMT</p> <p>17: Number of intersection and intersection-related KAB crashes</p>	<p>36.19 KAB crashes per 100M VMT (2001 Texas)</p> <p>15.5 intersection and intersection-related KAB crashes per 100M VMT (2001 Texas)</p>	<p>28.22 KAB crashes per 100M VMT (2007 CRIS)</p> <p>11.4 intersection and intersection-related KAB crashes per 100M VMT (2007 CRIS)</p>	<p>30.92 KAB crashes per 100M VMT.</p> <p>10.2 intersection and intersection-related KAB crashes per 100M VMT</p>

Texas Traffic Safety Annual Report – FY 2008

Goals	Strategies	Performance Measures	Baseline	Current Status	2008 Objective
	Increase traffic law enforcement technical and managerial support to local law enforcement agencies and highway safety professionals.				
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>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>	18: Number of CMV-involved fatalities	0.236 fatalities per 100M VMT for motor vehicles with 10,000 pounds or greater GVWR (2005 FARS)	<p>0.23 fatalities per 100M VMT for motor vehicles with 10,000 pounds or greater GVWR (2006 FARS)</p> <p>0.18 fatalities per 100 VMT for motor vehicles with a body style of 'semi-trailer' or 'truck-tractor' (2007 CRIS)</p>	No more than 0.179 fatalities per 100M VMT for motor vehicles with 10,000 pounds or greater GVWR
		19: Number of CMV-involved fatal crashes	0.192 fatal crashes per 100M VMT for motor vehicles with 10,000 pounds or greater GVWR (2005 FARS)	<p>0.18 fatal crashes per 100M VMT for motor vehicles with 10,000 pounds or greater GVWR (2006 FARS)</p> <p>0.15 fatal crashes per 100M VMT for vehicles with a body style of 'semi-trailer' or 'truck-tractor' (2007 CRIS)</p>	No more than 0.159 fatal crashes per 100M VMT for motor vehicles with 10,000 pounds or greater GVWR
Speed Control Program Area - 08					
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>	20: Number of speed-related KAB crashes per 100M VMT.	11.88 speed-related KAB crashes per 100M VMT (2001 Texas)	9.93 speed-related KAB crashes per 100M VMT	9.98 speed-related KAB crashes per 100M VMT
Traffic Records Program Area – 09					
To improve the timeliness of, quality of, availability of, and linkages of records between crash data bases	<p>Link Texas Department of State Health Services, Transportation, and Public Safety databases.</p> <p>Improve local databases and their ability to electronically transmit crash data to the Department of State Health Services and Public Safety.</p>	21: Days for Crash Records Information System (CRIS) to report crash data after occurrence	Contracts signed 10/06 to alleviate backlog of crash data available to TxDOT in excess of 60 months.	2001 is the most recently certified crash data available. This will change drastically when the 2003-2007 crash data is reconciled. From receipt of crash report to TxDOT, it takes 10 days for data to be available electronically (2007)	Crash data available electronically within 60 days of the event

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Goals	Strategies	Performance Measures	Baseline	Current Status	2008 Objective
		22: Days to report local crash data electronically to CRIS after occurrence	Local crash data component being developed in order to report electronically to CRIS no later than 10 days after occurrence (2007)	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
Driver Education and Behavior Program Area - 10					
To increase public knowledge, perception and understanding of traffic safety	Develop and implement public information and education efforts on traffic safety issues Provide assistance to update the drivers' education curriculum Conduct and assist local, state and national traffic safety campaigns	23: Number of people reached with traffic safety messages	20 million people reached with traffic safety messages (2005)	1.4 billion people reached with traffic safety messages (2007)	Maintain 20 million people reached with traffic safety messages
Railroad / Highway Crossing Program Area - 11					
To reduce KAB crashes at railroad/highway crossings	Educate law enforcement on laws governing railroad/highway crossings. Increase public education and information campaigns.	* 31. Number of KAB crashes at railroad/highway crossings	186 KAB crashes at railroad/highway crossings (2001 Texas)	292 KAB crashes at railroad/highway crossings (2007 CRIS)	Achieve 177 KAB crashes at railroad/highway crossings
Roadway Safety Program Area – 12					
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	24: Number of KAB crashes in work zones per 100M VMT.	1.45 KAB crashes in work zones per 100M VMT (2001 Texas)	1.08 KAB crashes in work zones per 100M VMT (2007 CRIS)	Achieve 1.15 KAB crashes in work zones per 100M VMT
	Increase public education and information on traffic safety in work zones.	25: Number of injuries in work zones per 100M VMT	2.00 A&B injuries in work zones per 100M VMT (2001 Texas)	1.46 A&B injuries in work zones per 100M VMT (2007 CRIS)	Achieve 1.55 A&B injuries in work zones per 100M VMT
	Evaluate best practices for reducing work zone crashes, injuries, and fatalities, including training.	26: Number of fatalities in work zones per 100M VMT.	0.082 fatalities in work zones per 100M VMT (2001 Texas)	0.06 fatalities in work zones per 100M VMT (2007 CRIS)	Achieve 0.063 fatalities in work zones per 100M VMT
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.	27: Number of communities provided assistance in improving safety through engineering.	21 communities assisted (2007)	25 communities assisted (2008)	25 communities assisted
	Improve highway design and engineering through training.	28: Number of persons trained in roadway safety classes	3,469 students in roadway safety classes (2007)	5,661 students in roadway safety classes (2008)	2,300 students in roadway safety classes

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Goals	Strategies	Performance Measures	Baseline	Current Status	2008 Objective
Safe Communities Program Area - 13					
To establish integrated community traffic safety programs to prevent traffic-related fatalities and injuries	Provide training programs on how to initiate and conduct community-based programs. Support the Safe Communities process. Provide management support to implement community traffic safety programs.	29: Number of Safe Communities Coalitions.	30 coalitions (2007) (The number of Safe Communities previously listed on the NHTSA Safe Communities website)	6 federally funded	Achieve a minimum of 38 coalitions
School Bus Program Area - 14					
To reduce School bus-related crashes, injuries and fatalities	Provide safe school bus operation training for school bus drivers in both English and Spanish. Provide public information and education campaigns to promote safe motor vehicle operations around school buses. Provide increased enforcement of state traffic laws around school buses.	30: Number of school bus passenger fatalities per year on a five year average	0.20 school bus passenger fatalities per year on a 5 year average (1997-2001)	0.60 school bus passenger fatalities per year on a 5 year average (2003 – 2007 FARS)	Maintain school bus passenger fatalities to no more than 0.40 per year on a five year average

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SIGNIFICANT LEGISLATIVE ACCOMPLISHMENTS

The legislature did not meet in 2008. The 81st Texas Legislature will convene in January 2009.

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PROGRAM AREA SUMMARIES

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PROGRAM AREA 08-01: PLANNING AND ADMINISTRATION

PROGRAM AREA RESULTS

The Traffic Safety Management Training was planned to provide project management courses with the assistance of Sam Houston State University. These courses were to provide grant management training for subgrantees and TxDOT traffic safety staff. The FY08 project was unable to be completed due to the course needing to be revised to incorporate TxDOT's new eGrants system and updated policies and procedures.

The Texas Transportation Institute (TTI) project Technical Assistance and Data Analysis for Traffic Safety, assisted the Traffic Safety Program in response to numerous requests for technical support. Most requests were for tabular or graphical crash and/or casualty data - from both FARS and Texas data sources. Assistance was also provided with population, vehicle miles driven and other data as well as writing support for some Traffic Safety Program documents. Documents supported by the project included: the FY07 Texas Traffic Safety Annual Report to NHTSA, the FY 09 Traffic Safety Program Highway Safety Performance Plan and TxDOT testimony for a Texas legislative hearing addressing young driver safety. In addition to supporting required TxDOT documents, the project also fulfilled requests for specific FARS data used in program planning and evaluation. The planned compilation of crash and casualty data for Texas counties and cities could not be completed due to the unavailability of required data files. TTI received files with 2005-07 statewide crash data in late June. However, following considerable effort to convert the ASCII data to SAS files, it was determined that the data (and accompanying file information) as received were not appropriate for use in developing the compilations for the Traffic Safety Program. Revised data files were not delivered to TTI in time to develop the compilations under the FY 08 project. The compilations will be provided under the FY 09 Technical Assistance project.



The eGrants project continued to enhance TxDOT's electronic grant management system that was implemented in January 2007. The eGrants system is an electronic grant management system (eGrants) based on Agate's IntelliGrants™ software product. The eGrants Enhancement Project, which included both major and minor enhancements to the original system, was completed in the August 2008. In October 2008, the eGrants project was the recipient of the 2008 Best of Texas Project Excellence Award for "Best Technology Solution Optimizing Business Operations". This award was given by the Texas Department of Information Resources (DIR) and the Center for Digital Government.

The eGrants team is now in the process of updating the system for the FY10 grant process. The eGrants Project will continue to enhance the Web-based solution used to improve the efficiency of the processing and management for the Traffic Safety Grant Program.

State funds continue to support facilities, salaries and other administrative expenses involved in the oversight and management of the Traffic Safety Program in TxDOT Headquarters and District offices. TxDOT will continue to provide state funding to support oversight of the Traffic Safety Program.

PROGRAM AREA 08-02: ALCOHOL AND OTHER DRUG COUNTERMEASURES



PROGRAM AREA RESULTS

Youth Alcohol:

For the nineteenth year, the Project Celebration program provided state funds as seed money to schools to host alcohol free functions during the prom and graduation season. There was a total of \$200,000 in state funds provided to a total of 506 schools. Promotional and education materials were provided to Project Celebration mini grants across the state.

Presa Community Center Project Drive to Live "Maneja Para Viver" trained 19,450 students using a three day curriculum on the dangers of underage drinking. Travis County Comprehensive Underage Drinking Prevention project offered education and peer to peer interaction to reduce underage alcohol consumption in the Austin Travis County area. There were 318 "Busted" educational presentations to 'tween' and 6th through 8th grade and 236 "Why Risk It" education presentations to high school age youth resulting in 30,485 people reached with these presentations. The Brazos County Underage Drinking Prevention and Enforcement project continued to reduce the number of alcohol related crashes of drivers under 21 years of age. The project conducted stings at stores, restaurants, and bars, that serve alcohol to underage customers, filed 41 criminal cases on licensed establishments that sale or serve minors as well as filed 21 criminal cases on persons who possessed fictitious or altered identification and issued 269 citations for minors in possession violations.

The Hillcrest Baptist Medical Center TeenSafe project participated in four "Shattered Dreams" programs. Three thousand youth ages 10 – 19 years in the region were educated on the dangers of underage drinking and driving. Mothers Against Drunk Drivers Take the Wheel project educated citizens in Harris County about the law enforcement efforts against drunk driving and underage drinking. The project provided 5,000 Public Information and Education items of Take the Wheel materials for the African-American community of Harris County. The Texas Transportation Institute project, Communities Assessment Team (CAT) project developed and implemented locally generated, creative approaches to the underage drinking and drinking/driving problem in Texas. A pool of experts in education, enforcement, prevention, and public policy were selected. These experts served on community action teams and, worked with local assessments of policies, approaches, and programs within selected

communities. From the assessments, the team worked with local coalitions and developed or updated a strategic plan specifically for that community to overcome existing barriers and move forward to address the underage drinking problem. Three CAT assessments were completed in Texas. The sites were Austin, San Antonio, and El Paso. There were two CAT trainings conducted in Texas.

The Texas Alcoholic Beverage Commission Shattered Dreams project is an education based program. Although the program focuses on high school students, it impacts the community as a whole. Parents are encouraged to become part of the planning process. There are two ways for a community to participate in the program. They can contribute monetarily or using in-kind services. Local and state law enforcement officers often accept the leadership role when planning the mock crash. Emergency services participate with ambulance rides and medical flights to area trauma centers. Members of the judiciary often participate in the mock trial. In 2008, TABC provided 56 mini grants to Texas high schools hosting Shattered Dreams events. There were 44,000 pieces of Shattered Dreams public information and education materials distributed to students and parents on underage drinking and driving. TABC also educated 4,289 parents about the zero tolerance and social hosting laws in the State of Texas.

Adult Alcohol:

The Texas District & County Attorneys Association (TDCAA) maintained an experienced attorney to serve as the Texas DWI Resource Prosecutor. The Texas DWI Resource Prosecutor continued to provide technical assistance on DWI-related issues, to serve as liaison between prosecutors, TxDOT, NHTSA, and other law enforcement agencies and to develop and update DWI-related content for www.tdcaa.com. The Texas Resource Prosecutor trained a combined total of 1,370 prosecutors and police officers at regional workshops on DWI related issues.

The DWI Investigation & Prosecution manual was distributed to 285 all new Texas prosecutors. There were 285 new Texas prosecutors trained at the 2008 trial skills courses. The copy of the TDCAA's Traffic Stops publication was sent out to 2,726 Texas Prosecutors. Twenty-six case notes and analysis on recent significant DWI-related judicial opinions were prepared and published in the TDCAA's bi-monthly periodical, Report, or for weekly email case law updates.

A website was maintained with updated DWI-related content at www.tdcaa.com. Six articles were prepared for the TDCAA's periodical publication in which DWI issues and best practices nationally and in Texas were published. A combined total of 285 prosecutors and police officers were trained at the 2008 TDCAA Intoxication Manslaughter School and Prosecutor Trial Skills Courses. The TDCAA Train-the-Trainer program recruited and trained 27 prosecutors for DWI related programs. TDCAA provided technical assistance and resources to 257 prosecutors, law enforcement, and other traffic safety partners.

The Texas Transportation Institute Standardized Field Sobriety Update (SFST) program updated the SFST curriculum package (participant, instructor, & power point). The curriculum was completed and submitted to TCLEOSE for review and comment. During the time this project was in process, NHTSA began working on a SFST Update curriculum that may be released in the next 6-12 months. This SFST program reported that it is TCLEOSE's preference to use only NHTSA created curriculum (as opposed to NHTSA approved curriculum). Texas will submit to NHTSA the curriculum created under this project since it was patterned after the NHTSA outline for their update. It may be determined after the NHTSA review that Texas wait on a NHTSA released SFST update course.

The Texas Transportation Institute Roll Call Video for Law Enforcement on Crash and Blood Alcohol Concentration (BAC) Reporting project developed a crash reporting DVD. This DVD was developed to be used as materials for the participants at the TCLEOSE training coordinators conferences. The DVD will also be highlighted on the TxDOT website. Although this distribution method was not originally identified in the project, this will provide a cost effective, efficient method to support all of the agencies in the state. The DVD were distributed to law enforcement agencies throughout Texas.

The Texas Transportation Institute conducted the Evaluation of the Alcohol Ignition Interlock Program in Texas project. The interlock device will not allow the operation of the vehicle if the driver has been drinking. This project evaluated the current alcohol ignition interlock program in Texas. Meetings were conducted with the administrator of the ignition interlock program at DPS in order to gain a better understanding of the scope and oversight of the program in Texas. Second, a process evaluation was conducted using court records previously obtained from Harris County for second offenders whose cases were adjudicated. The name and birth date were used to follow these persons from Harris County through the court system and through the DPS Driver Improvement Bureau. The two groups of offenders (interlock or alternative sentence such as jail) were tracked. Also, an evaluation of the effectiveness of the ignition interlock program as a DWI countermeasure was conducted by comparing re-arrests for those from Harris County (not assigned interlocks) with those participating in an interlock program. Also, a survey of judges and prosecutors was conducted.

The conclusion of the Alcohol Ignition Interlock study was that each procedural element and related statutes pertaining to the Ignition Interlock Program are frequently dependent upon recognition of important elements in other sections of the criminal justice code. The primary strength of the ignition interlock process lies in the emphasis placed upon each element of the criminal justice system that deals with the topic. When the elements of the criminal justice system work together in unison, the ignition interlock system is effective. However when one element of the criminal justice system fails to do its part, such as laws that are confusing, this may cause a breakdown of the ignition interlock process.

The Sam Houston University Impaired Driving Training Initiatives Drug Evaluation and Classification Program (DECP), Advanced Roadside Impaired Driving Enforcement (ARIDE), and Drug Impairment Training for Education Professionals (DITEP) continued to review, analyze and update the demographics associated with the Drug Recognition Expert (DRE) practitioners and instructors to identify areas of need for future planning and training purposes. One hundred and fifty-two secondary educational professionals participated in the NHTSA/IACP approved DITEP training. Nineteen DRE instructors were trained on the 8-hour DITEP curriculum. Eleven DRE instructors were trained on the ARIDE curriculum. One hundred and three Texas peace officers participated in the NHTSA/IACP approved A-RIDE course. One hundred and eleven DRE's were recertified in the 8 hour Texas DRE recertification course. Sam Houston University maintained the two DECP/ARIDE/DITEP websites.

The Mobile Video Instructor Training certification course is the only course in Texas that certifies Mobile Video Trainers, and in turn qualifies the video tapes as evidence in the prosecution of DWI and other impaired drivers. Nine (9) classes were conducted that resulted in two hundred and three (203) Texas peace officers being trained as instructors in the use of

mobile video equipment. These trained instructors will train their fellow officers to effectively use mobile video equipment to gather DWI and other court evidence in order to more effectively testify to the video taped evidence in court.

The Texas Municipal Courts Education Center's (TMCEC) grant, Municipal Traffic Safety Initiatives (MTSI) was designed to bring traffic safety to the forefront of awareness and implementation by municipal courts and to help them embrace the concept of transforming traffic safety into a local priority. The TMCEC trained 1,277 municipal judges at nine (9) regional judicial seminars. There were 4 traffic safety courses offered at these regional judicial seminars. PI&E packets containing speeches, fact sheets, calendars, and recommended action steps were prepared and distributed to 1,200 city managers and mayors. There were 1,110 judges updated through an awareness campaign for judges. There were 9 regional conferences for court clerks related to traffic safety and 2 regional conferences with 4 traffic safety courts for city prosecutors.

In addition, TMCEC held its first statewide conference and trained over 250 participants representing stakeholders in the municipal courts.



Sixteen feature traffic safety articles were written for judges, clerks and city officials' trade magazines/newsletters that related to quality of life in municipalities. Twenty-nine traffic safety exhibits were provided for city or court related seminars. A traffic safety web site was maintained on issues related directly to municipal courts including three traffic safety related pages with 49 links and 37 TMCEC newsletter pages on traffic safety. These newsletter pages were also put on the TMCEC MTSI website. The list server established in 2006 continues to be utilized and grow.

TMCEC developed traffic safety materials for incorporation into the curriculum for judges' regional conferences as well as courses for the clerks and prosecutor programs. The courses offered to municipal judges were: Older Drivers, Conditions of Bail: DWI and Other Crimes, Custom Deferred Disposition: Orders for At-Risk Drivers, Possession: Care, Custody and Control, Aggressive Driving and Citations: Tickets are for Concerts & Sporting Events. Three hundred and sixty (360) municipal court clerks were trained in the course "Traffic Law and TxDOT Programs".

What the municipal judges, court clerks and prosecutors learned in the classroom was also reinforced by the TMCEC webinar series that offered one hour distance learning via the Internet on "Fatigued and Distracted Drivers" and "The Older Driver". Collaboration with other TxDOT traffic safety partners has furthered the goals of this grant. Texas Municipal Police Association representatives provided exhibits as well as PI&E materials at the TMCEC schools.

The Texas Municipal Court Education Center Driving on the Ride Side of the Road (DRSR) project was developed to infuse the study of traffic safety issues into social studies classes at grades 5, 8, and high school government using the strategies of law-related education, including the use of judges and court support personnel as resource persons in classrooms.

Forty trainers across Texas were trained on the DRSR program and materials, through the train-the-trainer seminar that was held in April 2008. These trainers then offered 25 DRSR workshops via the education service centers, local school districts, and conferences in FY 08, training 601 teachers, judges, and court support personnel for a total of 2,175 training hours. The DRSR workshops and classroom materials received high ratings from teachers.

It is anticipated that the 601 people who were trained in FY 08 will reach approximately 66,000 Texas children and youth through the DRSR traffic safety program in FY 09. The sets of lessons included hands-on activities; computer based learning, and gifted and talented extensions. Lessons were correlated with the TEKS statewide achievement testing. A Grade 4 TEKS booklet of review exercises was developed on traffic safety issues. All of these materials and resources have been placed on the TMCEC web-site for free access, as well as the web-site of Law-Related Education at the State Bar of Texas. Participants in the program, not only use the DRSR materials in classrooms, but they also use TxDOT PI&E materials in their schools, communities, and courts.

The Texas Alcoholic Beverage Commission Manager Awareness project is a public information and education initiative that specifically targets alcoholic beverage retailers and their managers. The initiative is combined with an on-going, highly visible law enforcement effort. The goal of the initiative is to increase retailer compliance with state laws that prohibit the sales of alcoholic beverages to minors and intoxicated persons. By using the combined strategies of education and enforcement, TABC seeks to reduce the incidence of Driving While Intoxicated (DWI) and alcohol-related crashes and fatalities within the state.

The TABC trained 1,321 retail managers of licensed retailers across the State of Texas to increase voluntary compliance with state laws. They provided 49,100 pieces of MAP public information and education materials to licensed retailers and provided 25,000 promotional brochures to inform licensed retailers about the topics covered in the MAP program.

The Texas Association of Counties project, Rural Judges DWI Court Pilot Project, was developed because Texas has a serious DWI problem in rural counties. Texas has 254 counties. A total of 170 counties are small enough that they do not have a County Court at Law. The Constitutional County Court is the only court in the county exercising jurisdiction over Class A and B misdemeanor DWI cases. These judges have original jurisdiction over DWI/DUID (includes first and second DWI's in Texas), drugs and other misdemeanor criminal cases. In an administrative capacity, the Constitutional County judge is the presiding officer of the County Commissioners Court, is the Budget Officer in counties with populations less than 50,000, and is Director of Emergency Management. The judges rely upon an elected County

Attorney, District Attorney or Criminal District Attorney for prosecutorial services and resolve most DWI cases by plea bargain.

The Constitutional County judges are not required to be attorneys and are elected to a term of four years. There is approximately a 1/3 turnover rate every four years. Due to budgetary restraints, these rural counties need training delivered locally. They lack specific training on appropriate sentencing for DWI cases; the nature of addiction; DWI courts; staggered sentencing; evidentiary materials including SFSTs and DREs; and training in other proven methods of reducing the number of repeat offenders. These judges are not aware of how to implement specialized DWI courts that combine incarceration and treatment to reduce recidivism.

2008 was the second year of this three-year project. An experienced, retired county judge continues to serve as Director of this project. One hundred and seventy rural county judges in the target counties were surveyed to identify problem areas regarding the establishment of DWI Courts in May. This data will be tracked and analyzed once future data is available for comparison. Information pieces on the DWI Court Project were developed and sent to 170 rural county judges. A DWI Court website and a judicial listserv have been established. An interactive judicial bench book has been modified to include information about DWI courts. Additionally, a mock DWI trial and sentencing alternatives presentation was developed and presented to new interim appointee judges at their judicial orientation session. One stakeholder meeting was conducted. Cases from the participating counties were then tracked and analyzed to determine the recidivism rate. Additionally, a total of one SFST and two DRE overviews were presented at statewide and regional judicial conferences. Four articles for magazines, newsletters and web publications were written. Twenty-eight rural judges were trained in DWI Courts which surpassed the goal of 10.

The Texas Justice Court Training Center's project, Justice Court Traffic Safety Initiative, is a three year project to educate justices of the peace (JPs) in magistrating the DWI defendant, performing inquests on roadside fatalities, and adjudicating juvenile alcohol/traffic defendants in an effective manner, to utilize justices of the peace in community outreach to educate the general public regarding drinking and driving as well as other traffic safety issues and to implement a cohesive system of dealing with DWI offenders and juveniles as a county priority on a statewide basis.

The 838 justice of the peace courts in Texas accounted for a total of 2,185,210 traffic misdemeanors in 2004. JPs have original jurisdiction of Class C misdemeanors committed by juveniles, including traffic and alcohol violations and JPs have not been specifically instructed on how issues involved in juvenile drinking relate to traffic safety. An autopsy and/or toxicology testing may be ordered by JPs, which have not been trained on analyzing these chemical toxicology reports, which appear often in DWI fatalities. Further, many justices are not reporting all alcohol-involved crashes because there is no uniformity of reporting requirements.

In FY2007, 180 experienced and 168 new JPs received 4-hour training in DWI magistration procedures and setting bond conditions. In FY 2008 TJCTC trained 110 judges that were not reached in 2007 in the 4 hour DWI magistration module. The evaluations were outstanding and, furthermore, evidence suggests an increase in the number of judges ordering ignition interlock. A magistration/inquest field guide for judges to use at the jailhouse or the death scene was developed to be distributed to 838 judges in FY 2008. Website support for training with information/issues relevant to DWI and JP's was designed and developed. One

courthouse lobby traffic safety display package consisting of materials promoting better traffic and behavior choices was designed, developed and distributed to 838 Justice of the Peace. All 254 counties crash data was analyzed to identify test markets to be used for community presentations by judges on DWI and the Role of the Judiciary. There were 5 workshops conducted which resulted in a minimum of 100 judges total trained on conducting DWI inquests and juvenile alcohol consumption.



The Texas Transportation Institute's project, Technical Assistance and Working Group Facilitation for the Alcohol & Other Countermeasures Program, continued to work with TxDOT and program partners to garner support through organizations which can deal with the alcohol issue through operational tactics (enforcement, PI&E, prosecutions, data analysis, etc.) as well as from policy initiatives. This project continued the use of the Statewide Impaired Driving Working Group which consists of representatives from appropriate state agencies as well as statewide organizations with direct ties to the DWI issue. There were eight projects accomplished, one working group meeting conducted, one subcommittee meeting conducted and the internal NHTSA State Alcohol Self-Assessment document was submitted.

The Texas Center for the Judiciary (TCJ) continued to sponsor a Judicial Resource Liaison to work with Texas trial court judges to improve their awareness of DWI and other traffic safety issues. The Texas Center for the Judiciary's (TCJ) TxDOT grant spans the gap between traffic safety initiatives by targeting and assisting judges who hear impaired driving cases. During FY08, the Texas Center offered a wealth of TxDOT grant-funded judicial education opportunities, providing education and technical assistance, facilitating communication, and fostering the exchange of ideas among Texas judges.

One of the major overall goals of the TxDOT grant is to foster in Texas judges a greater understanding of and interest in DWI courts. When the Texas Center first offered training for judicial teams, it took weeks of intensive effort and searching to find five Texas judges familiar enough with the concept of DWI courts that would be willing to put together a team for the initial training offered by NHTSA in 2005. By way of contrast, when the Texas Center announced that NHTSA would be once again offering training for five additional Texas judicial teams in the summer of 2008, more than 15 judges were interested enough to contact the Texas Center, ask for additional information, and express interest in receiving training. In addition, many judges who did not submit an application also asked to be placed on a waiting list for future DWI court training. The education of Judges about DWI courts has created significant momentum toward the creation of an ever-increasing number of DWI courts in Texas.

Another TxDOT grant goal was to resurvey judges to determine how DWI cases are being handled across the State, ascertain their impaired driving concerns, and find out how to better

meet their educational needs in relation to impaired driving cases, alcohol monitoring devices (interlock, SCRAM, etc.), occupational licenses, and intensive supervision dockets (DWI Courts). In 2008, surveys were sent to 380 District Court and County Court at Law judges across the state. Their responses outlined some of the parameters of DWI cases Texas judges are currently hearing, their breath interlock concerns and practices, views regarding DWI legislation, and their educational needs. A brief summary of breath interlock practice responses was passed out at the 2008 Judicial Section Annual Conference. All responses are being summarized for an *In Chambers* article and will also be included in the DWI Newsletter and on the Texas Center DWI website. Future DWI education and training will be designed to implement changes reflective of the judges' desires for more discussion time, more practical understanding of areas such as SFST's, DRE's, and the use and operation of breath interlock, SCRAM, and other technological devices.

One of the "best practices" has been Subgrantee's ability to cross pollinate its training with other grant and non-grant partners. The Judicial Resource Liaison and/or the Research and Grant Program Manager and/or the Executive Director presented/participated at these additional trainings and programs: 31st Annual TACA Education Conference; 2008 Lifesavers Conference; 2008 Rural Association of Court Administrators Conference; 2008 NADCP Conference; Texas Municipal Courts Education Conference; 2007 & 2008 Save a Life Summit; 37th Annual Summer Clinical Institute in Addiction Studies; 2008 Summit on Grants in Courts; 2008 Judicial Section Annual Conference resource booth; and the 2008 MADD Conference. The Judicial Resource Liaison served on several TxDOT committees and working groups. These presentations have allowed the Texas Center and Texas Judicial Resource Liaison to expand the concept of using problem-solving courts to audiences beyond those targeted by its TxDOT grant. Hopefully those efforts will result in other lives being saved in the future.

Other TCJ judicial education programs provided Texas judges with latest trends and issues in impaired driving, SFST, DRE, and alcohol and other drugs countermeasures. An Ignition Interlock plenary session was presented at the 2008 Criminal Justice Conference and a Criminal Track session "Hot Topics and Current Trends" was presented at the Texas College for Judicial Studies.

The June 3-6, 2008 DWI Court Training Initiative was coordinated by the Texas Center in cooperation with NHTSA. This training, offered in cooperation with NHTSA and NDCI, addressed the needs of 64 judges and court professionals who deal with alcohol impaired drivers and emphasized a multi-disciplinary team approach that allows all team participants to have equal input into the process of designing that county's individual program. This team concept assists in creating localized plans to reduce DWI death and injury in Texas, and ensures effectiveness when the team returns to the county for implementation.

The 2008 Texas Judicial College for the Study of Alcohol and Other Drugs (DWI College) was conducted July 20-24. In addition to interdisciplinary plenary sessions, three educational tracks furthered judicial understanding of impaired driving issues. Track I educated 39 trial court judges about alcohol and other drugs, provided a more practical understanding of SFST's, DRE's, breath interlock, SCRAM, and other technological devices. Track II educated 22 administrative law judges about issues to be decided in ALR cases. Track III provided advanced training for 38 currently functioning DWI Court Team members.

The Texas Municipal Police Association (TMPA) Law Enforcement Advanced DWI Reduction System (LEADRS) Support Project was utilized in 17 counties and local districts. The project assisted 207 law enforcement agencies consisting of local police departments, sheriffs

departments, and the State Police. The project updated and implemented training courses for instructors and users, developed and implemented multiple upgrades of LEADRS, presented LEADRS at Conferences (ex. MADD and GHSA) and began developing integration processes with El Paso Police Department.

Four (4) year-long DWI STEPs and thirty-five (35) Impaired Driving Mobilizations (IDM STEPs) were conducted in the cities and counties with the highest number of alcohol involved crashes, injuries, and fatalities. The 35 IDMs, were funded with Section 410 K8 funds. The IDM agencies were required to conduct four coordinated DWI operations during specific time frames between October 2007 through September 2008. The IDM STEPs participated in the enforcement during the Labor Day Crackdown period August 15 – September 1, 2008. There were a total of sixty-nine (69) enforcement grants with a DWI component (DWI, STEP-IDM, STEP-Wave, STEP Comprehensive), resulting in 10,106 DWI arrests. Texas combined enforcement with educational efforts to reduce the number of alcohol-related motor vehicle crashes involving one or more drivers. The education components responded to the need for early emphasis on the dangers of drinking and driving to reduce alcohol-related crashes, fatalities and injuries.

During the winter holidays, TxDOT conducted a DWI-prevention paid-media campaign and conducted a Holiday campaign press event in San Antonio. The theme was “Santa is coming” and the artwork was used for pumptoppers and billboards. The “Designate a Driver” campaign targeted adult drivers between the ages of 25 and 54.

The “Who’s Driving Tonight?” campaign was conducted during Spring Break. The media campaign targeted young adults 18 to 24 through radio, billboards, pumptoppers, a wall wrap, aerial banners and print ads from March 5-24, 2008 and reappeared during finals (April 21 – May 4, 2008).

The Labor Day “Drink. Drive, Go to Jail” campaign occurred between August 15, 2008 – September 1, 2008. The education campaign targeted English and Spanish speaking Texans between the ages of 18 and 34 and emphasized male drivers.

Section 410 Alcohol Impaired Driving Countermeasures grant funds were awarded September 2006 and September 2007. These funds were used to fund the FY08 Texas Alcohol and Other Drug Countermeasures Program Area. These funds allowed Texas to increase the alcohol programs statewide and increase the effects of our efforts to decrease alcohol fatalities in Texas.

Impaired driving continues to be a major problem in Texas despite the wide variety of program efforts mentioned. Only one of the four alcohol-related objectives in the performance plan were achieved based on the crash data from the past couple years. Now that more recent crash data is available, Texas will be conducting a strategic planning session during FY2009 to look at the objectives that were established years ago to see how they may need to be adjusted to be more realistic. The Texas Legislature will also be looking at several potential bills to strengthen Texas DWI laws during 2009 such as allowing sobriety checkpoints and having a wider use of ignition interlock systems.

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PROGRAM AREA 08-03: EMERGENCY MEDICAL SERVICES

PROGRAM AREA RESULTS

In Texas, overall, the total time from the occurrence of a crash to delivery of the victim to a hospital averages about 53 minutes in rural and frontier areas in contrast to an average of 36 minutes in urban areas. Out of the 254 counties in Texas, 157 currently have response times in excess of 10 minutes, while 151 counties have transport times over 20 minutes in 2005. In some frontier areas, there are response times of up to 2 hours and 16 minutes and hospital transport times of up to 2 hours and 12 minutes. The duration of transport times places a great deal of importance on the level of emergency and trauma care provided during response times.

To compound the problem of available immediate health care in rural Texas, data from the Texas State EMS Office documents 21 Texas Counties that do not have a licensed EMS organization within their boundaries; currently, providers in neighboring counties are forced to service these lacking areas.

STATUS OF PROGRAM COMPONENTS



The Texas Engineering Extension Service (TEEX) project will improve pre-hospital care response in rural and frontier areas through improved accessibility of training and improved EMS involvement in local communities. The following classes were conducted:

- Continuing Education Classes:
 - PHTLS / ITLS - 184 students trained.
 - EVOC - 65 students trained.
- Refresher / Recertification Training:
 - EMT – Paramedic Refresher - 23 students trained
- EMS Certification Initial Training:
 - ECA - 289 students trained.
 - EMT Basic - 376 students trained.
 - EMT Intermediate - 17 students trained.
 - EMD – 11 students trained.
- Instructor Certification Training:
 - EMS Instructor – 88 instructors trained.
 - EVOC instructor – 9 instructors trained.
 - PHTLS / ITLS instructor – 19 instructors trained.

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PROGRAM AREA 08-04: MOTORCYCLE SAFETY



PROGRAM AREA RESULTS

Texas Department of Public Safety (DPS) Motorcycle Safety Program offers basic and advanced motorcycle operator training courses in 70 locations in the state. Motorcycle safety promotional materials are distributed statewide. DPS implemented the Motorcycle Safety Training Program Enhancement project as a statewide training campaign to increase the number of trained motorcyclists by expanding the capacity and availability of the mobile motorcycle safety training program in urban and rural areas. Two motorcycle operator training trailers and tow vehicles were delivered in September 2008 to DPS. The units were purchased by DPS using Section 2010 grant funds provided by TxDOT.



The Texas Transportation Institute (TTI) implemented the Public Education Campaign Materials to Improve Motorists Awareness of Motorcyclists (MAM) project consisting of radio and television public service announcements (PSA), outdoor campaign materials, and a dedicated website. The website titled LookLearnLive.org consists of internet audio and video, motorist awareness, and rider education and rider awareness public service announcements. The MAM project's non-internet portion consisted of the production of traditional outreach methods: posters, brochures, stuffers, radio & television public service announcements, graphics designs, billboards, bus wraps and an event display booth.



TTI also coordinated the Texas Motorcycle Safety Forum, which was an open discussion on issues and concerns. The Texas Motorcycle Safety Forum brings together those interested in motorcycling and motorcycle safety to discuss initiatives to reduce the likelihood of motorcycle crashes, injuries, and fatalities in Texas. Those in attendance range from state personnel, law enforcement, rider groups, education, private industry, and individual riders.

TxDOT produced the “Look Twice for Motorcycles” PSA’s for the Summer Safety Campaign consisting of radio and television PSA’s and outdoor media billboards. In partnership with the Texas Motorcycle Roadriders Association (TMRA), TxDOT launched the Summer Safety Campaign to encourage motorists to drive a safe speed and to pay particular attention to motorcyclists. The Summer Safety Campaign, July 14, 2008 – July 25, 2008, coincided with the internationally recognized, “Ride to Work Day” July 16, 2008. Some billboard companies have left up the billboards to remind motorists to be aware of motorcyclists.

TxDOT district offices were asked to continue to use electronic/dynamic message boards to display a motorcycle safety message when large motorcycle rallies were occurring in their respective areas. TxDOT installed “Share the Road” decals on back of its “Watch for Ice on Bridge” signs on numerous roadways. Texas supported the Motorcycle Safety and Awareness Month by recognition from the Governor via a proclamation. The Governor’s Proclamation was distributed to TxDOT districts and rider groups.



The TxDOT Motorcycle Safety Program Manager was invited to represent Region 6 at the Motorcycles 101 Pilot Test at TSI in Oklahoma City, OK. The target audience for the Motorcycles 101 course was State program managers and administrators who are responsible for motorcycle safety efforts, in addition to Regional program managers. The focus of the Motorcycles 101 curriculum included core competencies needed to identify problem areas associated with motorcycle safety in a State, how to apply for and secure additional funding to enhance the program, partnering with other State agencies such as law enforcement and licensing agencies to coordinate activities, improving data collection methodologies, evaluating programs and activities to determine if they are effective, and how to communicate with other stakeholders in the motorcycling community to build lasting partnerships.

Fatality Analysis Reporting System (FARS) preliminary results indicate there were 397 fatalities in 2007. Below is the DPS motorcycle training information for FY 2008.

- 41,393 students trained.
- 372,862 registered motorcycles in the State of Texas.
- 70 permanent training locations.
- 8 mobile training locations.
- 859,000 pieces of promotional/awareness material produced.
- 569,331 promotional/awareness items were distributed.

Section 2010 Motorcycle Safety Grant funds were received in September 2008. These funds could not be used in FY08 due to the late date receiving the funds. Plans have been made to expend these funds in FY09.

Motorcycle fatalities in Texas have shown a rising trend since 2005. Registrations for motorcycles continue to increase. Intoxication is an issue which has led to increased injuries and fatalities. There continues to be a large number of unregistered motorcycle riders. A motorcycle helmet is not required by law in Texas for riders 21 and older meeting training or insurance requirements.

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PROGRAM AREA 08-05: OCCUPANT PROTECTION



PROGRAM AREA RESULTS

The Occupant Protection (OP) program includes the following 111 specific projects: 7 Child Passenger Safety Education projects; 82 STEP CIOT; 20 Incentive awards; One (1) CIOT Media Outreach, and one (1) STEP OP. The occupant protection projects include education and enforcement and were funded by these three separate federal fund sources: Section 405 J2; Section 405 K2; and Section 406 K4. The education component included OP training for specific targeted areas by local projects in Austin, Dallas, Houston, Waco, and the statewide Safe Riders Programs administered by the Texas Department of State Health Services and Passenger Safety administered by the Texas AgriLife Extension Service.

The Safe Riders program with the Texas Department of State Health Services (DSHS) managed the TxDOT traffic safety funded child safety seat distribution program in Texas, provided 13,527 seats to local programs, checked 994 seats at 28 checkup events; checked 286 seats at a local fitting station, conducted 6 NHTSA Standardized Child Passenger Safety (CPS) Technician classes training 103 technician, and distributed 317,348 pieces of literature as well as maintained the Child Passenger Safety (CPS) website and toll-free response line which received 9,977 calls. In previous years, each child passenger safety seat project funded under the HSPP individually purchased safety seats. Safe Riders continues to purchase safety seats for its statewide distribution program and other Texas Department of Transportation subgrantees. Quarterly Advisory Committee meetings are conducted with statewide partners including SAFE KIDS, TxDOT, DPS, DSHS, Texas AgriLife Extension, hospitals, and local organizations.

The Passenger Safety program of Texas AgriLife Extension Service conducted and trained individuals in the following classes: three 32 hour NHTSA Standardized Child Passenger Safety Technician courses with 56 technicians trained, one 8 hour renewal course, one online Technician Update course and eight Operation Kids classes for law enforcement. AgriLife conducted 21 checkup events with 1,590 seats checked and conducted fitting stations at 4 fire/EMS station sites. A total of 1,006 safety seats were distributed at checkup events and fitting stations. AgriLife promoted Child Passenger Safety at three Texas Municipal Judges conferences with exhibits and educational materials. More than 73,000 public education and information materials were distributed under the Passenger Safety program. AgriLife also conducted educational programs using Rollover Convincers that an estimated 23,674 people participated in.



Texas has increased police efforts in safety belt enforcement through a one year long Occupant Protection STEP and the Click It or Ticket (CIOT) Mobilization conducted May 12 – June 1. There were 82 STEP CIOT grant funded law enforcement agencies participating, and 20 CIOT Incentives were awarded. The law enforcement agencies selected for the incentives are given choices of equipment awards or training. The incentive awards resulted in participation by an additional 62 non-grant funded enforcement agencies. The 62 non-grant funded agencies issued 8,338 of the 45,196 safety belt citations during the mobilization. The combination of local and statewide increased sustained enforcement during the mobilization, community efforts, including sixteen local press events, use of the TxDOT permanent dynamic message signs during CIOT, and the media campaign, resulted in our safety belt usage rate of 91.24%.

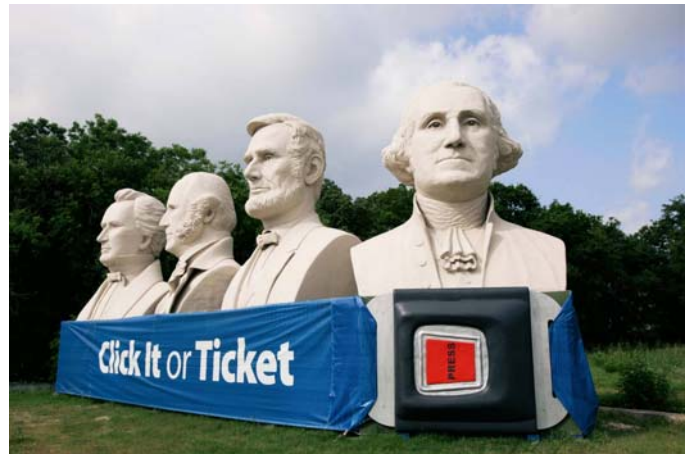
Texas plans to continue STEP grants with OP components, including STEP Waves, and a strong media presence to maintain safety belt use and move the observed use rate even higher next year.

The state used the Section 405 J2 Incentive funds for the Buckle Up Media Support project and the CIOT media support. Additionally, the state used Section 405 K2 SAFETEA LU Incentive funds and Section 406 funds for the CIOT media support.

The CIOT paid media campaign, which ran from May 5 to June 1, was directed to those who don't consistently use safety belts: men between 18 and 34, with special emphasis on

passengers in addition to drivers. During May 2008, TxDOT invested \$2.82 million in federal dollars in paid media campaign in the following markets: TV, Radio, Outdoor, Theatre, Sports Events, and Internet. The CIOT earned media campaign was equally aggressive. Multiple “Seat Belts Across Texas” installations, photographs and video of nine Texas landmarks across the state showcasing *Click It or Ticket* were released to the media in batches. The landmarks included: the Corpus Christi *Sand Fest*; San Antonio’s Battle of the Flowers Parade; Texas Tech University’s *Goin’ Band from Raiderland*; Austin’s Monarch Building; the North Star Mall *Boots* in San Antonio; the welcome entrance to South Padre Island; the *Tribute to Statesmanship* sculpture in Houston, the Austin Police Department Headquarters, and the I-45 Sabine Bridge in Houston.

The Summer Buckle Up Media Support project picked up where CIOT concluded, with paid media from June 2 to June 22. The message shifted to *Buckle Up, Texas* and the highlight of this campaign was the more than 744,000 fans viewing PSAs featuring Houston Astros players at 23 home games at Minute Maid Park.



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PROGRAM AREA 08-06: PEDESTRIAN / BICYCLE SAFETY

PROGRAM AREA RESULTS

The Texas Bicycle Coalition (TBC) distributed 70,712 copies of the “From A to Z by Bike” bicycle safety education and awareness material. TBC distributed 262 Zamboni bicycle safety videos in DVD and VHS format. TBC distributed 51,941 educational bookmarks. The project conducted training at two universities in FY2008.

Through the Texas Super College Project, teachers and university faculty are provided with the curriculum guide and reference materials and are trained to teach the revised curriculum. The fifteen-lesson curriculum is designed to provide students with a solid foundation of knowledge about the cycling laws of the road and how to cycle safely on the state’s roadways, while it prepares them physically for the challenges of safely operating a bicycle. Additionally, portions of the Texas SuperCyclist Curriculum are available in Spanish for use in bilingual education programs and after-school activities.

TBC distributed 382 copies of its Annual Report. TBC received more than 2,000 survey responses from teachers trained in the Supercyclist Curriculum. The project trained 311 future physical education and health teachers in how to teach the Texas SuperCyclist Curriculum. Based upon the estimate that teachers have classes of 80 to 100 students, the program impacted more than 400,000 Texas school children in FY 2008.

TBC distributed 16,326 copies in English and Spanish of SuperCyclist Curriculum updates and Teacher Master Pages. TBC supported 42 institutions of higher education (IHE) in implementing the SuperCyclist Curriculum; far exceeding the goal of 20 institutions. TBC distributed 13,493 copies of it’s newsletter about the SuperCyclist Project via electronic mail. TBC trained 343 physical education teachers, youth workers and field instructors in the SuperCyclist Curriculum. TBC reached a major milestone in FY08 by teaching their 3,000th teacher.

The Texas Children’s Hospital (TCH) project, Increase Public Information and Education Efforts on Pedestrian Safety had a total 18 media exposures in a combination of radio, television, and print; distributed 55,000 pedestrian/bicycle-related materials to the general public; and held 102 pedestrian/bicycle safety classes. TCH trained 4,900 school-aged students on pedestrian/bicycle safety via classes and/or bike rodeos.

The goal of this project was to increase awareness in the community about pedestrian and bicycle safety by implementing structural and behavioral changes through education, training and safety advocacy. The project also calls attention to the need for safety equipment and its proper use. By increasing the number of people who can educate the community at large about unsafe crosswalks and other safety hazards, positive changes are made in Greater Houston.

TCH taught pedestrian safety Train-the-Trainer sessions for education coordinators and education specialists. The training was used to provide pedestrian safety presentations for parents at 26 Head Start sites, as required by performance standards set forth for the agency by the National Head Start Bureau. The program has a total enrollment of approximately 1,864 students.

TCH taught pedestrian safety tips to approximately 400 children in pre-k through 2nd grade at Golfcrest Elementary in southeast Houston. The children learned about important things that they need to do in order to be safe walkers. These classes were in preparation for International Walk to School Day, which took place at schools at the coastal region on October 8, 2008, in conjunction with the Safe Kids Greater Houston coalition's "Walk This Way" event.

PROGRAM AREA 08-07: POLICE TRAFFIC SERVICES



PROGRAM AREA RESULTS

In 2008, various Selective Traffic Enforcement Program (STEP) officers generated over **285,033** extra hours of enforcement, with:

- 10,124 Driving While Intoxicated (DWI) arrests
- 50,598 Intersection Traffic Control (ITC) citations
- 360,430 Speed citations
- 110,728 Occupant Protection (OP) citations (includes child restraint)
- 6,910 Commercial Motor Vehicle hazardous moving citations
- 187,844 other citations, and
- 22,614 other arrests

Breakdown of STEPs by Type:

<u>STEP Type</u>	<u># of Projects</u>
STEP Comprehensive	66
STEP Commercial Vehicle Safety (CMV)	5
STEP Speed	22
STEP Driving While Intoxicated	4
STEP Occupant Protection	1
STEP Wave	43
STEP Click It or Ticket (CIOT)	82
STEP Impaired Driving Mobilization (IDM)	34

There were 3,012 (2007 CRIS) KAB crashes involving vehicles with a body style of 'semi-trailer' or 'truck-tractor' in Texas. The Texas Department of Public Safety no longer segregates data on commercial vehicles. Texas is in the process of determining the best alternative to a commercial motor vehicle designation when compiling crash data for future reports.

Law enforcement STEP grants make up a large portion of the Texas Highway Safety Performance Plan. In FY 2008, law enforcement agencies from across the State coordinated their enforcement efforts and public information and education campaigns in order to reduce traffic crash injuries and fatalities.

All STEP subgrantees are required to report their enforcement and public information and education data for their projects on the eGrants grants management system; eGrants is the system of record for all executed STEP grants. All non-funded agencies are asked to report their enforcement and public information and education data for their efforts on the Buckle Up Texas website. The Buckle Up Texas web-based tool provides a means for non-funded, non-STEP agencies to report their information in a timely and efficient manner.

Since 2001, TxDOT has partnered with the Texas Municipal Police Association (TMPA) to provide assistance to subgrantees and volunteer non-funded agencies. TMPA maintains the Buckle Up Texas website and provides Law Enforcement Coordinators (LEC) staff to promote and support all of the traffic safety projects. LEC's assist local law enforcement agencies in exploring various traffic enforcement strategies to promote program success and encourage law enforcement agencies to participate in various TxDOT Traffic Safety campaigns such as CIOT and IDM's. In addition, LEC's deliver training to law enforcement agencies regarding STEP grant administration and TxDOT policy and procedures. The LEC's also participate in various traffic safety events like child safety seat checks, community briefings, traffic safety conferences, and have an active role along with TSSs speaking at press events. In FY 2008, the LEC's contacted over 404 law enforcement agencies in Texas to provide technical assistance.

The amount of large truck traffic on Texas roadways has increased significantly since the passage of the North America Free Trade Act in 1994. Four agencies, City of Houston, City of Laredo, City of Fort Worth, and Harris County, participated in a special STEP project concentrating on large truck hazardous moving violations and violating truck route rules. STEP officers could not use grant funded time to cite truckers for violations covered under the Motor Carrier Safety Assistance Program. The STEP CMV issued 19,091 citations for excessive speed, not wearing safety belts or other hazardous moving violations during FY 2008. Failure to comply with speed limits and wearing safety belts continues to be a major problem with commercial drivers in Texas.

Texas emphasized enforcement as a major element in the traffic safety program, increased state funds for local enforcement, and increased the use of public information and education efforts to improve STEP impact.

PROGRAM AREA 08-08: SPEED CONTROL

PROGRAM AREA RESULTS

In 2008, twenty-two (22) agencies participated in speed specific Selective Traffic Enforcement Program (STEP) grants. Officers and deputies from City of Arglye, Childress County, City of Deer Park, Denton County, City of Lewisville, City of Friendswood, City of Farmers Branch, City of Galveston, City of Seabrook, City of Van Alstyne, Hartley County, City of Italy, City of LaPorte, City of Liberty Hill, City of Terrell, Menard County, Sterling County, Montgomery County, City of Waskom, Wheeler County, Harrison County, and City of Mesquite generated **19,498** overtime enforcement hours. This resulted in:

- 53,520 Speed citations
- 52 Driving While Intoxicated (DWI) arrests
- 305 Intersection Traffic Control (ITC) citations
- 143 Occupant Protection (OP) citations
- 204 Hazardous Moving Violation citations
- 12,560 other citations, and
- 1,050 other arrests

The speed compliance rate for these communities increased steadily from an average of 29% to 36% and thirteen (13) communities decreased the number of speed related crashes for the year. Texas plans on continuing to fund STEP grants that specifically focus on speed enforcement. Increased enforcement efforts combined with strong public information and education campaigns assist the public in becoming aware of the dangers of speeding.



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PROGRAM AREA 08-09: TRAFFIC RECORDS

PROGRAM AREA RESULTS

The Traffic Records Assessment team met with Texas in October 2007 and provided agencies with feed-back on their system and processes. Some of the recommendations have already been adopted; such as incorporating Model Minimum Uniform Crash Criteria elements (MMUCC) and National Emergency Medical services Information System (NEMSIS) into our reporting form and involve the user community in the development/revision of the reporting form. Cambridge Systematic and TxDOT worked together on updating the Traffic Records Strategic Plan and the FY08 Section 408 grant application which TxDOT was awarded.

A Traffic Records Coordinating Committee (TRCC) was established in March of FY07. It was established as a requirement to apply for section 408 funds. The TRCC, with support from TxDOT, began soliciting names of traffic safety and information system professionals to form working groups. The purpose of the working groups is to obtain multidisciplinary and multi-agency perspectives on the plan and actions of the TRCC. The working groups will also facilitate communication between the executive-level TRCC, agency system owners, and data collectors and users. In the spring of 2008, the TRCC evaluated projects for potential subsequent year funding.

The Texas Department of Transportation is moving forward with development efforts that allow law enforcement officers around the state to directly access CRIS and key crash data into the system. This is the next phase of CRIS and is known as the Crash Reporting and Analysis for Safer Highways (CRASH) initiative. This application will incorporate built in edits, a user management component and data sharing among reporting agencies along with several enhancements that should increase the accuracy of law enforcement reporting. As a lead up to CRASH, the state's crash report form is being revised. This effort is approximately 97 percent complete.

HDI Solutions, the data entry vendor contracted to enter backlog crash data for the Crash Records Information System (CRIS), has completed entering all backlog data for years 2002 through 2007 (approximately 3.4 million records). In addition, all 2008 crash data to present date has been entered into CRIS. The processing of crash reports is so current that in a typical day, reports received one day are scanned into the system within 24 hours of being received.

The state established a User Group to assist in the revision of the crash reporting form. The group includes local law enforcement, the Texas Highway Patrol, and the Texas Department of Transportation, all coming together to refine the form. Input was also obtained on the form from other data users such as the Texas Department of State Health Services and the Texas Transportation Institute.

The State has begun to use the Crash Records Information System to provide data extracts to Municipal Planning Organizations and university affiliated researchers. While the goal is to eventually allow these entities to obtain this data by directly accessing CRIS, that functionality can not be provided at this time due to hardware and software constraints.

The Texas Department of State Health Services was awarded a grant to improve the Texas Trauma Registry. They have hired an IT specialist to fix the existing system to allow hospitals and EMS providers to report and receive reports. The project manager hired will work towards the devolvement of a new system. A study and recommend will begin in FY 09 to assist with improving the Trauma Registry System.

PROGRAM AREA 08-10: DRIVER EDUCATION AND BEHAVIOR



PROGRAM AREA RESULTS

HOLIDAY DESIGNATE A DRIVER CAMPAIGN

'Twas the season to be cautious. During the winter holidays, safety professionals estimate Texas roadways were more crowded than ever. Motorists were constantly on the go—shopping, doing charity work, attending school functions and meeting up with family, friends and colleagues. Those who joined in the season's merriment didn't always know when they had too much to drink. Many got behind the wheel after they had been drinking—often giving their friends and family things that weren't on their holiday wish lists.

In a concerted effort to keep Texans safe during the holiday season, TxDOT sponsored a public education campaign to remind Texans not to get behind the wheel if they'd been drinking.

The statewide DWI-prevention campaign targeted **adult drivers from 25 to 54**.

PAID MEDIA

TxDOT spent **\$615,000** on paid media from **December 10, 2007 to January 1, 2008**. The campaign consisted of festive, friendly reminders that used humor to deliver the serious message not to drink and drive in the following outlets:

- **TV:** \$263,000 for 7,835 television spots in 17 media markets and on Fox Sports Southwest, reaching viewers nearly 69 million times. TxDOT ran its popular "Reindeer Barn" animated spot the duration of the campaign, plus some old favorites.
- **Radio:** \$245,000 on 12,442 radio spots in 19 media markets and on Texas State Network, reaching listeners more than 50 million times. TxDOT ran its popular "Carolers" and "Feliz Navidad" spots, along with some old favorites.
- **Outdoor:** \$108,000 for out-of-home advertising in 25 markets reaching Texas drivers more than 78 million times:

- 53 billboards
- 370 ads atop gas pumps in nine media markets
- **Retail:** \$900 for digital tabletop displays in five Austin restaurants (pilot program), reaching an estimated 37,500 bar and restaurant patrons during December.

In addition to the added-value donations from stations and outdoor companies, Greater San Antonio Transportation Company donated space for 25 ads on taxi cabs in San Antonio. TxDOT also posted a DWI-prevention message on donated space along IH-35 in San Marcos, close to the outlet mall. Given the quality of the LED board, TxDOT posted a type-only board with the “Who’s Driving Tonight?” message.

Added Value

Bonus spot rotations, on-air interviews featuring TxDOT spokespeople, online advertising and live liners donated from paid media, combined with donated space on squeegees and hose frames at gas stations, 25 taxi ads on cabs in San Antonio, plus outdoor LED space at North Carolina Furniture Direct along IH-35, exceeded **\$900,000** in value.

EARNED MEDIA

Press Event. TxDOT participated in a lively press event at Lackland Air Force Base, complete with skydiving Santa and his six elite paratrooper helpers, a children’s choir and federal, state and local speakers led by the base commander himself, Brigadier General Darrell Jones, USAF.



Print. TxDOT distributed English and Spanish news releases and photos of the event to more than 500 newspapers throughout Texas and to a major wire service for targeted distribution. The news release led with, “Skydiving Santa Vaults Sober Driving to Top of Holiday Wish List” and highlighted the new military partnership. More than 50 papers ran news stories that reached an estimated 550,000 readers, generating an estimated **\$32,000 in earned media value.**

POINT-OF-SALE MESSAGING: GOOD WILL AND GOOD VALUE

For the tenth consecutive year, TxDOT collaborated with retailers to display campaign materials where alcohol is sold. In gas stations and convenience stores across Texas, decals were placed on cooler doors and entrances. In restaurants and bars, coasters were displayed as a reminder to revelers who were celebrating the season with a drink or two. Valero Energy Corporation, members of the Texas Petroleum Marketers and Convenience Store Association and members of the Texas Restaurant Association donated their time and retail space for messaging during the winter holidays. TABC and TMPA distributed materials, as did TxDOT TSSs. More than 35,000 decals were posted on cooler doors and mirrors, and 1.1 million coasters made their way onto bars and tables across Texas. The value of this retail effort totaled more than **\$445,000**.

ADDITIONAL EFFORTS

TxDOT developed an up-to-date fact sheet and a poster using new outdoor creative (in English and Spanish) and distributed them to TxDOT Traffic Safety Specialists to use during their local outreach efforts. Additionally, TxDOT provided TSSs with display boards and banners. TxDOT also updated its Traffic Safety webpage with all campaign materials, including paid and earned media components.

OVERALL VALUE

The combined value of the annual holiday campaign reached **\$1.38 million** in earned media and value-added services.



CHILD PASSENGER SAFETY *BUCKLE UP YOUR CHILD*

Snow and ice snarl traffic all over the country during the dead of winter. And while it's rare in most parts of Texas, federal officials determined that for the first time, Child Passenger Safety Week would move from February to September to avoid harsh winter weather during safety seat checkups, traditionally held outdoors, nationwide. TxDOT followed suit and held its annual Child Passenger Safety campaign during September and October 2008. The campaign encouraged parents, grandparents and caregivers to secure children in the appropriate child safety seat.

Safety experts know that the combination of stepped up law enforcement and aggressive public education over the last few years has paid off: more than 91.2% of adult motorists in the front seat now buckle up. The same cannot be said for children. According to a 2008 Texas Transportation Institute observational study, as many as 29.9% of children under the age of 17 ride in vehicles without the benefit of child passenger safety seats and safety belts. Children between the ages of 5 and 9 were buckled up 37% of the time they rode as passengers. That is a rate of a little over one third of the time they ride in a vehicle.

Traffic fatalities continue to be the leading cause of death for children over the age of one year. The National Highway Traffic Safety Administration estimates that nearly 200 children under 15 were killed in Texas in 2006; nearly half weren't properly secured.

In an effort to stem the tide, TxDOT joined the Texas Department of State Health Services, the Texas Department of Public Safety and the National Highway Traffic Safety Administration in observing National Child Passenger Safety Week, September 21–27, 2008.

The campaign's primary message was "Buckle Up Your Child" targeting **adults 18 to 44**. This year, efforts emphasized keeping 'tweens (children 8–10 years old) in booster seats, or preventing them from graduating to seat belts too early.

PAID MEDIA

TxDOT spent **\$544,000** on paid media from **September 22 to October 5**. The campaign consisted of new and existing reminders that used the charm of children to deliver the message to buckle up young ones, using the following outlets:

- **TV.** \$247,000 for 6,397 television spots in 17 media markets, reaching viewers 56 million times. TxDOT ran the charming "In Their Own Words" spots the duration of the campaign, starring real children discussing the cost of a ticket and why it's a good idea to buckle up.
- **Radio.** \$220,000 on 7,148 radio spots in 19 media markets, reaching listeners 48 million times. TxDOT ran its new spots, "Buckle Up" and "Abróchennos Mamá y Papá."
- **Outdoor.** \$77,000 for out-of-home advertising in 25 TxDOT districts, reaching Texas drivers nearly 75 million times with 49 billboards along interstates and busy thoroughfares.



Added Value

Bonus spot rotations, on-air interviews featuring TxDOT spokespeople, online advertising and live liners donated from paid media exceeded **\$1.22 million** in value.

EARNED MEDIA

TxDOT distributed English and Spanish print news releases to more than 500 daily and weekly newspapers throughout Texas and to a major wire service for targeted distribution. The news release highlighted the fact that millions of Texas children are at risk when they're not buckled up, plus it provided Safe Riders' phone number as a resource for parents with questions about safety seats. Results from this effort are still being tabulated.

ADDITIONAL EFFORTS

TxDOT developed and distributed an up-to-date fact sheet and a poster (in English and Spanish) and distributed it to TxDOT Traffic Safety Specialists (TSSs) to use during their local outreach efforts. Additionally, TxDOT provided TSSs with display boards and new, vertical display banners. Thousands of print materials were mailed to TSSs to hand out during their grassroots efforts. TxDOT also updated its Traffic Safety webpage with all campaign materials, including paid and earned media components.

SPRING BREAK *WHO'S DRIVING TONIGHT?* CAMPAIGN

Drinking is not just a favorite pastime of many college students—it's practically a pillar of college culture. Although movies like "National Lampoon's Animal House" (1978) seem to exaggerate the point, college-age adults continue to be the worst offenders when it comes to drinking and driving. While college students have a tendency to act like they're invincible, the stats show they are literally dead wrong. For many college students, Spring Break has become a weeklong drinking ritual, either at local parties, on ski slopes or on warm sandy beaches on the Texas Gulf Coast and elsewhere.

TxDOT launched a reinvigorated public education campaign targeting college students and their peers. The campaign goal was to reduce the number of young people, particularly males, who drink and drive by re-emphasizing the importance of finding an alternate way to get home after drinking and by highlighting the costs and other consequences of drunk driving arrests and convictions. The creative materials built on the theme, *Who's Driving Tonight? If you're drinking, it's not you.*



Select outdoor boards were placed in college markets and en route to Spring Break destinations.

PAID MEDIA

The paid media campaign, which ran from **March 5 to March 31**, targeted young adults and college students from **18 to 24**, with special emphasis on males. During the spring of 2008, TxDOT invested \$126,000 in paid media for the campaign in the following outlets:

- **Outdoor.** \$81,800 for out-of-home advertising:
 - 22 billboards in major college areas and en route to popular Spring Break destinations
 - 208 ads atop gas pumps in nine markets
 - 13 fully wrapped ice boxes at convenience stores in six markets
 - An airport wall banner at Valley International Airport in Harlingen, the gateway to South Padre, one of the most popular Spring Break destinations for college students in Texas.
 - Also planned was an inflatable, floating billboard to be pulled by a motorboat off the shore of the Radisson Beach, Spring Break hotspot on South Padre Island. However, due to high wind and rain, the billboard stayed on dry land.
- **Interactive.** \$44,319.65 for web banner ads linking to the WhosDrivingTonight.com landing page. The online media campaign consisted of two phases: one three-week flight around Spring Break (3/5–3/24/08) and another two-week flight around college finals and graduation (4/21–5/4/08), another popular time for college parties. Internet users, geotargeted to the state of Texas, viewed the ads by 67.8 million times, rendering more than 32,700 click-throughs to the landing page.

ENHANCED WEBSITE

College students use the web for everything, from researching for classes to staying connected with friends. The most popular sites with this young audience are those that allow them to do something—download music, shop, play a game, watch a video or otherwise be engaged. TxDOT enhanced WhosDrivingTonight.com with features to make website “deeper” to give users more places to visit and opportunities to learn the consequences of a DWI in fun and quirky ways. Updates included the following sections:

- **Download Pictures.** TxDOT’s booth staffers uploaded photos daily from on-the-ground marketing efforts during Spring Break at South Padre Island.
- **Send a Postcard.** Users uploaded their faces into an assortment of digital postcards, customized the postcards with a message and forwarded them to their friends.
- **Check Out the Facts.** Visitors viewed a digital fact sheet with DWI penalties written in college-speak slang to let them know what really happens if they “get busted” for a DWI.
- **DWI Wheel of Misfortune.** Users clicked “spin” on an interactive animated wheel, complete with sound effects. When the wheel stops, a random DWI fact rolls into the box.

More than 34,000 individuals visited the updated version of WhosDrivingTonight.com, spending an average of one minute and 34 seconds on the site. While visiting WhosDrivingTonight.com, users:

- Spun the DWI Wheel of Misfortune more than 23,000 times
- Watched videos more that 14,000 times
- Downloaded more than 9,000 photos
- Viewed the “Send a Postcard” section more than 1,400 times
- Checked out the fact sheet 521 times

Enhanced Website

EVENT MARKETING

South Padre Island was the perfect place to be for on-the-ground guerilla marketing tactics during Texas Week at South Padre Island. 120,000+ students flooded the beaches in front of the Radisson Hotel to frolic, mingle with other students and drink alcohol. The goal was to invite students to interact with the *Who's Driving Tonight?* brand; take the brand back with them

in the form of pictures on their own cell phones and cameras, postcards and other giveaways; and drive students to WhoDrivingTonight.com.

During the seven-day campaign promotion at South Padre Island, an estimated 18,000 students visited the TxDOT display, which was manned by young professionals from Sherry Matthews Advocacy Marketing, agency of record for TxDOT's Traffic Safety Section. Students picked up free beach bags and Frisbees, which served as mini campaign billboards seen by thousands on the island throughout Texas Week. The booth also featured Spring-Break-themed photo cutouts, the DWI Wheel of Misfortune and a Texas-sized pledge that read, "Who's Driving Tonight? If I've been drinking, it's not me."



Students were given the opportunity to win Lenny, the campaign "spokesdeer" or a sizeable cash prize (donated by Sherry Matthews Marketing) in exchange for answering a couple of questions about drinking and driving. Students talked to young staffers about the *Who's Driving Tonight?* message while picking up TxDOT giveaways imprinted with the same message. Hundreds of students even brought back their friends and helped spread the *Who's Driving Tonight?* message voluntarily. More than 4,000 young people signed a Texas-sized pledge not to drink and drive. Countless students and island officials told us how glad they were that we were there with this positive message.

LOCAL MATERIALS

TxDOT TSSs distributed thousands of drawstring bags, retractable highlighters and mechanical pencils, imprinted with the line "Who's Driving Tonight? If you're drinking, it's not you."

EVENT-IN-A-BOX

TxDOT wanted to equip TSSs with the resources to carry out their own "on-the-ground" activities at local events within the twenty-five TxDOT districts. The "Event-in-a-Box" was designed to cover many traffic safety topics so TSSs can repurpose the booth for multiple campaigns. The on-the-ground marketing package included:

- A blue four-sided 10'x10' pop up tent, branded with various campaign slogans
- A colorful tent backdrop

- Campaign-specific drop-down banners and banner stand
- A blue table skirt branded with the Save a Life/Salve Una Vida logo



MEMORIAL DAY *CLICK IT OR TICKET* CAMPAIGN

Thanks to a strong combination of paid media, aggressive public relations and local outreach to support enforcement efforts, the State achieved 91.24 percent of front-seat motorists buckling up, according to the statewide survey performed by the Texas Transportation Institute.

Between May 19 and June 1, officers from 100+ law enforcement agencies in Texas (85 city police departments and 16 county sheriff's offices) worked overtime to ticket Texas drivers who weren't buckled up, thanks to \$1.42 million in federally-funded grants to support safety belt law enforcement efforts. Participating in the effort included some of the most populated metropolitan areas: Houston, Dallas, Fort Worth, San Antonio, Austin, El Paso, the Rio Grande Valley and Corpus Christi. The Texas Department of Public Safety also took part in the mobilization.

TxDOT challenged its partners to make *Click It or Ticket* even bigger and better than ever.

The angle? The National Highway Traffic Safety Administration (NHTSA) emphasized nighttime compliance with messaging that reminded motorists to "Click It Day or Night." TxDOT ran some creative with this messaging and selected two pilot markets, Dallas and El Paso, for nighttime enforcement. Additionally, TxDOT placed special emphasis on passengers and developed new creative messaging to remind the public that officers ticket drivers and passengers.



PAID MEDIA

The paid media campaign, which ran from **May 5 to June 1**, was directed to those who don't consistently use safety belts: **men between 18 and 34**, with special emphasis on pickup drivers. Messages reached Hispanics and African Americans using minority-targeted media.

Click It or Ticket messages were relayed through radio and TV spots, print ads, billboards, pumptoppers, movie trailers, interactive advertising and special marketing efforts at sports events with baseball teams.

During May 2008, TxDOT invested **\$2.82 million** in federal dollars in paid media for the statewide *Click It or Ticket* campaign in the following outlets:

- **TV.** \$1.03 million paid for 22,000 television spots in 18 media markets and on Fox Sports Southwest (spot and additional prime in select markets), reaching viewers more than 97 million times. TxDOT ran new NHTSA spots and existing spots highlighting stepped-up enforcement.
- **Radio.** \$677,000 on 22,000 radio spots (spot and traffic) in 19 media markets plus spots on Texas State Network (TSN), reaching listeners nearly 70 million times. TxDOT developed four new English and four new Spanish spots including a new “Spanglish” spot for the general market. Traffic also included existing spots.
- **Outdoor.** \$566,000 for out-of-home advertising in 25 markets reaching Texas drivers more than 315 million times:
 - 64 billboards along interstates and 258 in neighborhoods;
 - 580 ads atop gas pumps in 18 markets;
 - 260 ads on taxis in two markets and
 - 35 ads on the sides of delivery trucks in four markets.

TxDOT developed new creative that positioned DPS Troopers writing tickets outside the driver side and the passenger side of a red pickup. A few billboard installations featured a split message on the left and right reads on highways or sequentially on the right side.

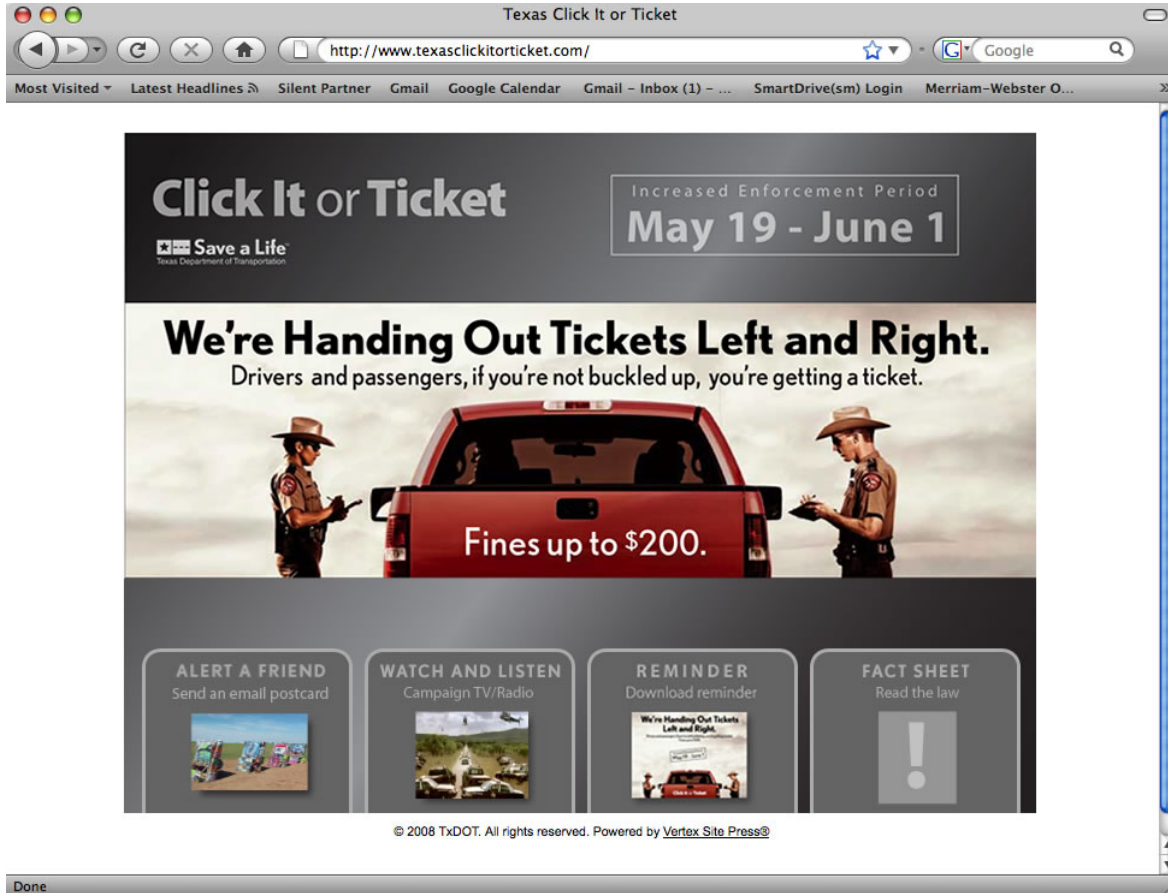
TxDOT also produced two, new, three-dimensional billboards to further get the attention of

motorists in Fort Worth and Corpus Christi. These boards will be used in other cities in FY 2009.



- **Theater.** \$125,000 for 560 “Bubba’s Last Stand” TV PSAs in movie theaters, reaching moviegoers 3.4 million times.
- **Print.** \$102,000 for 101 “Two Troopers” ads in 54 newspapers primarily read by Latinos and African Americans, reaching readers 10 million times.
- **Sports events.** \$204,000 for multiple ads and other promotional opportunities in and around Major League, Texas League and United League baseball parks in 11 markets, catching the attention of fans 5.4 million times. Amarillo ‘Dillas, Corpus Christ Hooks, Edinburg Coyotes, El Paso Diablos, Houston Astros, Laredo Broncos, Midland Rockhounds, Rio Grande Valley WhiteWings, Round Rock Express, San Angelo Colts, San Antonio Missions and Texas Rangers participated in the campaign by featuring campaign game nights, VIP tickets, first-pitch opportunities, live liners, signage, tabling and other opportunities.

- **Interactive.** \$136,000 for interactive banner ads leading to a custom landing page that included campaign broadcast products, fact sheets and ecards visitors could send to friends to remind them about *Click It or Ticket*. Texas Internet users viewed the ads 190.5 million times, garnering more than 60,000 click-throughs to the landing page.



Added Value

Television and radio stations, websites, newspapers, outdoor companies, theaters, delivery and cab companies and sports teams donated media services valued at more than **\$3.375 million**—delivering well over a 1:1 match for TxDOT's \$2.82 million investment.

In cooperation with JC Decaux SW Airports and Media Services Advertising World Wide, TxDOT posted new signage at three Texas airports, free of charge. There were 24 installations for a minimum four-week posting period. Travelers were exposed to four dioramas, 11 backlit signs and nine scroller signs throughout the terminals in arrivals, departures and baggage claim at Houston Hobby, Houston Intercontinental and Dallas Love Field airports.

EARNED MEDIA MAKES NEWS

Because the State's goals for safety belt usage were higher than ever before, TxDOT's earned media plan was more aggressive than ever. We not only had to keep Texans at maintenance levels (91.83 percent), but we also had to try to convince those few who didn't buckle up to

make it a habit (.67 more to get to the 92.5 percent goal). Funding and subsequent match requirements were higher than ever, too.

Earned Media Objectives

1. Inform the people of Texas and media decision-makers about the *Click It or Ticket* enforcement effort and the 2008 goal of 92.5 percent usage
2. Remind Texans the importance of buckling up and of using the proper child passenger safety restraints
3. Secure much-needed earned media value required by funding levels
4. Cast TxDOT in a positive light by highlighting the many activities it undertakes—the lengths to which it will go—to preserve the safety of all Texans.

Earned Media Efforts

1. Multiple Larger-Than-Life Campaign Installations

Multiple “Seat Belts Across Texas” installations, photographs and video of Texas landmarks across the state showcasing the *Click It or Ticket* message to help build English and Spanish video and print news packages that were released to the media in batches.

Corpus Christi Sand Fest

During the Texas Sand Fest, sand sculptors come from around the globe to mold Texas sand into amazing displays. One professional sand sculptor fashioned a giant child safety seat cradling a sand castle—buckled up, of course.



San Antonio Fiesta

This year’s reigning “El Rey Feo,” “Reina de las Flores” and “Miss Charro” each wore an “Abroche o Pague” sash over their royal robes and held oversized Click It or Ticket maracas the morning of the Battle of Flowers Parade.



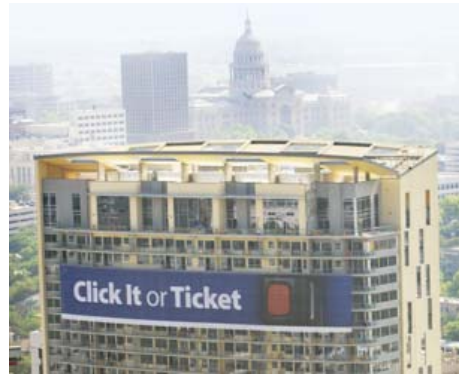
Lubbock Football

The Texas Tech University “Goin’ Band From Raiderland” took to the football field and spelled out “Click It” for the cause. The band had lost several members to crashes where they were not buckled, so they were glad to contribute to this educational effort.



Austin Monarch Building

Traffic along MoPac, Lamar, 5th Street and multiple other thoroughfares saw this 200-foot banner, and local media jumped at the chance to write about and broadcast live from the installation.



San Antonio’s North Star Mall “Boots”

A pair of 40-foot-tall cowboy boots were buckled up with a large *Click It or Ticket* seat belt seen by thousands of passers by along I-410.



Entrance to South Padre

Click It or Ticket and *Abroche o Pague* safety belts stretched between two of the iconic palm trees at this South Texas landmark.



Houston “Tribute to Statesmanship”

This sculpture along I-45, featuring giant busts of Washington, Lincoln, Stephen F. Austin and Sam Houston, was adorned with campaign messaging for two weeks.



The Austin Police Department also donated the east side of its headquarters building on IH-35 to the *Click It or Ticket* cause. TxDOT adapted its new “Two Troopers” outdoor artwork to feature two APD officers and installed a new 40’ x 70’ banner on May 27. Outdoor companies estimate the banner’s value as a billboard to be \$7,000 per month, making the value (as of early November) \$35,000, included in the figure above.



2. Statewide Press Event

A 30-foot x 200-foot new banner emblazoned with *Click It or Ticket* buckled up the Houston skyline with memorable views from the Sabine Bridge. The statewide launch on May 8 in Houston announced stepped-up enforcement of the State’s safety belt and child passenger laws. The event included English and Spanish print and wire news releases with color photos.



3. Statewide Media Outreach

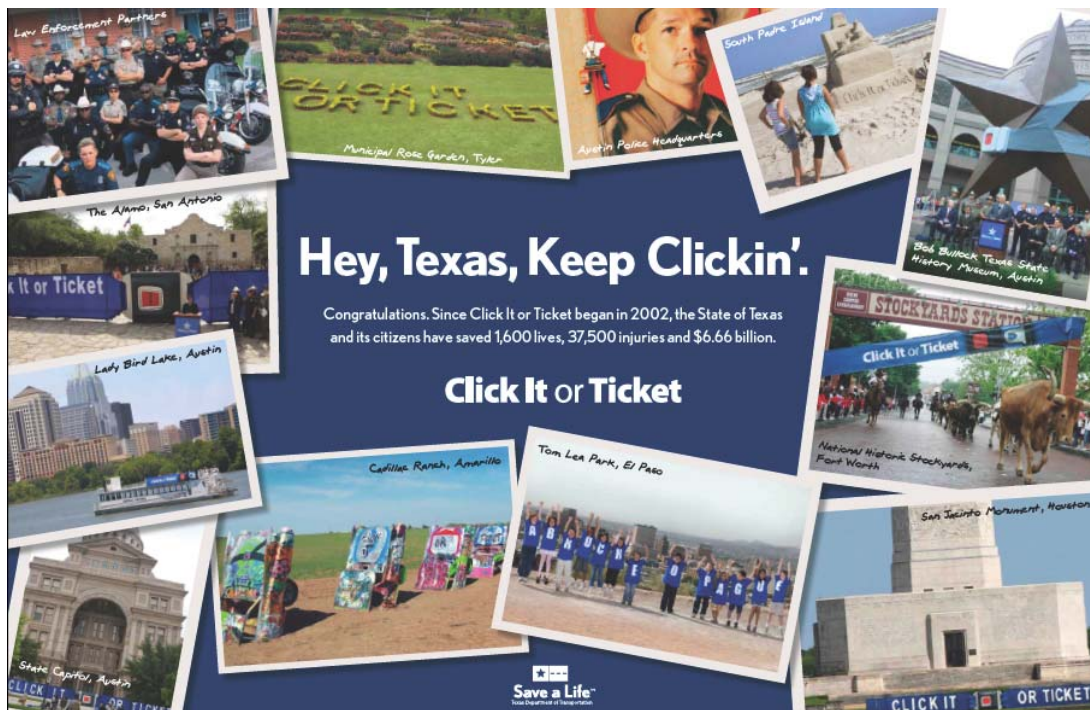
We pitched the *Click It or Ticket* “Seat Belts Across Texas” story tirelessly to news directors among 18 media markets, and as a result we received extended print and broadcast coverage in English and Spanish. When called on, local TxDOT spokespeople and their designees conducted multiple TV and radio interviews.

Earned Media Results

The 1,041 news stories (486 print, 471 broadcast and 84 online) generated by *Click It or Ticket* reached Texas news consumers roughly 38 million times, garnering a **public relations value of over \$2.26 million**. (Some items were not valued, including radio news stories. For example, dozens of airings of a Monte Warden exclusive on TSN could not be valued due to the way the network is set up.)

LOCAL MATERIALS

TxDOT Traffic Safety Specialists (TSSs) distributed thousands of drawstring bags, pens, clip magnets, key chains, notepads and posters with messages reminding Texans to buckle up. TxDOT also produced a poster for law enforcement and other stakeholders as a way to encourage and thank them for their participation in *Click It or Ticket*.



TxDOT provided media advisory, news release, press event agenda, talking point and op-ed templates to assist TSSs with local press events and other efforts to alert their communities of the *Click It or Ticket* campaign. TxDOT also supplied TSSs with banners and other display materials for their efforts. Those who have baseball clubs in their districts also distributed tickets to law enforcement and other designees and worked tabling opportunities on *Click It or Ticket* game night.

OVERALL CAMPAIGN VALUE

Combining the \$3,374,905 of in-kind donations from media vendors with the \$2,262,813 of earned media value, the 2008 *Click It or Ticket* public education campaign garnered more than **\$5.63 million of value for its \$4.99 million investment.**

LABOR DAY DRINK, DRIVE, GO TO JAIL CAMPAIGN

Because Texans celebrate the end of summer with Labor Day picnics, barbeques and weekend getaways, the number of motorists on Texas roads skyrockets. With an increase in overall traffic comes an increase in alcohol-related crashes, injuries and fatalities. To coincide with the national Impaired Driving Mobilization over Labor Day, TxDOT sponsored a public education campaign directed to English- and Spanish-speaking Texans. The message was simple: if you drink and drive, you're going to be arrested. All creative products were tagged with "Drink. Drive. Go to Jail."



PAID MEDIA

The paid media campaign, from **August 13 to September 1**, targeted **adults from 18 to 34**, with special emphasis on males. DWI-prevention messages were relayed through radio and TV spots, billboards, pumptoppers, sports marketing and interactive advertising. TxDOT invested **\$925,800** for the statewide campaign in the following outlets:

- **TV.** \$350,500 paid for 8,700 English and Spanish television PSAs in 17 media markets, reaching Texans more than 18 million times.
- **Radio.** \$309,800 on 12,000 radio spots in 19 media markets, plus spots on Texas State Network's 130 stations in 106 markets, reaching listeners nearly 17 million times.
- **Outdoor.** \$566,000 for out-of-home advertising in 25 TxDOT districts reaching Texas drivers nearly 86 million times:
 - 46 billboards (37 in English and four in Spanish)
 - 352 ads atop gas pumps in 12 markets

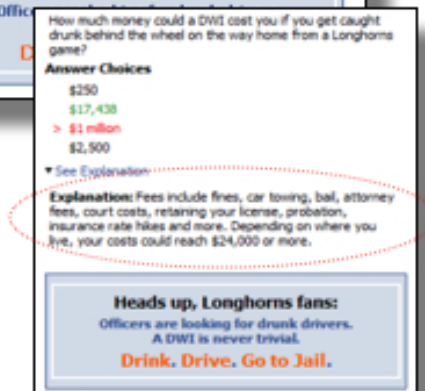
TxDOT produced new "lenticular" pumptoppers in English and Spanish. Lenticular technology is used to print images with an illusion of motion as the image is viewed from different angles, similar to a hologram. As customers moved they saw the flashlight, headlights and lights on top of the police car pulse and flash.

- **Sports Marketing.** \$75,000 for multiple ads and other messaging opportunities with the Dallas Cowboys. The Dallas Cowboys partnership program reached the statewide Dallas Cowboys fan base with the important message to keep Labor Day activities safe. Components included:
 - 20 television spots broadcasted on KTVT *NFL Highlights Show*, KTXA *PreSeason Game Replays* and Fox Sports Southwest
 - 32 radio spots and 24 live liners delivered on *Talkin' Cowboys and The Brad Sham Report*, plus all Cowboys beer, wine and spirits sponsors added drink responsibly tags to their existing commercials
 - Placement on TrueBlueFanClub.com and DallasCowboys.com, accumulating 2.2 million impressions
 - Inclusion in a Dallas Cowboys press release on August 28, 2008
- **Interactive.** \$57,400 for an innovative interactive marketing effort launched across four major online social networks: Facebook, MySpace, Bebo and Hi5. TxDOT seamlessly integrated DWI-related trivia into sports fan trivia applications in a relevant and educational way. Trivia questions were customized depending on the fan community (Longhorns for Texas Fans, Aggies for Texas A&M Fans and so on). Sports fans across the state answered more than 180,000 DWI-related trivia questions. This interactive effort garnered TxDOT nearly four million online impressions, 3.5 million of which were donated by the vendor.



After answering, the application displayed:

- Correct answer
- Explanation
- Display ad



Sample interactive trivia question:

How much money could a DWI cost you if you get caught drunk behind the wheel on the way home from a Longhorn game?

- \$250
- **\$17,438 (correct answer)**
- \$1 million
- \$2,500

On average, only 13 percent of users answered the DWI costs question correctly the first time. Two weeks into the campaign, TxDOT entered this question into the rotation again to compare results. The number of correct answers increased nearly six times to 77 percent the second time users answered the question.

Added Value

Television stations, radio stations and websites donated media services valued at more than **\$1.35 million**.

EARNED MEDIA

Broadcast. TxDOT produced and distributed a three-part broadcast video package, which aired on news stations across the state, garnering TxDOT nearly \$165,000 in earned media value. The series included three stories, illustrating three points of view:

- Offender testimony, calling attention to the severe financial and practical impact of a DWI conviction.
- Law enforcement testimony, highlighting the “no refusal” blood draw efforts in the city of Dalworthington Gardens.
- Victim testimony, spotlighting a new chapter in the story of Jacqueline Saburido, the young victim of Reggie Stephey, who was convicted of DWI and two counts of intoxication manslaughter for killing two of Jacqui’s friends in 1999. Jacqui and Reggie have been long-time spokespeople for the problem of impaired driving and tell their stories as a part of TxDOT’s *Before and After* program. Just this summer, after serving his full term, Stephey was released.

Print. TxDOT also developed a print news release and distributed them to more than 500 newspapers across Texas. TxDOT also updated DWIblues.com, an online resource for the media, with new fact sheets, live liners and press releases in both English and Spanish. Results of the print news release are currently being tabulated.

ADDITIONAL EFFORTS

TxDOT developed an up-to-date fact sheet and a poster using new outdoor creative (in English and Spanish) and distributed it to TxDOT TSSs to use during their local outreach efforts. Additionally, TxDOT provided TSSs with display boards, banners, pens and spiral notebooks. TxDOT also updated its Traffic Safety webpage with all campaign materials, including paid and earned media components.

2008 SAVE A LIFE SUMMIT

TxDOT hosted the 2008 Save a Life Summit at the crossroads of cowboys and culture in Fort Worth, Texas. The 2008 Save a Life Summit was held August 20–22, at the newly renovated Sheraton Fort Worth Hotel and Spa in the heart of downtown Cowtown.

This annual traffic safety conference allowed leaders and field personnel from all avenues of Texas traffic safety to gather, to teach and to share the challenges and success stories from their communities. In addition to collaboration and information sharing, participants received recognition for the commendable jobs they do to prevent traffic crashes, injuries and fatalities in their communities at the annual awards luncheon.

General Sessions

Driving Home Safe Choices; Steer Clear: Life Lessons; A Force To Be Reckoned With, Chief of Austin Police Department; CRIS Update, Texas Department of Transportation; Hug a Thug in DWI Court; To Catch a Thief, Oklahoma County Sheriff's Office

Workshops

- Child Passenger Safety: LATCH & More
- Child Passenger Safety: New Products & More
- Click It or Ticket, Jr.
- Dash Cam Updates
- Driver's Ed for Diverse Cultures
- Encore! Encore! eGrants!
- First Responders Save More Lives
- Give Blood and Give It Up
- Keeping Teens on the Right Side of the Road
- Latest and Greatest in DWI Enforcement
- Putting Texas Employers to Work
- Safe Communities: Who, What and How?
- Securing Our Future
- Spotlight on Madrina Padrino
- The Trouble with Teens
- Truth or Dare: Aiding and Abetting Teens
- Underage Drinking in Your Community
- Underage Drinking: A Public Health Crisis

Back by popular demand were the media coaching sessions conducted in both English and Spanish with Emmy award-winning professionals from the news industry.

Conference Website

TxDOT designed and developed a conference website where more than 300 traffic safety advocates registered, volunteered, nominated individuals and organizations for awards and submitted workshop ideas—all with the click of a mouse.



Materials

TxDOT designed and produced conference materials centered around the western Fort Worth theme. Materials for more than the 300 conference participants included:

- Agendas
- Name badges
- Leather mini-padfolios
- Tumblers
- Luggage tags
- Award certificates



Luggage Tag

Conference Evaluation

Hundreds of session evaluation forms were distributed, collected and reviewed before sending the feedback to each speaker, along with Certificates of Appreciation. In addition to the “on the spot” evaluation forms, TxDOT also developed and conducted an overall conference evaluation online. TxDOT received a flood of positive feedback on media coaching, and nearly 90 percent of the participants rated this offering with the highest score available (“Loved it”). Many traffic safety professionals reported that they love the annual conference because they return to their jobs rejuvenated and motivated to continue their lifesaving work.

SUMMER SAFETY CAMPAIGN

With gas prices at an all-time high this summer, more and more Texans traded their gas-guzzling SUVs and pickup trucks for more fuel-efficient motorcycles, mo-peds and scooters to save at the pump. Safety experts estimate more motorcycles on the road translated to more motorcycle crashes and ultimately more fatalities on the Texas roadways this summer.

Because of their small size, motorcyclists are often hidden in a vehicle’s blind spots. Motorcyclists also have less physical protection than passenger vehicle occupants in a crash, making the likelihood of a fatality even greater.

That’s why TxDOT launched a motorcycle safety campaign encouraging drivers to take extra caution and watch for motorcyclists on the roadways. Co-sponsoring the effort was the Texas Motorcycle Roadriders Association, which educates riders and promotes motorcycle safety in Texas.



PAID MEDIA

The paid media campaign ran from **July 14 to July 27**, coinciding with National Ride to Work Day on July 16. Paid media was directed to drivers from **18 to 44**. The campaign used the message, “Think—Take Longer to Look for Motorcyclists.”

During July 2008, TxDOT invested **\$527,000** in paid media for the statewide summer safety campaign in the following outlets:

- **TV.** \$262,000 paid for more than 7,300 television spots in 18 media markets reaching Texans more than 47 million times. TxDOT ran existing motorcycle safety television PSAs in English and Spanish.
- **Radio.** \$177,700 on nearly 8,700 radio spots in 19 media markets plus spots on Texas State Network. TxDOT's existing motorcycle safety radio PSAs in English and Spanish reached listeners more than 37 million times.
- **Outdoor.** \$88,000 for 44 billboards in the 25 TxDOT districts reaching Texas drivers nearly 66 million times. TxDOT adapted motorcycle safety billboard artwork designed by the Texas Transportation Institute.

Added Value

Television stations, radio stations and outdoor companies donated media services valued at more than **\$1.13 million**.

EARNED MEDIA

A print news release highlighting TxDOT's partnership with TMRA was distributed to more than 500 newspapers across Texas. The news release urged motorists to take extra caution watching for motorcyclists on roadways. Results from this effort are currently being tabulated for reporting.

***ON THE ROAD IN TEXAS AND LOS CAMINOS DE TEXAS* RADIO FEATURES**

Television personality Steve Allen once said, "If radio is the theater of the mind, then television is the theater of the mindless." While Mr. Allen probably didn't fully understand signals, electromagnetic waves, transmissions and frequencies, he knew radio was a valuable tool to use to tell stories and convey information.

For nine years the *On the Road in Texas* radio series has been delivering driving tips, information on traffic laws and reminders about dozens of traffic safety issues to millions of Texans, many of whom are in rural listening areas. In each spot, DPS Troopers served as the voice of authority, informing listeners about traffic safety laws and providing tips for safe driving.



The *On the Road in Texas* inventory of 60-second radio news features now includes:

- 354 English spots
- 124 Spanish spots

OTR & LCT: LONG FORMAT

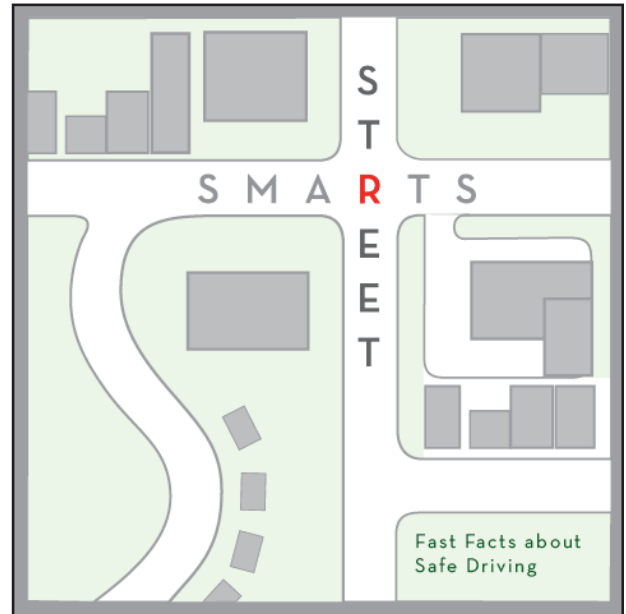
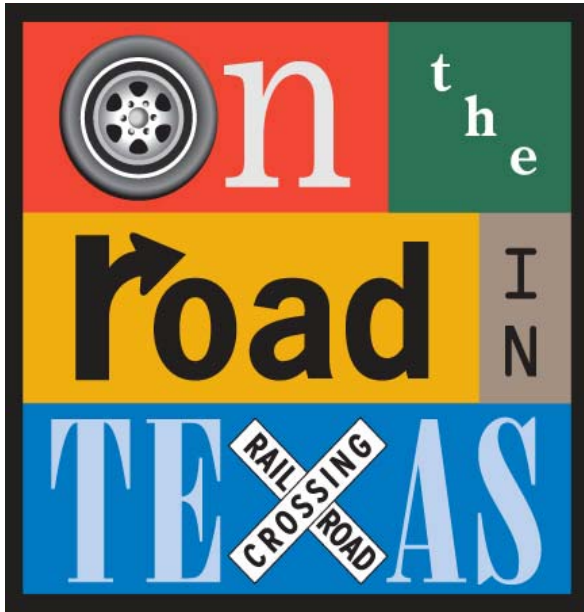
In 2008, TxDOT distributed monthly *On the Road in Texas* English features and *Los Caminos de Texas* Spanish features covering a range of topics from occupant safety and DWI enforcement to aggressive driving, bike safety and work zones. A network of **235 community-minded radio stations** throughout Texas played the spots regularly.

To enhance its library of spots, TxDOT also researched, developed and produced:

- 15 new and 12 revised English spots, along with
- 15 new and 12 revised Spanish traffic safety radio news features.

STREET SMARTS: SHORT FORMAT

TxDOT also offered 30-second versions of its traffic safety radio features to meet the request of radio stations in the state's largest metropolitan areas for shorter features. This urban radio program, dubbed *Street Smarts*, targeted a younger audience with features on teen drivers, distracted driving and speeding.



TxDOT researched, developed and produced 26 new *Street Smarts* radio features in 2008 and secured free airtime on **14 highly-rated stations** in:

- Austin
- Dallas
- Houston (Participating stations in Houston streamed the PSAs on their websites, too!)
- San Antonio

VALUE TO TXDOT

The stations broadcast the long features at no cost to TxDOT to a weekly audience of 1.5 million listeners—or 78 million for the year. The series generated a value of **\$2.6 million in free coverage** for traffic safety messages.

The *Street Smarts* series garnered an estimated value of **\$127,000 in free coverage** from April through September, with a monthly audience of almost two million—or 12 million for the six-month period.

TEXAS DRIVER'S QUIZ

The *Texas Driver's Quiz* (TDQ) project used 60-second TV news features to educate Texas motorists about traffic safety laws and offer advice to improve driver, pedestrian and cyclist behavior. News directors for highly rated TV newscasts in Texas aired the features as part of their local news programs at no charge to TxDOT.

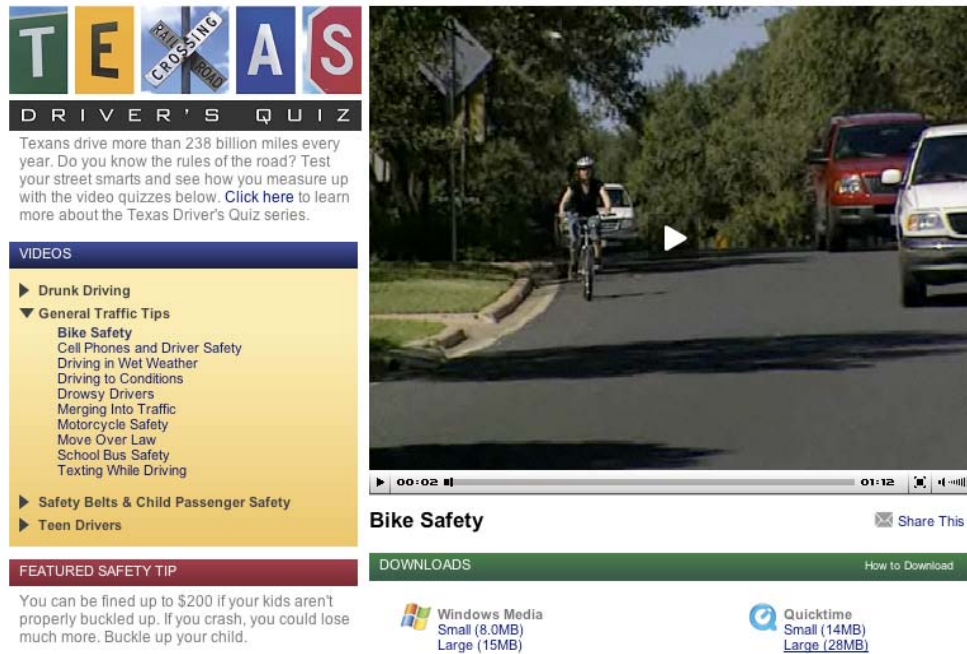
The TDQ features, produced in English and Spanish, used an engaging question-and-answer format and challenged drivers to test their knowledge of the rules of the road. State troopers, traffic safety experts and everyday Texans elaborated on the answers by talking to an off-camera reporter, creating a natural “news package” look and feel.

In its fifth year, the TDQ project continued to grow. A total of 20 stations in 17 media markets across the state aired the features this year, up from 14 stations in 2007. The statewide audience for each spot aired reached more than 610,000. Spanish-language *Univision* stations in the top five Texas TV markets—Austin, Dallas, El Paso, Houston and San Antonio—plus Corpus Christi, Laredo and the Rio Grande Valley picked up the features for their newscasts.

In 2008, TxDOT produced twenty scripts for 60-second *Texas Driver's Quiz* traffic safety television news features and adapted them to produce twenty 60-second Spanish *Prueba de Manejo* traffic safety television news features. The spots were distributed in four sets to 20 stations.

In addition, 30-second versions of ten TDQ features were produced this year at no cost to TxDOT and shared with advertising representatives at TV stations in the largest media markets. The spots were provided as part of an ongoing effort to identify sponsors that would cover the cost of airing the 30-second PSAs.

TxDOT unveiled its new TDQ website (www.texasdriversquiz.org) this year, allowing visitors to both view and download features about general traffic safety, safety belts, child passenger safety, teen drivers, drunk driving and distracted driving.



TEXAS
RAILROAD CROSSING
DRIVER'S QUIZ

Texans drive more than 238 billion miles every year. Do you know the rules of the road? Test your street smarts and see how you measure up with the video quizzes below. [Click here](#) to learn more about the Texas Driver's Quiz series.

VIDEOS

- ▶ Drunk Driving
- ▼ General Traffic Tips
 - ▶ Bike Safety
 - ▶ Cell Phones and Driver Safety
 - ▶ Driving in Wet Weather
 - ▶ Driving to Conditions
 - ▶ Drowsy Drivers
 - ▶ Merging Into Traffic
 - ▶ Motorcycle Safety
 - ▶ Move Over Law
 - ▶ School Bus Safety
 - ▶ Texting While Driving
- ▶ Safety Belts & Child Passenger Safety
- ▶ Teen Drivers

FEATURED SAFETY TIP

You can be fined up to \$200 if your kids aren't properly buckled up. If you crash, you could lose much more. Buckle up your child.

Bike Safety [Share This](#)

DOWNLOADS [How to Download](#)

- Windows Media
 - Small (8.0MB)
 - Large (15MB)
- Quicktime
 - Small (14MB)
 - Large (28MB)

The website is a valuable resource for TxDOT's traffic safety specialists and others who want to incorporate videos into their presentations to schools, health fairs or community organizations.

VALUE

The airtime donated by stations helped TxDOT achieve much-needed media value to meet federal match requirements. In FY2008, the value of free airplay was estimated at **\$807,000**.

TxDOT traffic safety campaigns won the following awards during FY 2008:

2007 International Davey Awards

Davey Awards honor the "Creative Davids" who derive strength from big ideas, not big budgets.

- Gold Award: Advertising and Marketing Microsite for "Who's Driving Tonight?" Website
- Gold Award: Use of Music/Jingle for "Carolers"
- Silver Award: Best Government Website for "Who's Driving Tonight?" Website
- Silver Award: Best Public Service Radio Commercial for "Carolers"
- Silver Award: Best Public Service TV Commercial for "Reindeer Barn"
- Silver Award: Best Use of Animation for "Reindeer Barn"

Teens in the Drivers Seat

The Texas Transportation Institution's Teens in the Driver Seat (TDS) project is based on research findings showing that teens are significantly influenced by each other (i.e., their peers), and that peer-to-peer communication culture and pressures are important factors that influence adolescent behavior. Messages and TDS Program materials shed light on the consequences of the combination of driver inexperience coupled with the most common risk factors for young drivers: driving at night, distractions (such as cell phones, "texting" and too many teen passengers), low seat belt use, speeding, and alcohol.

TDS was deployed in 125 high schools; a database was developed to track all TDS promotional materials; new website was developed and maintained; 1,431 students were actively involved in TDS resource development and distribution; 143,530 teens were directly reached (impacted). Two television PSAs and one radio PSA in English and Spanish were developed and produced. The overall TDS PSA campaign was awarded a Telly Award for 2008. A total of twelve partnerships were established or maintained to support the TDS program. These partnerships enabled outreach to multiple schools and communities. These partnerships include Families Advocating Community Traffic Safety (FACTS), Texas Association of Broadcasters, and State Farm of Texas, and Keep Kids Alive – Drive 25. Four focus groups were conducted in different geographic areas and it was learned that involvement in the program had influenced their behavior as drivers and passengers. Teens have a strong foundation of resources from which to draw upon for their projects in their high schools, but they are still left with the ability to try unique and creative methods of spreading the word about teen driving safety among their peers.



PROGRAM AREA 08-11: RAILROAD/HIGHWAY CROSSINGS

PROGRAM AREA RESULTS

In 2008, the Texas Transportation Institute's Lack of Law Enforcement and Prosecution at Highway-Rail Grade Crossings project distributed 246 Operation Lifesaver educational videos to law enforcement and judicial contacts in rural communities along high traffic density rail lines within the state of Texas. The intent of the project was to provide training materials and safety information to these two groups of officials, get feedback from them regarding the materials, and to develop additional training materials.

The content of the new training materials were to be based upon two elements--the results of the survey conducted as the second objective of this project and the significant changes to the MUTCD Part 8 regarding highway-rail grade crossing markings which were to be adopted in late 2007 or early 2008. The comment period and deliberation over adopting the recommended changes was extended until at least early 2009--after the termination date of this project. Therefore the training materials could not be developed within the confines of this project period.

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PROGRAM AREA 08-12: ROADWAY SAFETY

PROGRAM AREA RESULTS

Texas traffic safety conducted 22 city/county reviews and funded training for 5,661 students in courses to remove some of the non-behavioral roadway safety problems:



<u>Course Title</u>	<u>Number of Students</u>
Work Zone Traffic Control	1,629
Flagging in Work Zones	1,808
Work Zone Traffic Control Refresher	538
Basic Electronics	90
Trouble Shooting Traffic Control Systems	74
Traffic Signal For Field Technicians	73
Sign Installation and Maintenance	88
Pavement Markings Installation and Maintenance	155
Night Road Work	49
Work Zone Traffic Construction Safety	406
Safe Practices for Traffic Incident Responders	751
 <u>Safety Reviews</u>	
Conduct Safety review and field evaluations	22

Providing basic training courses to local maintenance, construction, and design engineering personnel continues to be an important component of the Roadway Safety Program Area. The safe and effective flow of traffic through work zones is a major concern to individual workers, private contractors, transportation officials, the public, businesses, and other roadway users.

Roadway safety has a high turn over of personnel making these projects imperative to the continual training to protect both the traveling public and the worker.

The Texas Engineering Extension Service (TEEX) projects Traffic Signal and Repair Training, Safe Practices for Incident Responders, Highway Safety Training and Work Zone Safety Training conducted the following classes: Work Zone Traffic Control, Flagging in Work Zones, Work Zone Traffic Control Refresher, Basic Electronics, Trouble Shooting Traffic Control Systems, Design, Traffic Incident Safety Workshop, Safe Practices for Traffic Incident Responders, Sign Installation and Maintenance, and Pavement Markings Installation and Maintenance.

The University of Texas in Arlington assisted a combination of 22 cities and counties take advantage of an onsite general orientation and discussion on roadway and roadside safety features, plus a field exercise and review of selected sites on local roadways. The City/County Traffic Safety Assistance project at UT Arlington provided review and field engineering evaluations to a combination of fourteen cities and counties. Additionally, this service is provided at no cost to the community and has a long waiting list. The City/County Training Program taught Work Zone Traffic Control, Night Road Work Planning and Implementation, Work Zone Traffic and general Construction Safety, Installation and Maintenance of Sign and Markings, and Work Zone Traffic Control/Qualified Flagger to city/county worker.



PROGRAM AREA 08-13: SAFE COMMUNITIES PROGRAMS

PROGRAM AREA RESULTS



Six federally funded coalitions actively continued to work with Safe Communities partners resulting in numerous diverse organizations addressing Texas Traffic Safety goals. The Texas Department of Transportation (TxDOT) supported efforts to recruit new safe community coalitions and continues to work with currently funded organizations that specifically focused on injury prevention within communities to address injuries and fatalities. Thirty-eight was selected as the FY08 objective for the number of Texas Safe Communities coalitions. Instead, six Texas Safe Communities coalitions were established in FY08 and the objective was not met. The FY08 objective was based on the previous number of coalitions on the Texas Safe Communities website. At that time, there were over thirty coalitions on the website.

The Texas Transportation Institute (TTI) project, Management of Texas Safe Communities Program serves as the Department of Transportation (TxDOT) managing contractor for Safe Communities. In FY08, TTI continued to market, strengthen, support, and grow the Safe Communities Program. TTI hired a Statewide Coordinator to assist TTI and TxDOT to determine a more clear definition of what the Safe Communities program and goals should be in FY08. The outcome of the yearly activity involved contacting and meeting with existing coalitions, meeting with representatives of a wide variety of traffic safety groups to explore potential coalition building, promoting the Safe Communities process in various presentations and venues, focused networking, and building a new website. Other highlights of the FY08 program included completing a review of 40 previously identified Texas Safe Communities to determine coalition operational status; contacting the 25 Traffic Safety Specialists (TSS) regarding Safe Communities opportunities; making 1 presentation at the Region 13 Texas Education Service Center Annual Conference; conducting on-site meetings with 4 TSSs; and developing a new Texas Safe Communities logo. The Management of Texas Safe Communities Program will continue to serve as a resource for data and information and employ a synergistic approach to training and coalition building.

The University of Texas Health Science Center (UTHSC) of San Antonio Madrina-Padrino Traffic Safety Project, which was adapted for use among Hispanics in Texas, particularly recent immigrants, to change behaviors and ensure adherence to traffic safety laws. In FY08, the project conducted its traffic safety program with 9 community-based organizations which resulted in educating 3,570 Hispanic drivers in safety belt, child safety seat use, drinking and driving and building partnerships. In addition, 53 community traffic safety presentations were conducted at health safety fairs and 128 presentations at various community based organizations. The Madrina-Padrino project was highlighted in the media over 27 times through press conferences, letters to the editor, print articles and television news segments. In FY08, the project distributed 13,094 public information and educational promotional materials. TAMU-CC Safe Communities continued the Safe Communities Safe Driving Public Education

Campaign. The FY08 project targeted speeding, DWI, aggressive driving, distracted driving and occupant protection use through education and information. The project conducted 25 community health/safety fairs with booths for the distribution of traffic safety public information and education materials. The project also conducted 4 motorcycle/bicycle pedestrian/driver safety presentations. Other highlights included distribution of 95,759 Nueces County Safe Driving Issues public information and education materials; held 11 meetings of the Nueces County Safe Communities Coalition; educated 344 young younger drivers (college, university and high school students) about traffic safety through presentations; and conducted 15 presentations on safe driving to Hispanics in Nueces County. The Texas AgriLife Extension Service project Brazos Valley Injury Prevention Coalition for FY08 conducted 11 coalition meetings; checked 41 child safety seats at inspections by certified technicians; conducted 8 programs on the dangers of drinking and driving for teens and college age students; 12 programs to support the Buckle Up in Your Truck campaign and distributed 33,387 traffic safety public information and education materials. In recognition of their efforts the program was awarded the 2008 Community Service Award at the TxDOT Save A Life Summit.

In FY08, the Injury Prevention Center of Greater Dallas project Safe Communities Project for Pedestrian and Traffic Safety in Dallas, TX mobilized residents to take an active part in identifying pedestrian and traffic safety issues within their community, developing and implementing appropriate interventions, and conducting evaluation. The Injury Prevention Center (IPC) held 11 Pedestrian Safety Coalition meetings in Dallas; completed 1 report on data analysis of the Vickery Meadows area of Dallas; conducted 11 Traffic Safety Coalition meetings; 2 trainings of the Walking School Bus Program, 1 Tween Occupant Safety Intervention and, 2 Walk Ability surveys at elementary schools. The 08 program continued to provide training, leadership, and outreach activities within the community, and unite collaborative partnerships. The El Paso Police Department continued their Safe Communities project to collect and analyze crash data, and use the data to determine where to station traffic officers, provide increased public information, and work with community leaders to reduce motor vehicle crashes. Some of the highlights of the FY08 project included conducting 111 child safety seat fitting stations and educational classes; educating 1,157 families on proper seat selection, usage and installation during safety seat events; distributing and collecting 625 ACTS surveys to help identify community assets and deficits; conducting 53 presentations addressing pedestrian safety; conducting 56 presentations to the community addressing motorcycle safety and 126 presentations to local schools, military establishments, and businesses targeting DWI; and 4 safe communities coalition meetings. The West Texas A&M University FY08 project Deaf Smith County Safe Community Coalition conducted 3 bicycle education events, which included 2 bicycle rodeos; conducted 3 child passenger safety events. All 3 events involved not only Hispanic community members but future Hispanic health care providers. In addition the project held 6 bi-monthly safe community meetings; supported coalition efforts with the distribution of 800 public information and education materials highlighting the use of safety belts, correct use of child safety seats, and wearing bicycle helmets.

PROGRAM AREA 08-14: SCHOOL BUS SAFETY

PROGRAM AREA RESULTS

In 2008, the Texas Transportation Institute (TTI) conducted the Reducing School Bus Stop-Arm Violation in Texas project. One of the goals of this project was to document the magnitude of the statewide problem of stop-arm violations. Results show that almost 13,000 stop-arm violations were recorded in a 2007 survey of 761 public school districts and charter schools. TTI used this survey as the basis for estimating the total number of violations that occur on a daily basis statewide and the results were 16,450. The second goal of the project was to evaluate the effectiveness of camera monitoring systems in recording and reducing the number of stop-arm violations. TTI, working in cooperation with the College Station ISD, installed camera systems on two working school buses which recorded for a total of 38 days, resulting in a total of 33 violations being recorded.

The results of this project provided recommendations for continuing a statewide survey and providing technical specifications for school districts wishing to utilize camera systems.

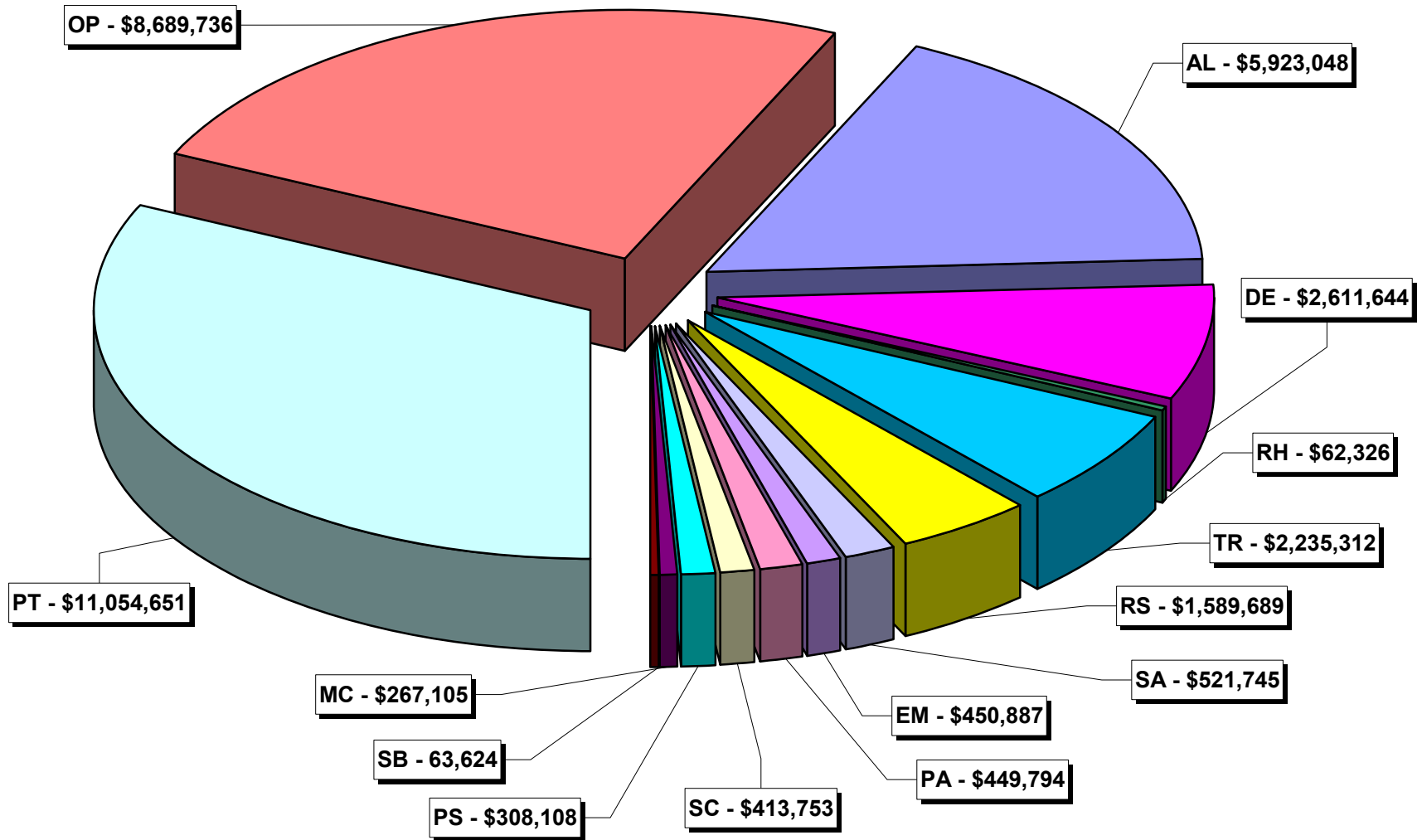


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APPENDIX A: FINANCIAL DATA

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Program Area Federal Expenditures - FY2008



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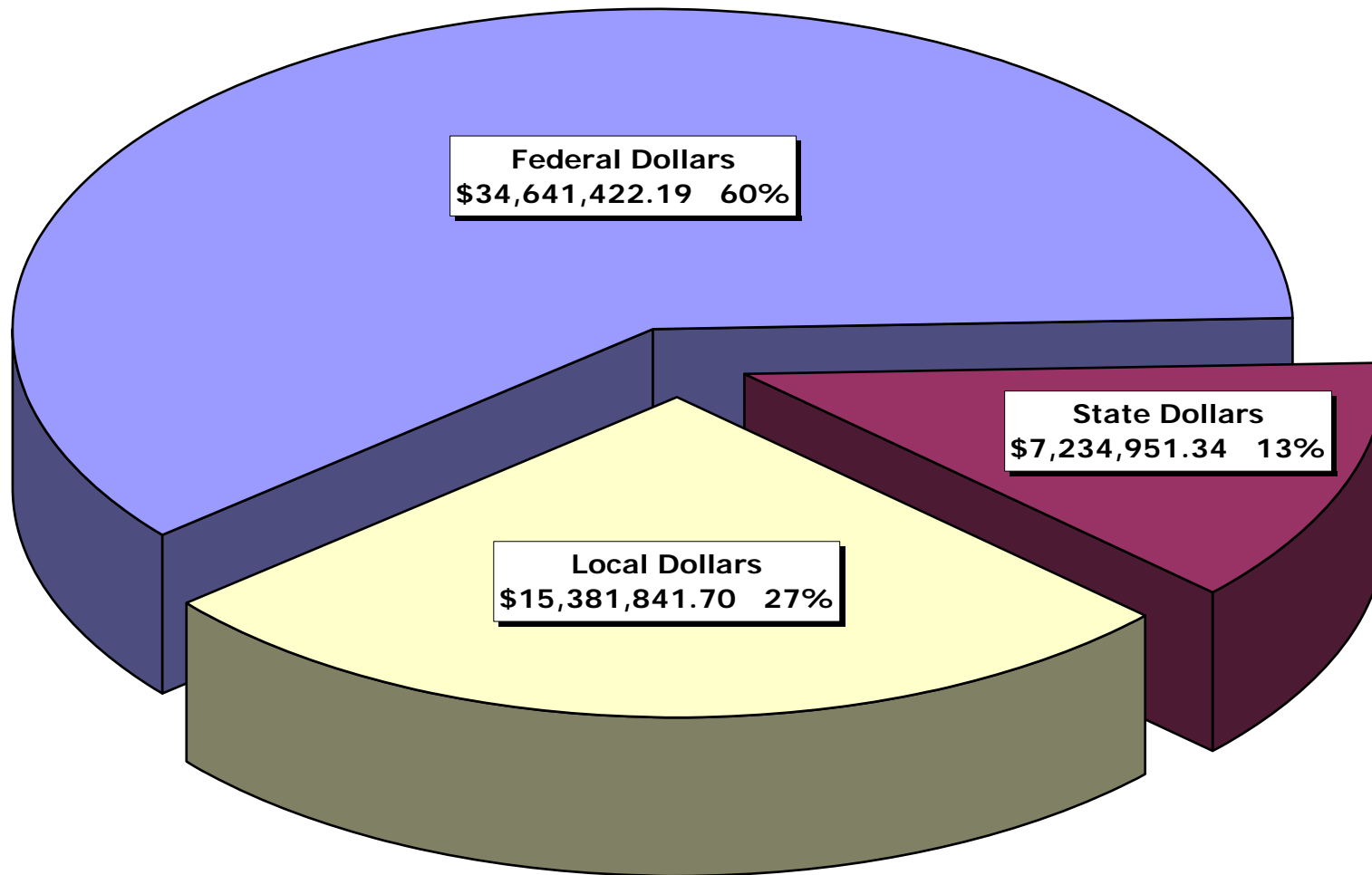
Program Area Federal Expenditures - FY2008

Program Area			Fund Source									
#	Name	Code	402	410 K8	2010 K6	408 K9	406 K4	164 HE	405 J2	405 K2	Total	% of Total
01	Planning and Administration	PA	\$449,793.64								\$449,793.64	1.3%
02	Alcohol & Other Drug Countermeasures	AL		\$5,744,361.37			\$178,687.04				\$5,923,048.41	17.1%
03	EMS	EM					\$450,886.61				\$450,886.61	1.3%
04	Motorcycle Safety	MC			\$267,105.33						\$267,105.33	0.8%
05	Occupant Protection	OP					\$5,767,374.46		\$118,222.51	\$2,804,139.28	\$8,689,736.25	25.1%
06	Pedestrian/Bicycle Safety	PS					\$308,107.75				\$308,107.75	0.9%
07	Police Traffic Services	PT	\$9,476,127.96				\$1,578,523.28				\$11,054,651.24	31.9%
08	Speed Control	SC					\$413,753.44				\$413,753.44	1.2%
09	Traffic Records	TR	\$29,103.89			\$2,136,240.54	\$69,967.79				\$2,235,312.22	6.5%
10	Driver Education	DE	\$1,534,796.88				\$1,076,846.94				\$2,611,643.82	7.5%
11	Railroad Highway	RH					\$62,325.58				\$62,325.58	0.2%
12	Roadway Safety	RS	\$1,161,808.52					\$427,880.84			\$1,589,689.36	4.6%
13	Safe Communities	SA					\$521,744.75				\$521,744.75	1.5%
14	School Bus	SB	\$63,623.79								\$63,623.79	0.2%
TOTALS:			\$12,715,254.68	\$5,744,361.37	\$267,105.33	\$2,136,240.54	\$10,428,217.64	\$427,880.84	\$118,222.51	\$2,804,139.28	\$34,641,422.19	100.0%

Note: 164 HE funds are provided through the FHWA. These funds are expended by the Traffic Engineering Section of TxDOT's Traffic Operations Division.

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TOTAL TRAFFIC SAFETY EXPENDITURES FY 2008



Total Expenditures = \$57,258,215

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APPENDIX B: CRASH DATA

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Table 2. Crash Data/Trends: Performance Measures

Progress Report Data 1997-2008

Crash Data Trends for Ten National Performance Measures Reported by All States

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
1a. Fatalities - TX data	3,508	3,576	3,519	3,775	3,739	3,823	3,821	3,699	3,504	3,523	3,456	
1b. Fatalities - FARS data	3,513	3,586	3,522	3,779	3,736	3,823	3,821	3,699	3,536	3,531	3,363	
2a. Fatality Rate - TX data fatalities/100M VMT	1.79	1.76	1.69	1.76	1.77	1.77	1.75	1.61	1.50	1.49	1.43	
2b. Fatality Rate - FARS data fatalities/100M VMT	1.77	1.74	1.67	1.72	1.73	1.73	1.71	1.60	1.50	1.48	N/A	
3. Serious Injuries - TX data A&B Injuries	109,351	106,578	107,996	108,282	105,520	101,560	97,774	91,611	92,046	89,616	89,525	
4. Fatality and Serious Injury Rate -TX data fatalities+A & B injuries/100M VMT	57.50	54.10	53.64	52.17	51.64	48.82	46.56	41.57	40.88	39.32	38.70	
5a. Fatality Rate - TX data fatalities/100,000 Population	18.05	18.10	17.56	18.10	17.53	17.55	17.31	16.55	15.57	14.99	14.46	
5b. Fatality Rate - FARS fatalities/100,000 Population	18.07	18.19	17.57	18.04	17.51	17.59	17.30	16.47	15.48	15.08	14.07	
6. Fatal and Serious Injury Rate - TX data fatalities+A & B injuries/100K Population	580.57	557.47	556.35	537.40	512.35	483.85	459.35	423.89	418.83	396.20	388.97	
7. Alcohol-Related Fatalities - FARS data "Old definition," Highest BAC in Crash ≥ .01	1,710	1,745	1,751	1,903	1,807	1,810	1,771	1,704	1,672	1,745	1,620	
8. Proportion of Alcohol-Related Fatalities - FARS data	0.49	0.49	0.50	0.50	0.48	0.47	0.46	0.46	0.47	0.49	0.48	
9. Alcohol-Related Fatality Rate - FARS data "Old definition" fatalities/100M VMT	0.87	0.86	0.84	0.89	0.85	0.84	0.79	0.74	0.71	0.73	N/A	
10. Safety Belt Use (Percent of Population)	74.6%	77.1%	73.9%	76.6%	76.1%	81.1%	84.3%	83.2%	89.9%	90.4%	91.8%	91.2%

Notes:

The performance measures shown here and illustrated in Figures 1-10 constitute the ten national performance measures reported by all states. The number of fatalities in Texas and both VMT and population-based fatality rates are provided using Texas and FARS data.

TX Data Sources

Fatalities: 1997-2001 TX Accident File; 2002-2007 CRIS, as of 11/05/08.

Miles Driven: TxDOT Transportation Planning & Programming Division.

Population: Population Estimates Program of the Texas State Data Center & Office of the State Demographer.

FARS Data Sources

Fatalities: 1997-2006 Final FARS file; 2007 FARS Annual Report File.

Miles Driven: FHWA.

Population: U.S. Census Bureau.

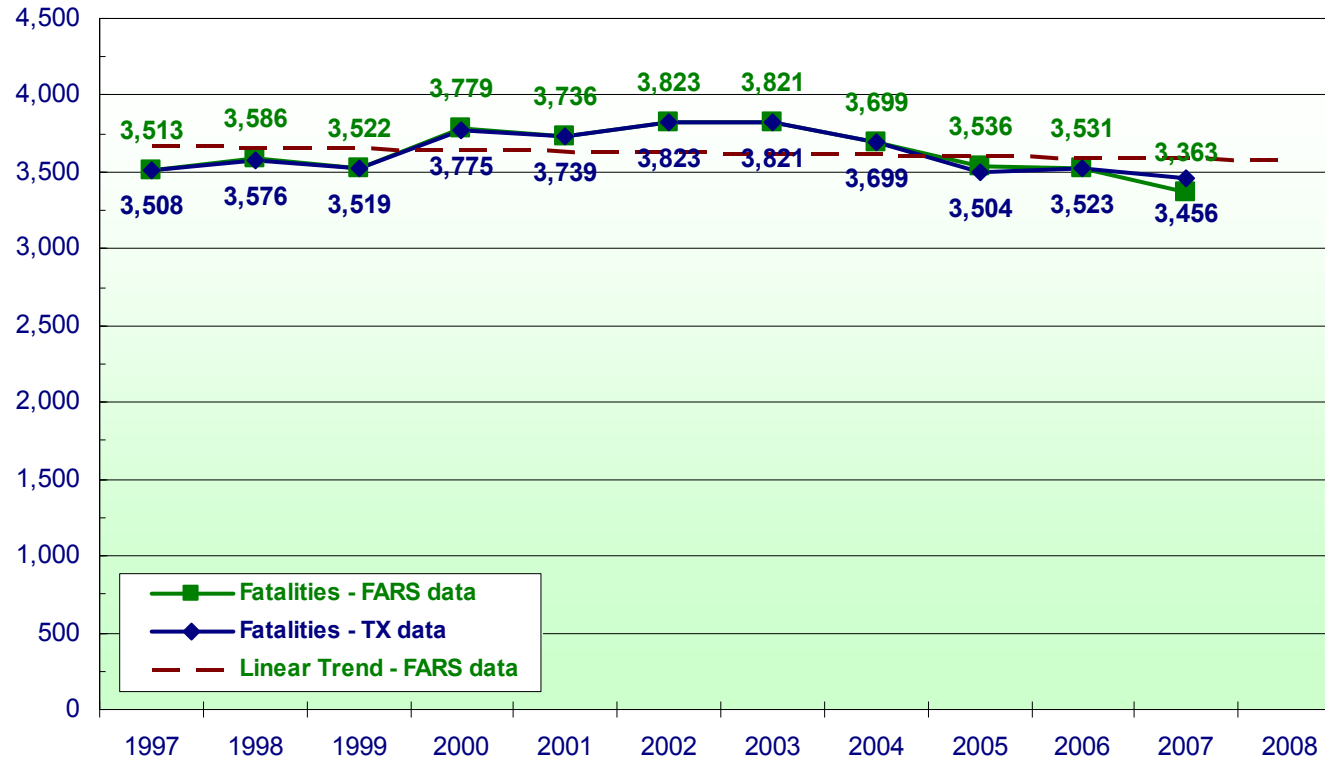
Alcohol-related fatalities: FARS "Old definition," Highest BAC in Crash ≥ 0.01.

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Goal: Reduce the Number of Fatalities

No numeric goal established

**Figure 1. Performance Measure 1:
Number of Fatalities**

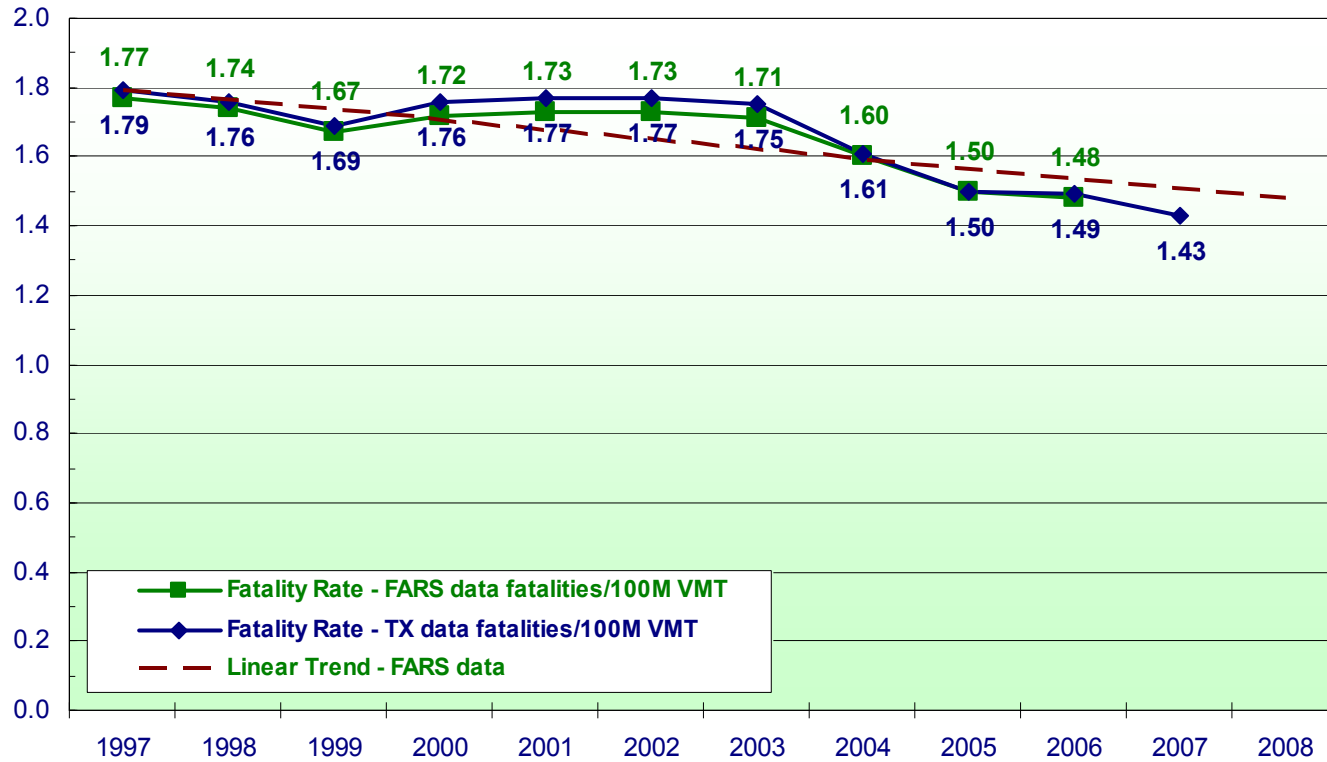


Data Sources FARS data fatalities: 1997-2006 Final File; 2007 Annual Report File
TX data fatalities: 1997-2001 Texas Accident File; 2002-2007 CRIS

Goal: Reduce the Fatality Rate per 100M VMT

Reduce the fatality rate to 1.48 by 2008 (FARS data)

Figure 2. Performance Measure 2:
Fatalities/100M VMT

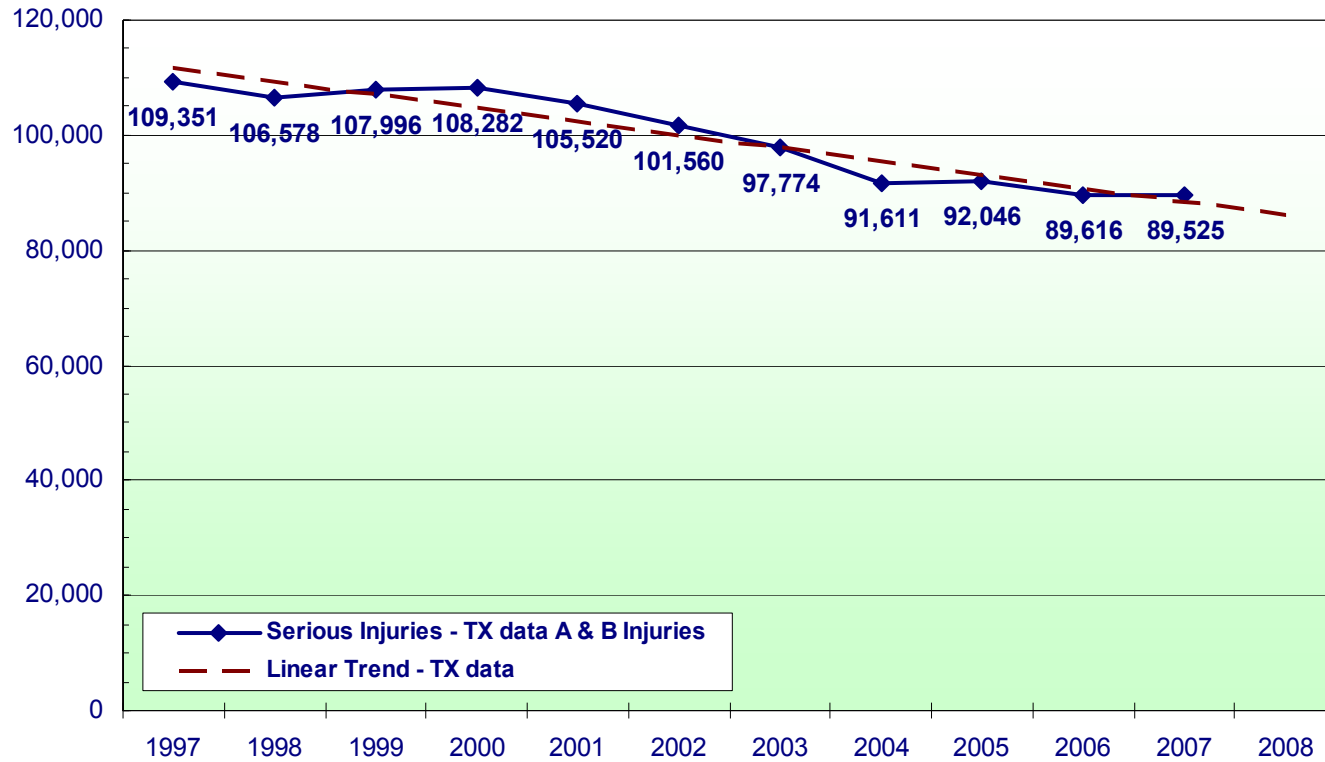


Data Sources FARS data fatalities: 1997-2006 Final File; 2007 Annual Report File
 FARS data miles traveled: FHWA
 TX data fatalities: 1997-2001 Texas Accident File; 2002-2007 CRIS
 TX data miles traveled: TxDOT Transportation Planning & Programming Div.

Goal: Reduce the Number of Serious Injuries

No numeric goal established

Figure 3. Performance Measure 3:
Number of Serious Injuries

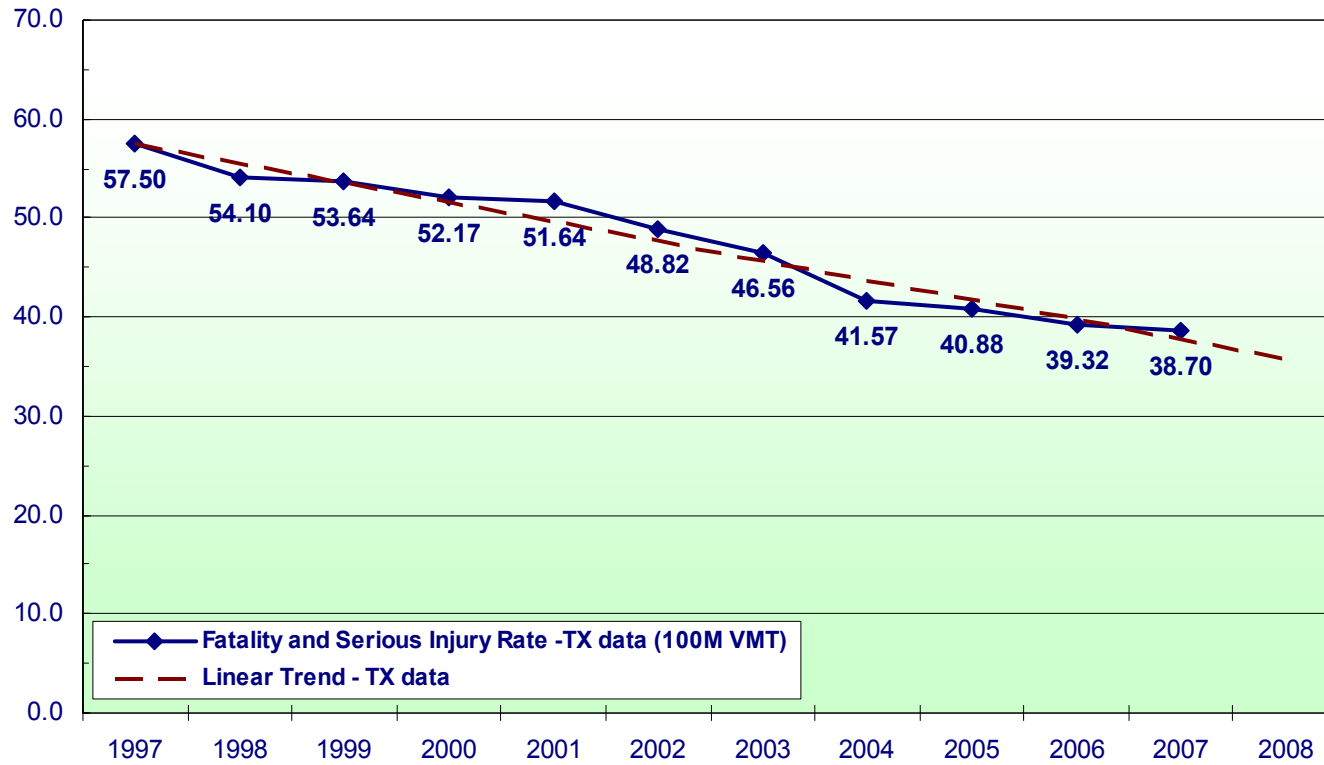


Data Sources TX data A + B injuries: 1997-2001 Texas Accident File; 2002-2007 CRIS

Goal: Reduce the Fatal and Serious Injury Rate per 100M VMT

No numeric goal established

Figure 4. Performance Measure 4:
Fatalities and Serious Injuries/100M VMT

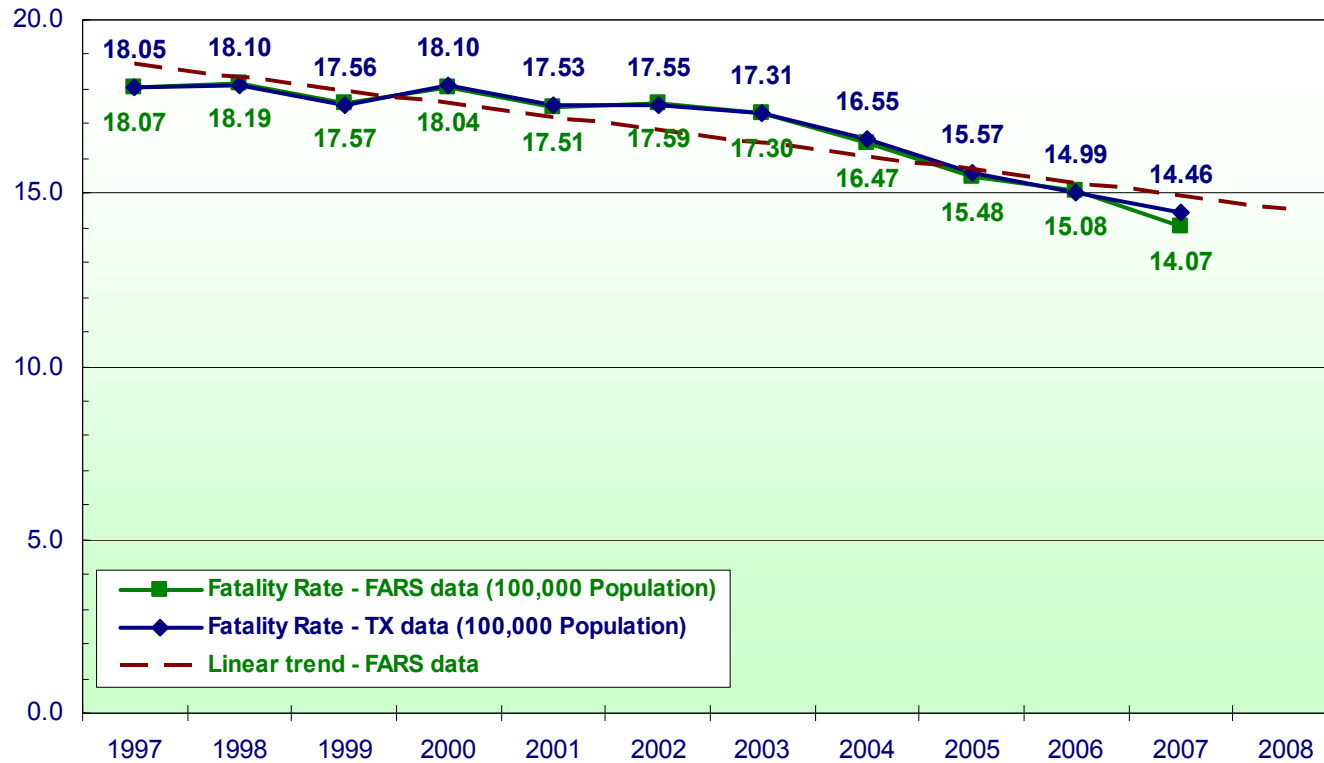


Data Sources TX data fatalities and A + B injuries: 1997-2001 Texas Accident File; 2002-2007 CRIS
TX data miles traveled: TxDOT Transportation Planning & Programming Div.

Goal: Reduce the Fatality Rate per 100K Population

No numeric goal established

Figure 5. Performance Measure 5:
Fatalities/100,000 Population

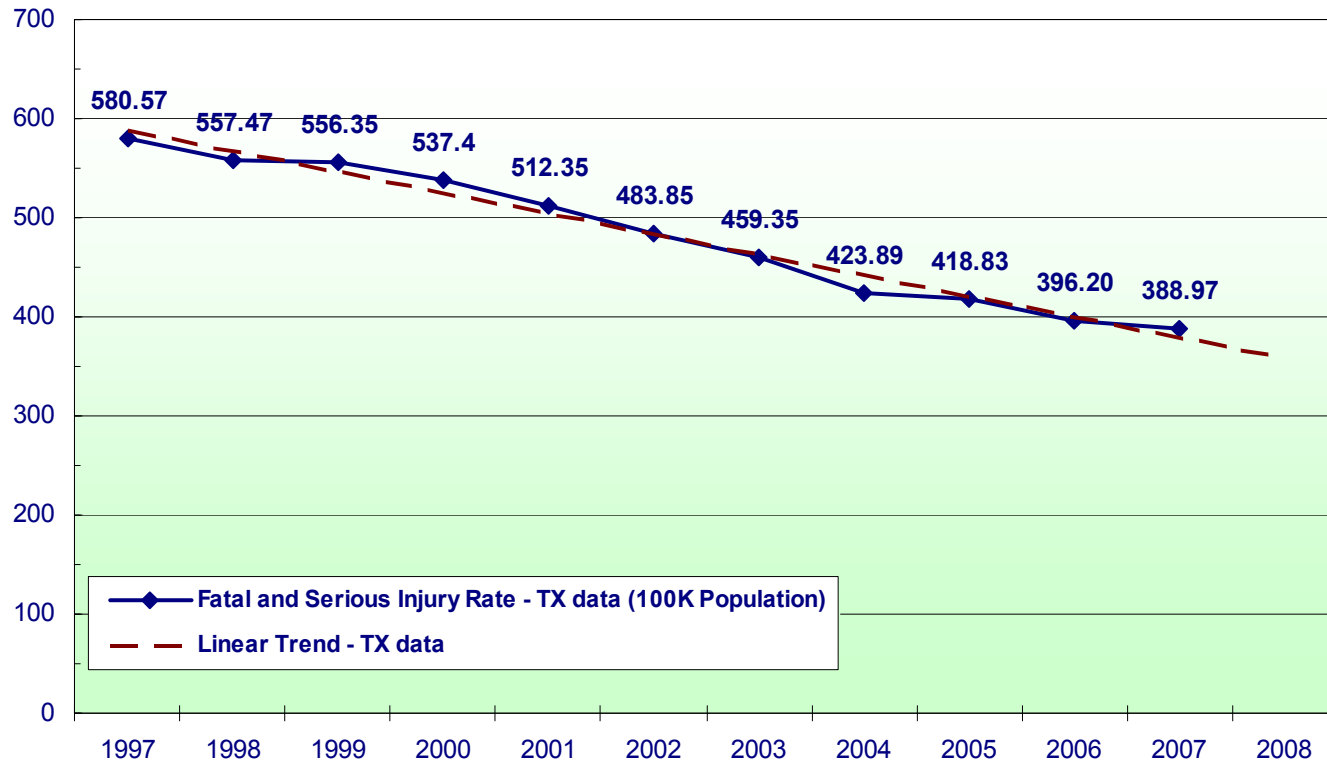


Data Sources FARS data fatalities: 1997-2006 Final File; 2007 Annual Report File
 FARS data population: U.S. Census Bureau
 TX data fatalities: 1997-2001 Texas Accident File; 2002-2007 CRIS
 TX data population: Texas State Data Center and Office of the State Demographer, Texas Population Estimates Program

Goal: Reduce the Fatal and Serious Injury Rate per 100K Population

No numeric goal established

Figure 6. Performance Measure 6:
Fatalities and Serious Injuries/100,000 Population

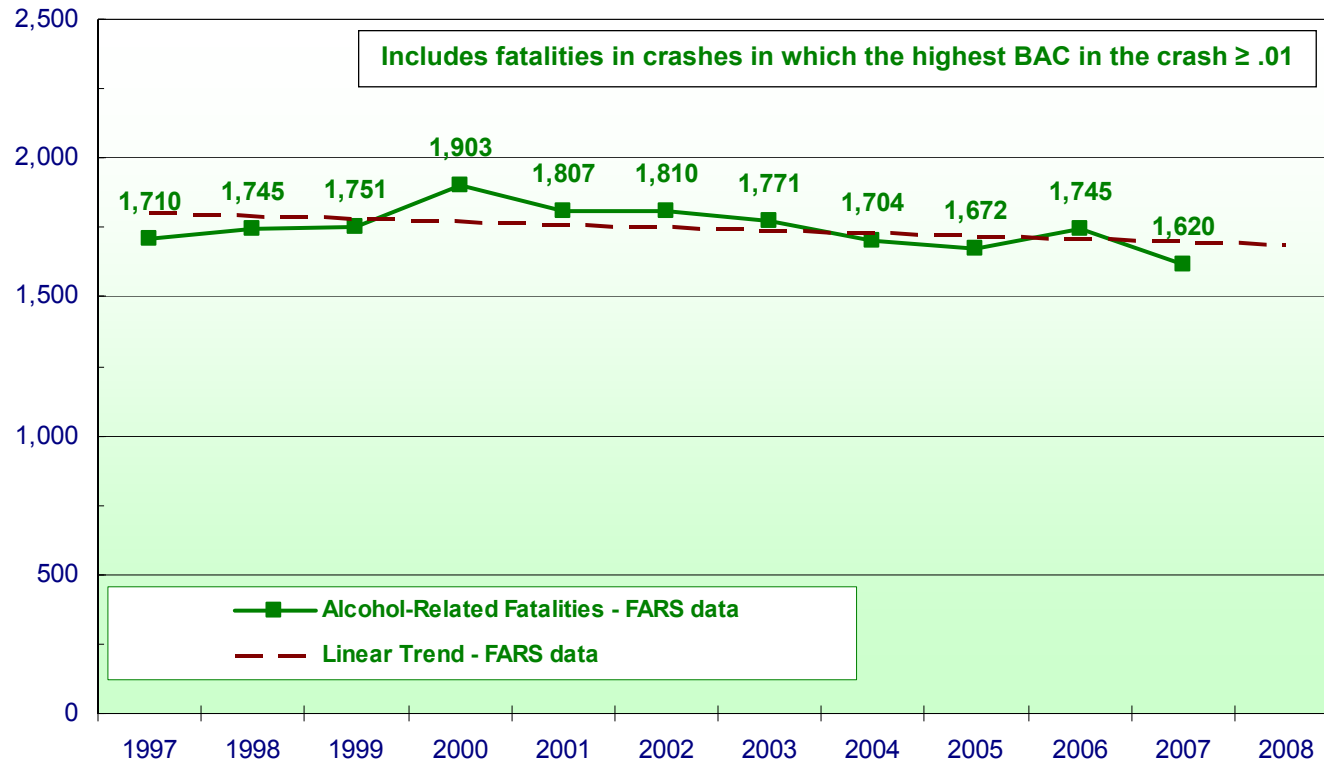


Data Sources TX data fatalities and A + B injuries: 1997-2001 Texas Accident File; 2002-2007 CRIS
TX data population: Texas State Data Center and Office of the State Demographer, Texas Population Estimates Program

Goal: Reduce the Number of Alcohol Related Fatalities

No numeric goal established

Figure 7. Performance Measure 7:
Number of Alcohol Related Fatalities

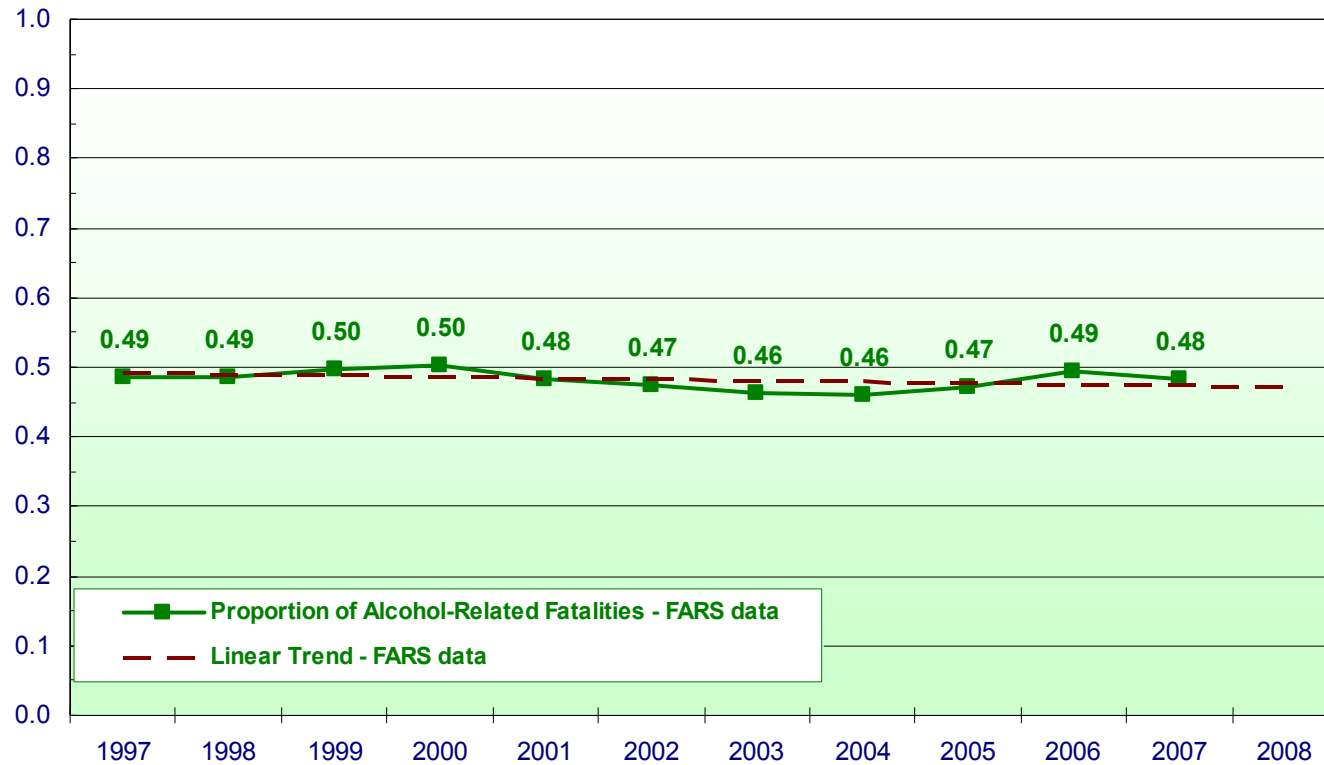


Data Sources FARS data alcohol-related fatalities (old definition, BAC≥.01): 1997-2006 Final File; 2007 Annual Report File

Goal: Reduce Proportion of All Fatalities that are Alcohol Related

No numeric goal established

**Figure 8. Performance Measure 8:
Proportion of Alcohol Related Fatalities**

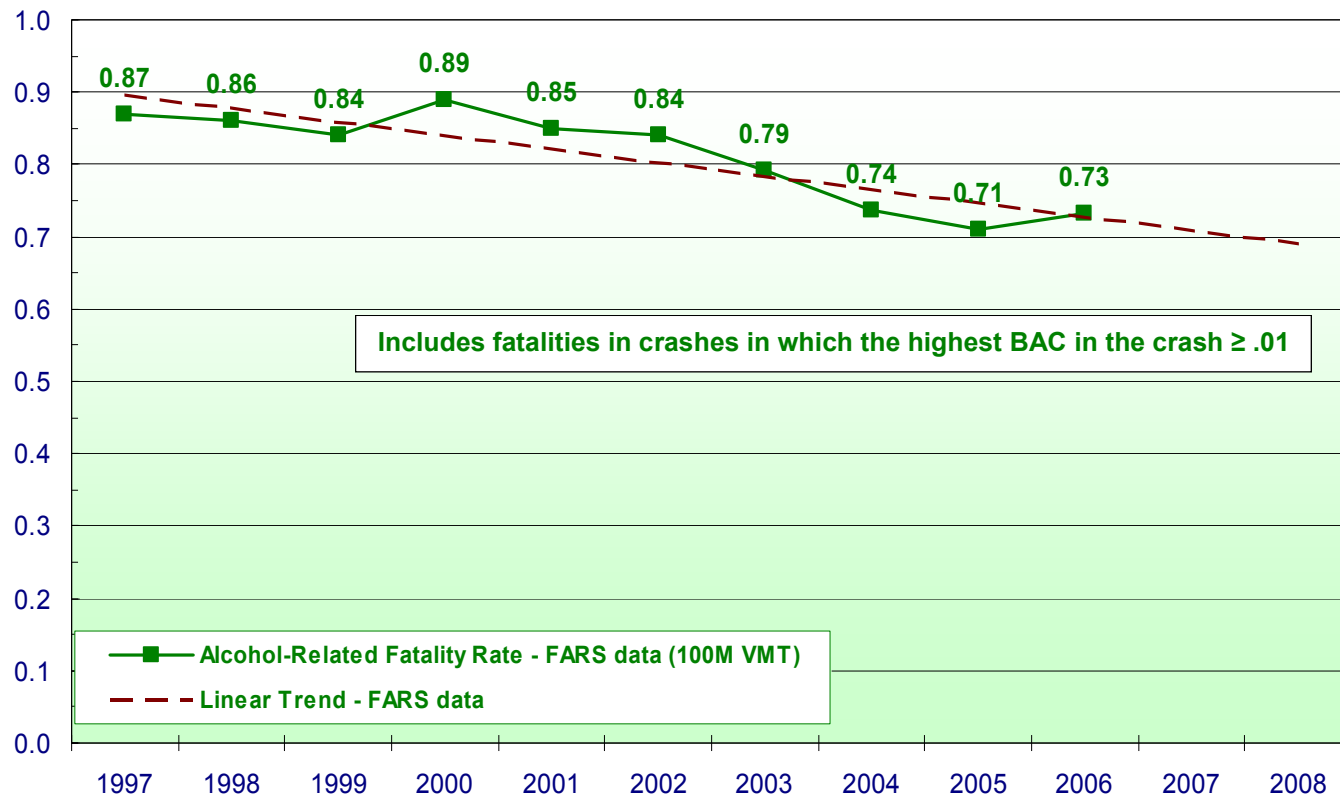


Data Sources FARS data fatalities: 1997-2006 Final File; 2007 Annual Report File
 FARS data alcohol-related fatalities (old definition, BAC≥.01): 1997-2006 Final File; 2007 Annual Report File

Goal: Reduce Alcohol Related Fatality Rate per 100M VMT

**Reduce fatality rate to 0.66 by 2008
(FARS "Old definition," BAC ≥ .01)**

**Figure 9. Performance Measure 9:
Alcohol Related Fatalities/100M VMT**

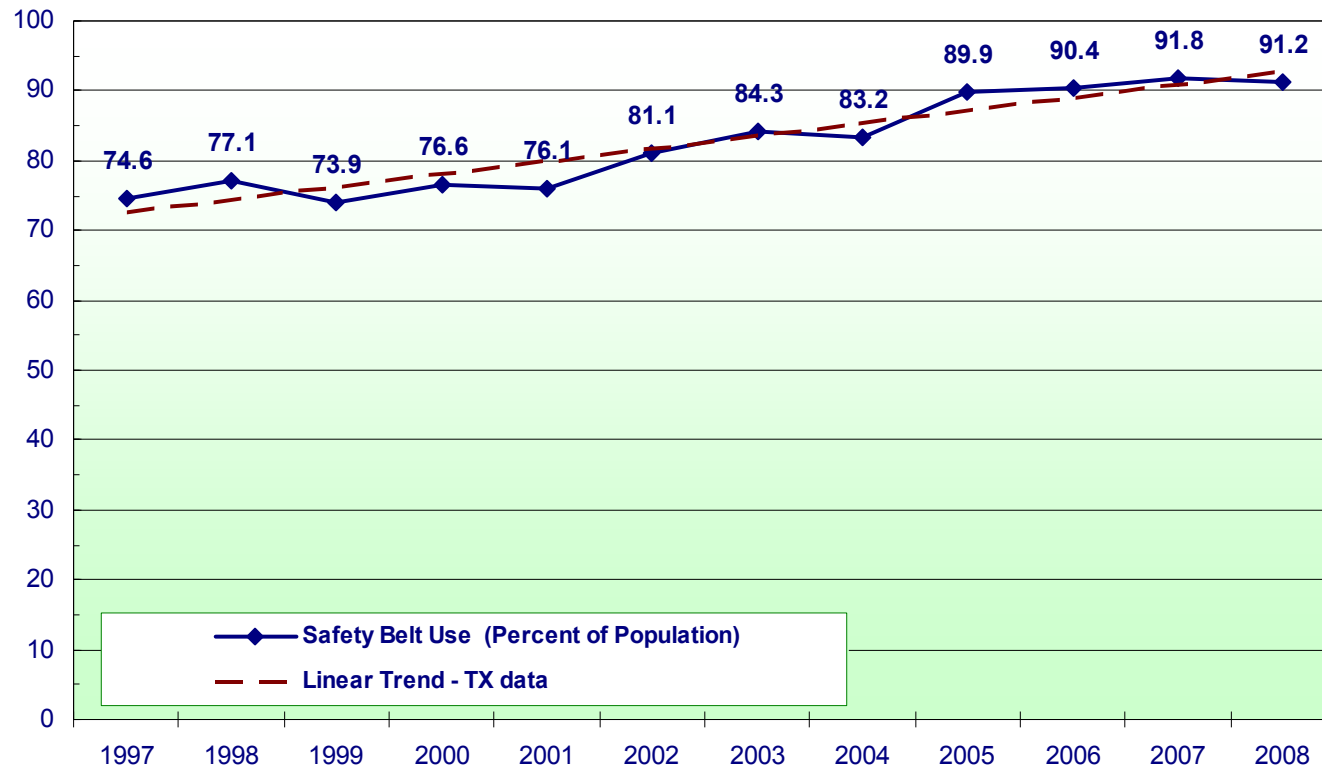


Data Sources FARS data alcohol-related fatalities (old definition, BAC ≥ .01): 1997-2006 Final File
 FARS data miles traveled: FHWA

Goal: Increase Safety Belt Use

Increase driver and front seat passenger belt use to 92.5% by 2008

**Figure 10. Performance Measure 10:
Percent of Population Using Safety Belts**



Data Sources Texas Transportation Institute observational safety belt surveys

APPENDIX C: NOTEWORTHY PRACTICES

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CITY OF AUSTIN: SELECTIVE TRAFFIC ENFORCEMENT PROGRAM (STEP) - COMPREHENSIVE

Target

To conduct overtime enforcement of traffic laws in the City of Austin to reduce traffic crashes and related injuries & fatalities. Comprehensive enforcement efforts focused on violations for DWI, speed over the limit, ITC and occupant protection. Extensive educational efforts included media, presentations and participation in community events.

Program Area

Police Traffic Services

Problem Statement

The City of Austin, while being the Capitol City of Texas, is also the home of the University of Texas, numerous prestigious colleges, all bisected by a major interstate freeway (IH35) running through the center of town. Daily traffic volume consists of local commuters and students, commercial motor vehicles, motorcycles, passenger cars, buses, recreational vehicles. Added to this, is the challenge of year-round recreational activities such as the Austin City Limits, SXSW Music & Film Festivals, College sports, the UIL High School Championships, the 6th Street District and hundreds of cycling & running events which bring in thousands of people & their vehicles into the City annually. According to the latest available data when this proposal was submitted, in 2001 Austin was ranked #3 among Texas cities for MV fatalities. In addition, it is located in the County of Travis, which was ranked #3 in alcohol-related fatalities. According to the Texas DPS - DWI, speeding and failure to yield right of way are the top three causes of motor vehicle crashes, injuries and fatalities statewide.

Objectives

Conduct DWI, Speed, Occupant Protection and Intersection Traffic Control enforcement in the City of Austin to reduce traffic crashes, injuries & fatalities and increase the seat belt & child safety seat usage rates.

Strategies

Primary strategy was to conduct a highly visible, city-wide comprehensive enforcement effort supported by a pro-active public information and education campaign. Included were on-going media releases, radio & TV exposures, presentations, educational material distribution and participation in community events.

Results	<u>Total</u>	<u>Goal</u>
Speed citations	21,600	22,000
DWI arrests	106	77
Safety belt citations	315	850
Child safety seat citations	41	50
ITC citations	1,861	1,200
Presentations	11	8
Media exposures	18	12
Community events	6	4
Speed compliance rate	29%	30%
OP compliance rate	92.8%	92.5%

Noteworthy Achievements:

1. While managing the STEP-Comprehensive grant, the City of Austin Police Department also coordinated a STEP-“Click It or Ticket” grant, a STEP- Impaired Driving Mobilization grant and a grant from the Federal Motor Carrier Safety Association focusing on aggressive driving by both passenger cars and Commercial Motor Vehicles.
2. As a result of conducting highly visible enforcement and educational efforts, the City of Austin again achieved the highest compliance rate in the state after the “Click It or Ticket” Campaign with 92.8%, beating the state average of 91.2%.
3. All PI&E performance measures were exceeded.
4. Utilizing only 74% of the allotted STEP enforcement hours for the year, 98% of the speed citations were issued; 155% of the ITC citations were issued and the DWI arrests were exceeded by 138%. Another positive - with the occupant protection usage rate at a statewide high, 37% of the seat belt and 82% of the child safety citations were issued. Translating into: less citations = more citizens utilizing occupant protection restraints = meeting the statewide goal!

Cost

Grant: \$242,500.29

Funding Sources

402

Contact Information

SPO Patrick Spradlin, STEP Coordinator

City of Austin Police Department

512-974-6898

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HARRISON COUNTY: SELECTIVE TRAFFIC ENFORCEMENT PROGRAM (STEP) - IMPAIRED DRIVING MOBILIZATION

Target

To increase DWI enforcement in Harrison County.

Program Area

Alcohol and other Drug Countermeasures

Problem Statement

Due to the Casinos opening in Shreveport, Louisiana, which is adjacent to Harrison County, we have experienced a steady increase in traffic on I-20. In addition, the expanse of cell phone coverage has assisted in identifying possible intoxicated drivers traveling through Harrison County. Officers have been very successful in locating those drivers due to the general public's notification.

Objectives

To conduct DWI enforcement during holiday periods to increase DWI arrests and media activity.

Strategies

Harrison County utilized the grant funding to increase the number of enforcement hours IDM officer participants worked. Through a weekly radio show by the sheriff and the active classroom instruction /civic programs conducted by our local DARE (Drug Abuse Resistance Education) Program, Harrison County made the public aware of Harrison County's aggressive mission to keep our highways safe by reducing speed and increasing DWI enforcement.

Results

	<u>Total</u>	<u>Goal</u>
DWI Arrests	25	23

Harrison County as a whole issued a total of 91 DWI's during the DWI enforcement period. Twenty five of these were issued during enforcement of the DWI grant. Overall the County finished the year with a STEP Indicator of 2.83.

Cost

Grant: \$4,565.54 Match: \$2,240.59

Funding Sources

410

Contact Information

Lieutenant Ray Palmer

Harrison County Sheriff Department

903-923-4000

HARRISON COUNTY: SELECTIVE TRAFFIC ENFORCEMENT PROGRAM (STEP) - SPEED

Target

To increase effective enforcement and adjudication of traffic safety-related laws to reduce fatal and serious injury crashes due to excessive speed.

Program Area

Police Traffic Services

Problem Statement

On any given day there are anywhere from 31,000 – 35,000 traveling thru Harrison County on IH 20. Most of these travelers are usually passing thru to visit the Casino's in Shreveport, La. IH 20 in Harrison County is the last stretch of highway before arriving in Shreveport and drivers have a tendency to speed the last few miles of the trip. The high volume of traffic and their increased speed is becoming a problem and danger to locals.

Objectives

To increase enforcement of traffic safety-related laws, Increase public education and information campaigns.

Strategies

The Harrison County Sheriff's Office utilized the grant funding to increase the number of enforcement hours that their deputies worked to enforce speed. In addition to speed enforcement Harrison County Sheriff's deputies conducted 12 presentations, conducted 22 media exposures ranging from on-air radio interviews with Sheriff Tom McCool, and various numbers of newspaper releases. The County Sheriff Deputies participated in three community events such as the National Night Out and manned booths are the county Fire-ant Festival and Stage Coach Days Festival. The deputies distributed 2,157 pieces of informational and educational items and produced 3123 of their own educational and promotional items which were distributed at the community events and presentations conducted by officers.

Results

	<u>Total</u>	<u>Goal</u>
Speed Citations	3,704	3,696

Harrison County increased its Speed Compliance Rate by 10 percentage points from 37% to 47%. They finished the years with a STEP indicator of 3.01.

Cost

Grant: \$43,095.28 Match: \$35,819.49

Funding Source:

406

Contact Information:

Lieutenant Ray Palmer

Harrison County Sheriff Department

903-923-4000

CITY OF HOUSTON: SELECTIVE TRAFFIC ENFORCEMENT PROGRAM (STEP) -
IMPAIRED DRIVING MOBILIZATION

Target

To decrease the number of deaths and injuries as a result of impaired driving crashes.

Program Area

Tactical Support Command/Traffic Enforcement Division

Problem Statement

The State of Texas has once again become the leader for persons killed in impaired driving crashes. Statistics show that Houston/Harris County had the highest numbers of these crashes. According to the National Highway Traffic Safety Administration, Harris County impaired drivers accounted for over 60% of the fatal crashes that took place in 2006 in Houston/Harris County.

Objectives

The objective of this program was to decrease the deaths and injuries related to impaired driving crashes by reducing the incidence of impaired drivers on the roadways within the city.

Strategies

The City will utilize Standardized Field Sobriety Testing (SFST) certified officers from the entire department to staff the DWI-IDM program. This method of staffing will allow for officers working each area within the city to return to their area and conduct enforcement in the roadways they are most familiar with having an impaired driving problem. The result will be that these officers will patrol the freeways, feeder roads, main tributaries, and side streets with the greatest incidents of impaired drivers. The program will extend its hours to include the late evening time in addition to nighttime hours. Through these methods, it is anticipated that the impaired driving problem will be met head on allowing for a decrease of impaired drivers on the roadway and thus the reduction of persons killed or injured by those drivers.

Results

	<u>Total</u>	<u>Goal</u>
DWI Arrests	660	560

The City of Houston finished the year by surpassing the goal of 560 DWI arrests by 100 arrests which resulted in a STEP Indicator of 2.98. This STEP indicator was higher than the goal of a 2.50 STEP Indicator.

Cost

Budget: \$273,272.90 Match: None required due to mobilization

Funding Sources

410

Contact Information

Senior Police Officer F. Paul Lassalle

City of Houston Police Department

713-247-5911

CITY OF PASADENA: SELECTIVE TRAFFIC ENFORCEMENT PROGRAM (STEP) - COMPREHENSIVE

Target

To increase speed, occupant protection, intersection and D.W.I. traffic enforcement in the City of Pasadena.

Program Area

Police Traffic Services

Problem Statement

In the United States a person dies every 12 minutes in a motor vehicle crash. Speeding was a factor in 30% of all fatal crashes and alcohol was a factor in 39%. More than half of those killed in motor vehicle crashes were unrestrained. (2005 stats from NHTSA website).

Objectives

To reduce the number and severity of traffic crashes related to Speed, Alcohol, Occupant Protection and Intersection violations by increasing enforcement in these areas.

Strategies

Conduct high visibility traffic enforcement in pre-selected areas with a higher incidence of intersection crashes and non-compliance to seatbelt and speed related traffic laws. Increase patrols for DWI offenses each night of the week. Participate in several community events, and conduct media exposures, to educate adults and students on the dangers of driving while intoxicated, as well as other dangerous driving practices.

Results

	<u>Total</u>	<u>Goal</u>
Speeding Citations	3,092	2,500
Intersection Citations	2,684	2,200
Seatbelt Citations	2,670	2,100
Child Safety Seat Citations	583	450
D.W.I. Arrests	53	50

**STEP indicator of 3.92*

During this grant period a category was added to the officer's report that allowed the department to track the seatbelt citations by age of the offender. Of the 2,670 seatbelt citations issued on the 2008 grant, 1,604 were to adults and 1,066 were to children (ages 5-16). The combination of the seatbelt violations for children and the child safety seat citations indicates that over 50% of the occupant safety offenders in the City of Pasadena are minors.

Cost

Grant: \$156,844 Match: \$ 17,769

Funding Source

402

Contact Information

Lieutenant Susan Clifton

Pasadena Police Department

713/475-7250

CITY OF SAN ANTONIO: SELECTIVE TRAFFIC ENFORCEMENT PROGRAM
(STEP) - CLICK IT OR TICKET

Target

To increase occupant restraint use in all passenger vehicles and trucks by conducting an intense occupant protection enforcement and public information and education effort during the Memorial Day Holiday period.

Program Area

Occupant Protection

Problem Statement

According to 2000 US census data, the City of San Antonio is the seventh largest city in the United States, with a population over 1.3 million. The US Census Bureau estimates 8.2% of the San Antonio population is under the age of five (5). This is significantly larger than the 6.2% of the total U.S. population estimated to be under the age of 5. Child restraint usage rates are lower than adult usage rates across Texas. San Antonio has a large number of children under the age of 5. When coupled with the fact that an estimated 47% of San Antonio residents speak a language other than English at home, this presents a challenge educating the public about safety belt laws and how to safely transport children.

Objectives

To increase effective enforcement and adjudication of traffic safety-related laws to reduce fatal and serious injury crashes.

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

Strategies

Increase enforcement of safety belt and child safety seat laws.

Increase public education and information campaigns on occupant protection.

Results

	<u>Total</u>	<u>Goal</u>
Safety Belt Citations	5,770	5,000
Child Seat Citations	2,052	800
STEP Indicator	4.77	3.15

Number of Presentations Conducted	2	1
Number of Media Exposures	3	2
Number of Community Events	2	1
Number of PI&E materials distributed	4,500	2,000

The City of San Antonio increased its Safety Belt Compliance from 90% to 92.2% and in the process issued 1,300 more child seat citations than any other law enforcement agency during the Click it or Ticket campaign. A great deal of the success of the campaign was attributed to the Traffic Enforcement Unit. As a result of the San Antonio Police Departments efforts, they received an award for exceeding the 90% compliance rate at the Save a Life Summit. The Project Director conducted a breakout session during the 2008 Save a Life Summit titled “Click it or Ticket Jr.” and shared San Antonio Police Departments successful enforcement techniques with other law enforcement professionals.

Cost

Grant: \$120,000 Match: none required

Funding Sources

406

Contact Information

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AUSTIN INDEPENDENT SCHOOL DISTRICT (AISD): AFTERSCHOOL DRIVER EDUCATION PROGRAM

Target

To conduct after-school, approved 32-hour and 56-hour driver's education courses to (300) at-risk students at (5) Austin Independent School District High Schools: Travis, Reagan, Johnston, Akins and Lanier.

Program Area

Driver Behavior and Education

Problem Statement

Driver's education is no longer offered by Austin ISD to students during the regular school day, but is desperately needed. According to the Insurance Institute for Highway Safety, the risk of MV crashes is higher among 16-19 year olds than any other age group. In 2006, at least (5) AISD high school students died in fatal car crashes due to excessive speed, inexperienced drivers and carelessness. Two of the teen fatalities were from Reagan HS, one from Lanier HS and two from Travis HS. The Texas Strategic Highway Safety Plan (SHSP) highlights teen drivers as a serious safety concern and notes that drivers under the age of 19 represent only 5.7% of Texas licensed drivers but are involved in 17.8% of the average annual fatalities and 24.7% of the average annual serious injuries.

Many teenagers who attend Travis, Reagan, Johnston, Akins and Lanier High Schools in Austin cannot afford to pay for driver's education, so they drive illegally. At least 85% of the students at all five of these campuses are identified as low-income and at least 80% of the students are identified as academically at-risk. If funded, since Austin ISD no longer provides driver's ed as a daytime offering, both TEA and AISD will give students who complete the outside-of-school 56 hour course an academic half-credit as an approved elective class.

Objectives

To train 300 Austin ISD students from Travis, Reagan, Johnston, Akins and Lanier High Schools in an approved, after-school driver's education class.

Strategies

Austin ISD will work through its Community Education Department to provide both a 32-hour and 56-hour driver education course for students at the five high schools. Upon taking the 56-hour course, students will receive a half-academic credit. AISD funds paid for program & project management staff for supervision, record keeping, financial & performance reports, data entry, course coordination, registration and evaluation. Five site level directors and three grant directors were available at the schools. Grant funds were utilized to pay for the course instructors, student certificates and the driver's education books as needed.

Results

The performance measure to conduct the after-school driver's education classes was met, with (300) students trained. This was the only grant project of its type in Texas. Match was met and exceeded.

Cost

Grant: \$17,460.93 Match: \$32,211.90

Funding Source

402

Contact information

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EL PASO COUNTY: SAFE COMMUNITIES

Target

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

Program Area

Safe Communities

Problem Statement

Death and serious injury from traffic collisions are problems that affect every community. Drivers, passengers, bicyclists and pedestrians are all at risk. According to the El Paso Police Department's traffic data, traffic collisions are on the rise, yet traffic collisions resulting in death or serious injury have seen a dramatic decline since the inception of the Safe Communities Program. According to the data collected at various child safety seat check-up events, 95% of child restraints are being used incorrectly. This puts our communities' children at risk of being injured or killed if they are involved in a motor vehicle crash. Data from the Safe Communities Program shows that the El Paso community has seen an increase of pedestrian fatalities. In 2000-2002 pedestrians accounted for 14% of all traffic fatalities. The year of 2005 saw an increase to 25%, 53 traffic fatalities, 13 pedestrian related. In 2006, the City of El Paso saw an increase of pedestrian fatalities to 34%. Local DWI statistics show that alcohol contributed to 995 collisions in 2004, with 22 resulting in death, and contributed to 601 collisions in 2005, with 33 resulting in death. In 2006, there were 472 collisions attributed to alcohol, with 27 resulting in death.

Objectives

1. Coordinate coalition meetings.
2. Conduct ACTS surveys to help identify community assets and deficits.
3. Identify crash factors, crash patterns & locations of fatal/near crashes for increased education.
4. Develop educational programs from identified problems.
5. Conduct presentations to local schools, military establishments, and businesses targeting DWI.
6. Conduct presentations to community addressing motorcycle safety.
7. Conduct presentations addressing pedestrian safety
8. Conduct child safety seat fitting stations/educational classes

9. Educate families on proper seat selection, usage and installation during safety seat events.
10. Conduct major traffic safety fair to promote community awareness of traffic safety.
11. Coordinate media releases promoting traffic safety events.

Strategies

Collect and analyze crash data, prepare and distribute information to ensure deployment of officers to address the identified problems. These problems will be addressed through the provision of increased public information, and continued working relationships with other city entities through quarterly coalition meetings. Education efforts will include a cooperative working relationship with local school districts, civic groups and other law enforcement agencies. Distribution of educational materials and surveys will be done at safety fairs, educational presentations, and other community events. Officers who are certified as Nationally Certified Child Passenger Safety Technicians will work on an overtime basis to conduct weekly child safety seat restraint fitting stations/educational classes at various sites throughout the City of El Paso. At these fitting stations/educational classes, families in need will be provided a child safety seat. The program will concentrate on four areas of traffic safety which are based on local fatalities and serious injuries within our community. Areas of concern include: increasing the proper use of child restraint systems; the reduction of collisions involving motorcyclists, the reduction of alcohol impaired driving; and the reduction of traffic incidents involving pedestrians. To accomplish the goals of the program officers will conduct educational presentations to local businesses and civic groups.

Results

Eight of the eleven performance measures were not only met but well exceeded as evidenced below:

Measure	YTD	Goal
a. Coordinate coalition meetings.	4	4
b. Conduct ACTS surveys to help identify community assets and deficits.	625	500
c. Identify crash factors, crash patterns & locations of fatal/near crashes for increased education.	3	3
d. Develop educational programs from identified problems.	4	4

e. Conduct presentations to local schools, military establishments, and businesses targeting DWI.	126	75
f. Conduct presentations to community addressing motorcycle safety.	56	24
g. Conduct presentations addressing pedestrian safety	53	24
h. Conduct child safety seat fitting stations/educational classes	111	48
i. Educate families on proper seat selection, usage and installation during safety seat events.	1,157	400
j. Conduct major traffic safety fair to promote community awareness on traffic safety.	2	1
J, Coordinate media releases promoting traffic safety events.	24	12

Additional “noteworthy” elements for FY08: The Safe Communities Program, through the Safe Riders program, provided education and a safety seat to a family. Later, that family was involved in a severe crash with the child and the child was uninjured. There was a large amount of media coverage on this event. The Project Director developed a traffic safety course for newly arrived immigrants from Mexico to teach the laws of Texas and El Paso. This class is similar to a Drivers Education class and is meant to help newly arrived residents take and pass the written portion of the driver’s license test. Safe Communities also administers its Motorcycle Safety class developed by motorcycle officers and is similar to a defensive driving class. The El Paso Municipal Court uses this class as a means of ticket dismissal for moving violations committed on a motorcycle. Safe Communities also participated in a UDI assessment with the Texas Transportation Institute to address the underage drinking problem in El Paso. The program partnered with other community agencies to promote, “Those who Host Lose the Most” campaign. Crimestoppers partnered with Safe Communities to award anonymous tipsters who reported a party involving underage drinkers. Safe Communities also secured outside funds to assist with extra enforcement for underage drinkers for a 6 week period. El Paso Police cited 180 juveniles for consumption of alcohol and/or minors in

possession of alcohol, arrested 19 juveniles for Minor Detectable and arrested 2 adults for providing alcohol to minors. Safe Communities also administers Life Skills classes. Municipal Court mandates juveniles who have received a class “C” citation to attend Life Skills classes. In these classes they are taught about various topics that affect young adults. The main topic is traffic safety. The coordinator and an officer teach about the consequences of drinking and driving, speeding, seatbelt usage and motorcycle safety. The program uses these opportunities as teachable moments, since many in attendance do not realize the consequences related to their actions. To date, over 500 young adults have been through the class.

Cost

Grant: \$90,060.60 Match \$64,685.30

Funding Source

406

Contact information

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SAFETY CITY: TEACHING KIDS TO BE STREET SMART

Target

To increase public knowledge, perception and understanding of traffic safety in all 2nd and 4th graders in the Lubbock Region.

Program Area

Driver Education and Behavior

Problem Statement

According to the National Center for Statistics and Analysis in 2002, the number one leading cause of death from the ages of four to fifteen is motor vehicle traffic crashes. In the last year Lubbock has seen three pedestrians killed in two days, eight area teens as a result of a car crash in a span of six weeks, a middle school student was hit while crossing the street. (information obtained from kcbd.com archives 4/16/07, 10/17/06,11/2/06) Using simple techniques of stop, look , listen, hand signals to look for, being aware of lights, laws and to being courteous to other drivers. News Channel 11 televised a series, "Safety Solutions ",addressing concerns of parents and teachers. A story dated 8/8/03 "A Lesson in Bus Safety for Children and Parents," informs parents and child how to ride a bus, what to do in emergency situation and the appropriate behavior. Since implementing of safety education in our elementary schools, the number of fatalities in children fourteen and younger have decreased. (See attachment). Since 2002, over 20,000 kids have visited Safety City to apply what they have learned in the classroom only hands-on with real life situations. Using our kid sized town to allow the kids to identify potential problems while walking, cycling or in the car with a parent or sibling, then showing them the next right move. This project allows kids the experience and confidence in knowing what to do as a pedestrian and cyclist.. The traffic-pedestrian related fatalities continue to decrease in the area. Safety City will continue in educating youth in order to decrease these statistics.

Objectives

1. To Educate 2nd and 4th grade students on pedestrian, bicycle and traffic safety.
2. To conduct presentations to teachers, school administrators and students in our region.
3. To distribute material on pedestrian, bicycle and traffic safety to all participants.
4. To attend health and safety fairs within our region emphasizing the importance of pedestrian, bicycle and traffic safety.

Strategies

Safety education provided to public schools in our region and the hands-on experience that staff at Safety City offer will provide children the tools and knowledge they need to handle potentially hazardous situations in their community. Introducing a totally updated curriculum, hands-on experience builds confidence along with the knowledge of basic pedestrian concepts, helmet safety, bicycle fundamentals, rules of the road when in a car or on a bike. In conjunction with Lubbock Independent School District, a mandatory curriculum lasting two weeks in the classroom is followed by a field trip to Safety City. Once students arrive at safety city, they are given a short refresher on what they learned in their classroom and what they can expect once they are outside driving the miniature cars, practicing bicycle and helmet safety, and pedestrian concepts. Safety City will follow up at the end of each school year with a health and safety fair centered on issues concerning kids at that specific time. Allowing children to ride in a safe

environment during the summer, either during open recreation or at the summer camp, staff at Safety City are able to reinforce pedestrian, bicycle, and traffic safety within our youth.

Results

Measure	YTD	Goal
a. Educate 2nd and 4th graders on pedestrian safety, bicycle safety and other traffic safety components.	6,935	7,500
b. Conduct presentations to teachers, school administrators and students in our region.	25	25
c. Distribute material on pedestrian, bicycle and traffic safety to all participants.	7500	7500
d. Attend health and safety fairs within our region emphasizing the importance of pedestrian, bicycle and traffic safety.	15	20
e. Conduct activities on pedestrian, bicycle and traffic safety at summer camps for preschool through sixth graders.	5	5

Additional “noteworthy” elements for FY08 include: invitation to be a speaker at the National Lifesavers Conference and at the 7th annual Austin Police Department Networking Conference; support from all local enforcement agencies, DPS and TABC; contribution of over 504 volunteer hours from individuals to assist with the demand for presentations and representation at community events, etc.

Cost

Grant: \$41,408 Match \$27,839

Funding Source

402

Contact information

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TEXAS CENTER FOR THE JUDICIARY: TEXAS JUDICIAL COLLEGE FOR THE STUDY OF ALCOHOL AND OTHER DRUGS AND TEXAS JUDICIAL RESOURCE LIAISON

Target

To improve adjudication of DWI cases through improved training for judges, administrative license revocation judges, and prosecutors, and improved support materials for judges and prosecutors.

Program Area

Alcohol and Other Drug Countermeasures

Problem Statement

NHTSA has identified Texas as a high priority State where impaired driving is a highway safety issue. (1) The 2003 national arrest rate for driving under the influence of alcohol or narcotics was 1 for every 135 licensed drivers. (2) The Texas estimated DWI arrest rate is much lower – 1 for every 352 licensed drivers (3) Texas continues to lead the nation in alcohol-related traffic fatalities (1642 fatalities in 2004). (4) More than fifteen percent (15.6%) of the 646,307 misdemeanor cases filed during 2006 were DWI/DUID and more than five percent (5.2%) of the 268,066 felony cases filed during 2006 were DWI. (5) Texas court statistics further reflect the magnitude of this problem. As of 8/31/06, there were 122,145 pending misdemeanor cases and 14,053 pending felony cases for a total pending DWI/DWU docket of 136,198 cases. (6) Although one survey showed a Texas judge may dispose of 440 DWI misdemeanor cases per year, (7) Other judicial entities must also deal with Texas impaired drivers. Under the Administrative License Revocation program (ALR), a driver who has been arrested for DWI may request a DPS hearing on the proposed administrative suspension. A State Office of Administrative Hearings (SOAH) Administrative Law Judge (ALJ) conducts these hearings. At the hearing, an ALJ determines whether the police officer had reasonable suspicion to stop and probable cause to believe the driver was driving while intoxicated; whether the driver either refused or failed a breath or blood test; and therefore, whether the license can be suspended, (8) ALJs need formalized training in these areas because Performance Measure targets indicate SOAH expects to dispose of 23,389 ALR cases during 2007.

Objectives

1. Administrative Law Judge Training Track - TX Judicial College for the Study of AOD
2. Articles or Newsletters for Judicial, Prosecution, Law Enforcement Safety Audiences
3. DWI Court Team Training to 5 judicial teams
4. DWI Court Training Track - Texas Judicial College for the Study of Alcohol and Other Drugs
5. DWI Judicial Benchbook Resources

6. DWI Website link under www.yourhonor.com
7. Highly Secure Online Judges' Forum and Judicial List Serve
8. Judicial Resource Liaison
9. Meeting of Impaired Driving Stakeholders
10. SFST and DRE and Ignition Interlock Overview Presentation
11. TCJ Curriculum Committee Meetings as Ex Officio Member
12. Texas Judicial College for the Study of Alcohol and Other Drugs
13. Training and web based materials relating to DWI and impaired driving issues
14. Trial Judge Track at the Texas Judicial College for the Study of Alcohol and Other Drugs

Strategies

To improve adjudication of DWI cases through improved training for judges, administrative license revocation judges, and prosecutors, and improved support materials for judges and prosecutors.

Results

All performance measures were not only met but well exceeded as evidenced below:

Measure	Project	Target for Full
	YTD Total	Project Period
a. Provide improved training, technical assistance, and support; appropriately train ALJs hearing ALR appeals; better equip ALJs to rule in these areas.	1	1
b. Provide 4 articles or newsletters for judicial, prosecution, law enforcement, traffic safety audience.	4	4
c. Implement DWI Court Team training track at TJCSAOD by customizing NHTSA DWI court curriculum.	1	1
d. Maintain DWI Judicial Benchbook Resources webpages.	12	1
e. Maintain DWI Website link under www.yourhonor.com	12	1

f. Maintain highly secure online Judges' Forum and Judicial List Serve.	12	1
g. Maintain Judicial Resource Liaison.	12	1
h. Coordinate meeting of DWI-related program partners and impaired driving cases stakeholders.	1	1
i. Provide a minimum of 2 SFST and DRE and Ignition Interlock overview presentations to facilitate judicial understanding of SFST and DRE and ignition interlock issues.	3	2
j. Attend a minimum of 2 meetings of the TCJ Curriculum Committee by participating as an ex officio member.	4	2
k. Develop and conduct Texas Judicial College for the Study of Alcohol and Other Drugs.	1	1
l. Revise training and web based materials relating to DWI and impaired driving issues.	1	1
m. Develop trial judge curriculum track for TJCSAOD; implement training to facilitate judicial understanding of impaired driving and traffic safety issues.	1	1
n. Serve as a liaison between the judiciary, TxDOT, NHTSA, and impaired driving partners.	12	1
o. Provide DWI Court Team Training to 5 Texas Judicial Teams	1	1

Additional “noteworthy” elements for FY08 include:

- The Texas Judicial Resource Liaison reviewed and cataloged several DWI related articles as resources for the next DWI FY09 newsletter. Judge Hodges also reviewed the results of a judicial survey given to Texas judges to determine information to be included in the next DWI newsletter.
- The Texas Judicial Resource Liaison attended the Drug Court Training for Judges, a one-week course conducted by the National Drug Court Institute in Annapolis, Maryland and to review and receive additional training to supplement the DWI court team training track.

- The Texas Judicial Resource Liaison met with TCJ staff to review the Benchbook Resources webpages and to discuss updating information and appearance of the webpage.
- The Texas Judicial Resource Liaison met with TCJ staff to review status of Judicial List Serve revisions.
- The Texas Judicial Resource Liaison served as a staff member and attended training at the Judicial Section Annual Conference held September 15–17, 2008. The Texas Judicial Resource Liaison also manned a DWI resource table to encourage judges' participation in future DWI training and passed out a preview of the DWI Judicial. Judge Hodges also reviewed curriculum and speakers to develop curriculum supplementation for TJCSAOD.
- The Texas Judicial Resource Liaison attended the MADD national conference in Dallas, Texas and participated as a speaker on September 6, 2008.

Exemplary performance, accomplishments, best practices, or other comments:

The Texas Center for the Judiciary's (TCJ) TxDOT grant spans the gap between traffic safety initiatives by targeting and assisting judges who hear impaired driving cases. During FY08, the Texas Center offered a wealth of TxDOT grant-funded judicial education opportunities, providing education and technical assistance, facilitating communication, and fostering the exchange of ideas among Texas Judges.

One of the major overall goals of the TxDOT grant is to foster in Texas judges a greater understanding of and interest in DWI courts. When the Texas Center first offered training for judicial teams, it took weeks of intensive effort and searching to find five Texas judges familiar enough with the concept of DWI courts that would be willing to put together a team for the initial training offered by NHTSA in 2005. By way of contrast, when the Texas Center announced that NHTSA would be once again offering training for five additional Texas judicial teams in the summer of 2008, more than 15 judges were interested enough to contact the Texas Center, ask for additional information, and express interest in receiving training. Subgrantee has done an exemplary job using its TxDOT grant to educate judges about the concept of DWI courts and has created significant momentum toward the creation of an ever-increasing number of DWI courts in Texas.

Another TxDOT grant goal was to resurvey judges to determine how DWI cases are being handled across the State, ascertain their impaired driving concerns, and find out how to better meet their educational needs in relation to impaired driving cases, alcohol monitoring devices (interlock, SCRAM, etc.), occupational licenses, and intensive supervision dockets (DWI Courts). In 2008, surveys were sent to 380 District Court and County Court at Law judges across the state. Their responses outlined some of the parameters of DWI cases Texas judges are currently hearing, their breath interlock concerns and practices, views regarding DWI legislation, and their educational needs. A brief summary of breath interlock practice responses was passed out at the 2008 Judicial Section Annual Conference. All responses are being summarized for an *In Chambers* article and will also be included in the DWI Newsletter and on the Texas Center DWI website. Future DWI education and training will be designed to implement changes reflective of the judges' desires for more discussion time, more practical

understanding of areas such as SFST's, DRE's, and the use and operation of breath interlock, SCRAM, and other technological devices.

One of the "best practices" has been the Subgrantee's ability to cross pollinate its training with other grant and non-grant partners. The Judicial Resource Liaison and/or the Research and Grant Program Manager and/or the Executive Director presented/participated at these additional trainings and programs: 31st Annual TACA Education Conference; 2008 Lifesavers Conference; 2008 Rural Association of Court Administrators Conference; 2008 NADCP Conference; Texas Municipal Courts Education Conference; 2007 & 2008 Save a Life Summit; 37th Annual Summer Clinical Institute in Addiction Studies; 2008 Summit on Grants in Courts; 2008 Judicial Section Annual Conference resource booth; and the 2008 MADD Conference.

The June 3-6, 2008 DWI Court Training Initiative coordinated by the Texas Center in cooperation with NHTSA was extremely well received. This training, offered in cooperation with NHTSA and NDCI, addressed the needs of 64 judges and court professionals who deal with alcohol impaired drivers and emphasized a multi-disciplinary team approach that allows all team participants to have equal input into the process of designing that county's individual program. This team concept assists in creating localized plans to reduce DWI death and injury in Texas, and ensures effectiveness when the team returns to the county for implementation.

Cost

Grant: \$593,197.00 Match \$301,628.00

Funding Source

410

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TEXANS IN MOTION: KIDS IN SAFETY SEATS PROJECT

Target

To conduct a comprehensive approach to increase child passenger safety awareness and proper restraint of children especially in the rural areas; to reduce childhood injuries and fatalities due to motor vehicle collisions in the (11) TxDOT Austin District counties of Bastrop, Blanco, Burnet, Caldwell, Gillespie, Hays, Lee, Llano, Mason, Travis and Williamson.

Program Area

Occupant Protection

Problem Statement

Texas law requires children under age 5 and less than 36" tall be restrained in child safety seats (CSS's), yet some drivers disregard the law either by choice or lack of education. Others, appearing to comply, put their children at risk through misuse, improper installation, loose harness straps, using inappropriate seats or by using adult seatbelts. While numerous opportunities exist for Child Safety education and training in the urban area around Austin (hospitals, health departments, etc), the rural communities have little, if any resources, educational materials, technical assistance and training to properly install or use child safety restraints.

Objectives

1. Conduct a minimum of (1) CSS check-up event in each target county;
2. Assist with a minimum of (6) CSS events and assist partners in contiguous counties outside the Austin District as requested;
3. Conduct a minimum of (36) fitting stations throughout (7) target counties: Bastrop, Burnet, Caldwell, Gillespie, Hays, Travis and Williamson;
4. Assist with a minimum of (24) fitting stations throughout the (11) target counties and assist partners in contiguous counties outside the Austin District as requested;
5. Establish a minimum of (1) new permanent fitting station in Gillespie County;
6. Conduct pre and post windshield surveys in each county;
7. Conduct (1) 32-hour CPS Certification Course to a minimum of 10 participants;
8. Conduct (4) Roll-over Convincer demonstrations;
9. Participate in (1) community event, distribute (50,000) educational materials and increase support/involvement in child passenger safety throughout all (11) counties.

Strategies

Conduct pre and post CPS windshield surveys; partner with local communities to determine the level of current information and CPS education & training needed; identify sites for CPS activities; conduct and assist with fitting stations, check-up events and safety seat distribution; recruit EMS, fire department and law enforcement personnel to participate and community volunteers to assist with events; prepare and distribute educational packets, materials; conduct outreach for presentations and training opportunities; conduct the 32-hour CPS Certification Course and graduate new technicians; utilize the a roll-over convincer to re-enact a MV crash with and without restraints and collaborate with the media for press events, news releases and articles to maximize educational efforts.

Results

All objectives and target numbers for FY08 were achieved and/or exceeded (see chart). A total of 2,227 child safety seats were checked and (758) safety restraints were distributed. With the assistance of over 296 volunteers and partnerships with local law enforcement agencies, DPS, Fire and EMS staff over 15 check-up events and (39) fitting stations were conducted with grant staff assisting at 35 additional partner events; A permanent fitting station was established in Gillespie County. Over 72,879 pieces of print literature, incentives and videos were utilized to raise awareness and educate individuals on child safety facts, laws and installation; 8 new technicians attended the 32-hour technician course. The Rollover Convincer was completed through the partnership/assistance of many private entities, and grant staff conducted 5 on-site demonstrations. The following is a summary of the year-to-date results (inclusive of several items not required under the grant):

	YTD	Target
New PI&E materials developed	3	1
PI&E materials distributed	72,879	50,000
Community events (booths, safety events) participated in:	27	11
CPS educational trainings for caregivers, childcare providers, etc.	6	4
Volunteers trained for fitting stations/check-up events/phone calls	88	6
Volunteers utilized for grant activities	208	40
Child safety seat check up events conducted	15	11
Child safety seat check up events assisted with	11	4
Permanent fitting stations established	1	1

Fitting stations conducted	39	36
Fitting stations assisted with	24	24
Child safety seats checked at KISS events	1,298	0
Child safety seats checked at office/non-events & support events	245	0
Child safety seats checked that were new installs/replaced	684	0
Child safety seats distributed	758	600
Local, state and national OP campaigns participated in	5	2
CPS Technician Certification/Recertification Courses hosted	1	1
CPS Technician/Instructor Certifications obtained or renewed	8	2
Task Force Meetings Attended	13	12
Community groups involved in child safety seat education activities	151	18
People receiving education at check-ups and fitting stations	1,672	500
People receiving education at booths, presentations (non-check up events)	3,895	0
Roll-over convincer demonstrations held:	5	4
Agencies/organizations contacted for data (All 11 Sheriff's in grant counties, RRPD, SMPD, Bastrop DPS and DPS Headquarters)	12	11
Children observed to determine restraint use/nonuse	1,525	350
Restraint use/nonuse surveys conducted in grant counties	11	11

Cost

Grant: \$138,829 Match \$31,680.45

Funding Source

406

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TRAVIS COUNTY: COMPREHENSIVE UNDERAGE DRINKING PREVENTION PROGRAM

Target

To conduct a comprehensive underage drinking education/prevention program (UDPP) in Travis County to reduce the number of alcohol-related crashes, injuries and fatalities of youth (drivers and passengers) under age 21. Provide technical assistance and train-the-trainer opportunities for the contiguous counties of Hays and Travis, other communities and agencies across Texas or other states.

Program Area

Alcohol and Other Drug Countermeasures

Problem Statement

Alcohol is the number one drug of choice among youth under 21 (Substance Abuse and Mental Health Services Administration, 2004). *In 2004, the Texas Governor's Office identified Travis County as one of seven high risk counties on the severity of alcohol-related motor vehicle fatalities.*

The availability and use of alcohol results in underage drinking and driving crashes and fatalities. This availability and use of alcohol has been identified as a significant community traffic safety problem and a quality of life issue for youth in Travis, Hays and Williamson Counties. Underage impaired driving and other illegal alcohol-related behaviors such as Minor in Possession (MIP) and making available continue to challenge parents, teachers, law enforcement and the community at large. With a growing population of over 800,000 (2000 US Census) and also growth in surrounding counties where work and school activities often cross county lines, the student population continues to grow each year, and so do new teen drivers, with a new crop of students each fall who have not been exposed to the UDPPs presentations. In 2005-2006, there were approximately 135,000 students in Travis County schools (Community Action Network (CAN) Education FAQ 2006), 80,000 students in the Hays Consolidated School District, and 37,000 students in the Round Rock School District (Williamson County). These numbers reflect a 13% student population increase in Travis County, 20% in Hays County and 28% in Williamson County (2001-2006 school years, CAN Education FAQ 2006). The United Way's 2006 Community Report states, "Alcohol prevention is a priority for Travis County".

The average age of first alcohol use in Texas is 12.4 years. Studies show that 47% of those who begin drinking alcohol before age 14 become dependent at some time in their lives. It is noted that 8th and 9th grade girls now drink as much as boys, but the physiological impact on them is greater (National Center for Addiction and Substance Abuse 2006). Underage youth are attracted to the tri-county area by higher education institutions, recreational and entertainment activities, and the 11th Annual Back-to-School Survey reports youth readily purchase alcohol or have it provided by an adult. The survey also shows that almost 1/2 of

teens attend house parties where parents are present and teens are drinking (National Center for Addiction and Substance Abuse, September 2006).

"Prevention strategies help the children of Travis County to resist the use of substances. Children and adolescents are especially vulnerable to substance use and dependence. Considering the early age at which many students begin experimenting with substances, prevention efforts must start early, definitely before the age of 21, " Travis County 2001 CAN Assessment Report. In Austin, 18% of high school students report attending class high or drunk during the 2004-2005 school year (National Youth Anti-Drug Media Campaign). Alcohol was once again the most prevalent substance students reported using (Austin Independent School District 2003-2004).

With resources and community collaborations in place, including the UDPP task force which celebrates a decade of community service in 2008, the Comprehensive Underage Drinking Prevention Program is in a unique position to reduce alcohol-related harm in the contiguous tri-county area by providing education and outreach prevention services as well as being a vehicle for changing social norms and perceptions about youth and alcohol. Efforts to reduce underage drinking focus on adults as well as youth and must engage the community as a whole.

Objectives

1. Conduct "Why Risk It" educational presentations to high school age youth;
2. Conduct "Busted" presentations to 'tween' and 6th through 8th grade youth;
3. Participate in community events, conduct task force meetings and conduct a comprehensive PI&E program to include media & distribution of educational materials;
4. Collect and report monthly statistics for MIP, DWI arrests, crashes, offenses, injuries and fatalities for youth under 21 years of age;
5. Expand the UDPP outreach, education & prevention efforts outside of Travis County;

Strategies

Contact local schools, community centers, PTA's, parent and youth groups for educational presentations; conduct pre & post presentation surveys; identify and participate in school & local community events, health fairs, employer initiatives; support state & national campaigns; work with local universities & colleges for UDPP efforts; maintain database of task force members, schedule task force meetings & speakers, collaborate with other entities; utilize print & broadcast media, the internet, public access TV for PI&E outreach; produce the "Youth and Alcohol" show with TCTV; submit press releases, conduct media events and distribute PI&E materials.

Results

All performance measures were not only met **but well exceeded** as evidenced below:

Measure	YTD	Goal
a. Monthly statistics collected for each county	33 TC 12 WC 15 HC	12 TC 12 WC 12 HC
b. Number of task force meetings held	7	5
c. Number of community events attended in each county	102 TC 11 WC 9 HC	25 TC 5 WC 5HC
d. Number of “Why Risk It?” presentations (HS level) in Travis County	169	150
e. Number of “Busted!” presentations (MS level) in Travis County	250	225
f. Number of “Why Risk It?” presentations (HS level) in Williamson County	26	10
g. Number of “Busted!” presentations (MS level) in Williamson County	26	25
h. Number of “Why Risk It?” presentations (HS level) in Hays County	41	10
i. Number of “Busted!” presentations (MS level) in Hays County	42	25
j. Number of media exposures, i.e. news releases, interviews, PSA’s and television shows	67	25
k. Number of materials distributed	138,042	70,000
l. Number of people reached	30,485	20,000
m. Number of TCTV “Focus” shows conducted	5	5

“Noteworthy” elements for FY08 include; Listed below is a partial list of the noteworthy elements. Noteworthy elements included a teen Halloween event including Halloween bags

filled with anti-DWI material and incentives; partnership with Sober Ride Free cab ride home campaign sponsored at various times during the year; numerous alcohol events sponsored at local colleges and universities, including St. Edward's University, Austin Community College, Huston-Tillotson Community educator invited to conduct a program presentation for the Austin Independent School District's Drug/Alcohol Prevention Training for Secondary Counselors; hosted booth at MADD's 22nd Annual Jingle Bell Run; presentations at Peer Assistance & Leadership (PAL) middle school and high school conferences; program director met regularly with People's Community Clinic adolescent health pediatric residents; presentations to Any Baby Can foster parents and to the Catholic Charities Teen Parenting Program. The UDPP was also honored with a Safe Kids Star Award as the "Safe Kids Coalition Member of the Year." The award was presented at the coalition's general meeting/awards luncheon.

Task Force Meetings:

The UDPP hosts the Travis County Underage Drinking Prevention Task Force Meetings on a regular basis. Guest speakers for FY08 included: Joel Moreno, new chief of enforcement at the Texas Alcoholic Beverage Commission (TABC) and Monica Arrambide with Out Youth Austin; Adrian Moore, Executive Director for the Council on At-Risk Youth (CARY), Bridget Fitzpatrick Wildshuetz, Project Developer and Health Teacher at Manor New Technology High School, and Joyce Adejumo, Founder and Executive Director of the Mitchie Mitchell Foundation; and Tina Geiselbrecht with the Texas Transportation Institute, Teens in the Drivers Seat Program.

Media:

The UDPP was featured on 22 media outlets throughout the year. These included producing five segments of television with Travis Count, on "Focus on Youth and Alcohol. Articles were published in *Pflugerville Pflag; Hays Free Press, Round Rock Leader. UDPP was included in a national newsletter posted on the National Highway Traffic Safety Administration (NHTSA) website, and there was various coverage about UDPP in local news locally.*

Events:

UDPP hosted 54 events/presentations in FY08, including: booths at Austin Community College (ACC) campuses, St. Edward's University Alcohol Awareness Week, African American Men and Boys Conference, Boat Show with Central Texas Water Safety Coalition, Austin Academy, Catholic Charities, San Marcos Housing Authority, Dove Springs Recreation Center's Healthy Family Winter Festival, River City Youth Foundation, American Youthworks, African American Heritage Festival, Alamo Recreation Center Family and El Buen Samaritano, Iglesia de Cristo.

Outreach:

Outreach materials were sent to over 34 organizations and their events included: Austin Police Department, Texas Association of Addiction Professionals Family Fair, Middle and High Schools in Travis, Hays and Williamson County, Young Life Urban for Travis, local businesses, North Dakota Safe Communities – National Traffic Safety Institute, Central Texas African American Family Support Conference, National Traffic Safety Institute, Travis County Precinct 4 for Back to School event at Allan Elementary, and Any Baby Can.

Community Meetings & Collaborations:

UDPP collaborates with over 37 organizations. Some of these include: United Way Youth Leadership Council, Youth Launch, Shattered Dreams Planning, University of Texas at Austin Community Leadership, Austin Child Guidance Center, SafeKids Coalition, Hispanic Heritage Outreach Task Force, Community Action Network (CAN) Marketing Committee, Public Awareness Committee, and Assessment and Planning, St. Edward's University Alcohol Teen Parenting and Prevention Network, County Alliance for a Safer Community,

Volunteer Hours:

Support from all local enforcement agencies, DPS and TABC; provided 288 volunteer hours from individuals to assist with the demand for presentations and representation at community events, etc.

Cost

Grant: \$171,444 Match \$115,152

Funding Source

410

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TEXAS AGRILIFE EXTENSION SERVICE: PASSENGER SAFETY PROJECT

Target

To conduct a comprehensive passenger safety project to increase safety belt use in all passenger cars and trucks.

Program Area

Occupant Protection

Problem Statement

The leading cause of death for children and adults ages 3 – 33 continues to be motor vehicle crashes. Though safety belts and child restraints are the single-most effective tool in reducing deaths and injuries, more than half of occupants killed in passenger vehicles were unrestrained. Almost half of the children 14 and under in fatal crashes were unrestrained. For minority children under age 5, the rate is 60% with Hispanic children under 4 having a fatality rate higher than any other group. Misuse and non-use of child restraint systems remains high, with surveys showing almost 58% of Texas children incorrectly restrained or totally unrestrained. Despite the effectiveness of booster seats, they continue to have a low usage rate. Surveys show that over 64% of Texas children ages 5-16 are incorrectly or totally unrestrained. In addition, teen drivers and occupants, along with pickup truck drivers and occupants, especially males ages 15-39, have a lower restraint usage rate. Surveys also show that passengers are even more likely to be unrestrained than drivers.

Objectives

1. Conduct safety seat checkup events in historically low-use communities.
2. Conduct child safety seat inspections at checkup events, fitting stations & by individual appointments.
3. Distribute child safety seats as replacements when needed at checkups, fitting stations, appointments.
4. Conduct an Annual 4-H Round-up Safety Contest for teens, grades 9-12, to promote occupant protection.
5. Promote an online introductory child safety seat course for childcare providers at child care conferences.
6. Conduct 32-Hour National CPS Technician Trainings. One training will be conducted for bilingual participants in cooperation with the Meharry Medical College and prepare technicians to approach child passenger safety in the Hispanic community with cultural awareness. A second training will have an emphasis on training firefighters/EMS and law enforcement.

7. Establish a fitting station at a fire/EMS station and continue to support all currently sponsored child safety seat fitting stations.
8. Create an online CPS Technician Update Course and offer to all technicians.
9. Conduct an 8-Hour Technician Renewal Course (if curriculum is available) or a 4-Hour Technician Update Course will be conducted to keep technicians current.
10. Conduct Operation Kids-LE trainings for law enforcement to increase their knowledge of child passenger safety best practices and promote enforcement of child restraint laws.
11. Promote child passenger safety awareness to municipal judges at Texas Municipal Courts Education Center training sites.
12. Assist AgriLife Extension agents, law enforcement and other traffic safety advocates with programming and resources in occupant protection.
13. Support educational programs on occupant protection.
14. Educate the public on the importance of safety belts using project Rollover Convincers.
15. Conduct educational program on occupant protection.
16. Distribute Public information and education (PI&E) resources to support grant efforts.

Strategies

Educational presentations focusing on booster-age children, older children and teens will be given at schools, safety fairs and other public events using the project's Rollover Convincers as an educational tool to increase awareness of child restraints (especially boosters) and safety belts.

Passenger Safety will promote NHTSA's Buckle Up in Your Truck Campaign through our network of Extension agents and safety advocates statewide. Focus will be on military bases as well as county fairs and rodeos to address low restraint use among pickup truck drivers and occupants. The project's three Convincers will also be used for presentations.

Passenger Safety will conduct two 32-Hour National CPS Technician Trainings. One training will be conducted for bilingual participants in cooperation with the Meharry Medical College and prepare technicians to approach child passenger safety in the Hispanic community with cultural awareness. A second training will have an emphasis on training firefighters/EMS and law enforcement.

Passenger Safety will assist Extension agents, law enforcement and other traffic safety advocates with programming and resources in occupant protection.

Results

All performance measures were met or exceeded as evidenced below:

Measure	YTD	Goal
a. Number of 32-Hour Child Passenger Safety Technician Trainings	3	2
b. Number of 8- hour technician Renewal Training or 4 Hour Technician updates	1	1
c. Number of Agents provided with resources to promote Buckle Up in Your Truck Campaign	68	60
d. Number of annual 4-H Round-Up Safety Contests for teens to promote occupant protection	1	1
e. Number of child care conferences provided with information on online course	16	12
f. Number of child seat checkup events held in historically low-use communities	21	7
g. Number of child safety seat inspected	1,590	900
h. Number of child safety seat distributed at checkups, fitting stations and appointments	1,006	800
i. Number of educational programs on occupant protection supported	182	120
j. Number of fitting stations established at EMS/Fire Dept.	1	1
k. Number of online CPS Technician Update Courses created	1	1
l. Number of Operation Kids classes conducted	8	6
m. Number of participants educated on safety belts using Rollover Convincers	23,674	16,000
n. Number of programs on occupant protection conducted	29	20
o. Number of PI&E materials distributed	73,454	40,000
p. Number of TMCEC trainings attended with CPS exhibit and materials	3	3

Additional “noteworthy” elements for FY08 include: Project members exhibited at the 2008 Save a Life Summit and participated in Texas CPS Advisory Committee teleconferences each quarter. The Texas Municipal Judges Education Center published an article submitted by Passenger Safety promoting child passenger safety for their newsletter. A number of positive media stories covered the project activities including one in which a parent attributed her child’s survival of a serious crash to the education she received from an AgriLife Extension agent.

Cost

Grant: \$196,767.90 Match: \$173,615.05

Funding Source

406

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TEXAS CHILDREN'S CENTER FOR CHILDHOOD INJURY PREVENTION: CHILD PASSENGER SAFETY PROGRAM

Target

To maintain, support, and expand child passenger safety programs in the community to reduce the number of children injured and killed in motor vehicle collisions due to a lack of properly installed and used child restraint systems. To provide mentoring, training, and support to certified Child Passenger Safety Technicians (CPSTs). To assist and educate families with installation and proper usage of their children's car seats. To educate the community on best practices with respect to vehicle child safety restraints.

Program Area

Occupant Protection

Problem Statement

Motor vehicle collisions remain the #1 killer of children ages 1-14 years in the United States, and children who are improperly restrained or unrestrained altogether are at greatest risk for injury. Several factors contribute to this problem, including the following: lack of awareness and/or education regarding child occupant protection laws and best practice recommendations; improper selection, installation, and/or use of child restraint systems; and lack of financial resources needed to purchase adequate restraints for children. The national misuse rate of child safety restraints exceeds 80%, and local estimates of misuse exceed 90%. A lack of experienced CPSTs to assist and educate families on proper restraint installation and use further contributes to this problem.

Objectives

1. Host community-wide public education initiatives to increase awareness of child occupant protection issues;
2. Provide assistance and education for proper child safety restraint installation and usage via inspection stations and community car seat check up events;
3. Provide car seats to low income families in need of safe child restraint systems;
4. Provide technician mentoring, training, development, and ongoing support;
5. Educate the community on the gaps between current state law and best practices with respect to child occupant protection;
6. Work with community partners to expand, support, and maintain child passenger safety programs and injury prevention efforts in the Greater Houston area.

Strategies

Work with currently certified CPSTs to expand child occupant protection educational outreach programs in the community; check child restraint systems and educate caregivers on proper installation and usage through our network of inspection stations and community events; mentoring, train, and support new CPSTs to enhance our current program; conduct media outreach; and distribute educational & promotional materials.

Results

	MEASURES	YTD	GOAL
a	Number of news media exposures about CPS on radio or TV	88	24
b	Number of CPS educational materials or Inspection Station promotional flyers distributed	93,469	100,000
c	Number of NHTSA Standardized 32-hour CPS Technician courses conducted	2	2
d	Number of community members trained as CPS technicians	42	40
e	Number of 1-day CPS re-certification, technical update or inspection station development sessions conducted	13	12
f	Number of community members trained in CPS technical update, re-certification or inspection station development sessions	223	200
g	Number of children served at the Safety Seat Inspection Station network (and partners)	3,710	2,613
h	Number of car seats that are provided to low-income families in check-up events, at Inspection Stations, or by community partners	1,192	1,000
i	Number of new safety seat inspection stations established at community organizations or at health care facilities	2	2
j	Number of check-up events held	20	15
k	Number of children served in check-up events	912	750

l	Conduct an occupant protection class for law enforcement and judges	1	1
m	Distribute educational materials to local EMS/Fire Departments	8	8
n	Evaluate quality of teaching to families by technicians	123	120
o	Number of students from the mentoring program that advanced to senior checker status	4	4

Noteworthy elements:

- Number of children served at inspection station sites surpassed goal by almost 42%
- Over 4,600 child restraint systems inspected in the Greater Houston area
- Volunteers contributed over 3,800 hours of their time at our inspection station sites and community events
- The innovative “Mentoring Program for Child Passenger Safety Technicians” was selected for presentation at the Safe Kids Worldwide Child Injury Prevention Conference in Washington, DC in October 2008. The program, complete with evaluation and outcome measures, was presented to approximately 100 CPSTs and CPST Instructors from around the country, to highlight our unique approach to selecting, training, and supporting CPSTs in our local network.

Special note:

Due to Hurricane Ike, all September events, including those scheduled during Child Passenger Safety Week, were cancelled. This affected our ability to distribute the remainder of our educational materials prior to the end of the grant period.

Cost

Grant: \$96,027.87 Match: \$173,133.17

Funding Source

406

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