

TxDOT Contracts with Public Relations (PR) Firms – FY 2021



<b>FY2021 TxDOT Traffic Safety PR Contracts</b>		
<b>Vendor</b>	<b>Campaign</b>	<b>Amount</b>
Sherry Matthews Advocacy Marketing	Statewide Impaired Driving – Public Education and Awareness of dangers associated with impaired driving.	Contract Amount: \$3,265,000.00  Invoiced: \$3,241,239.42 (Federally funded)
Sherry Matthews Advocacy Marketing	Be Safe. Drive Smart. – Public education and awareness of safety while driving in Texas’ work zones and in the state’s energy sector areas; of the need to decrease speed and drive to conditions; to improve safety for pedestrians and bicyclists; the campaign also focuses on special topics such as wrong-way driving, drowsy driving, aggressive driving; avoiding flooded roadways; and the “move over” law, among others.	Contract Amount: \$2,671,000.00  Invoiced: \$2,365,504.86 (State funded)
Sherry Matthews Advocacy Marketing	Be Safe. Drive Smart. – Public education and awareness campaign for pedestrian and bicyclist state laws.	Contract Amount: \$1,825,401.00  Invoiced: \$1,468,441.91 (Federally funded)
Sherry Matthews Advocacy Marketing	Distracted Driving Campaign – Public education and awareness of dangers associated with distracted driving.	Contract Amount: \$1,200,000.00  Invoiced: \$1,198,406.02 (Federally funded)
Sherry Matthews Advocacy Marketing	Look Twice for Motorcycles Campaign – Public education and awareness of motorist awareness of motorcycles; encouraging motorists to always Look Twice for Motorcycles	Contract Amount: \$650,000.00  Invoiced: \$381,990.31 (Federally funded) Invoiced: \$265,000 (State funded)
Sherry Matthews Advocacy Marketing	Click It or Ticket – Occupant Protection public education and awareness campaign. (Note: The FY21 contract amount includes the scheduled May 2021 flight, as well as the May 2020 flight postponed due to Covid and conducted in Nov. 2020.)	Contract Amount: \$2,661,225.00  Invoiced: \$2,629,319.65 (Federally funded)

Sherry Matthews Advocacy Marketing	Safe Routes to School – school-based initiative to improve pedestrian and bicyclist safety for elementary and middle school students who bike or walk to school.	Contract Amount: \$2,787,290.00  Invoiced: \$2,647,426.12 (Federally funded)
Sherry Matthews Advocacy Marketing	Pedestrian Safety campaign – education and awareness for motorists to improve pedestrian safety.	Contract Amount: \$750,000  Invoiced: \$722,003.81 (Federally funded)
Guerra DeBerry Coody	Youth Occupant Protection public education and awareness campaign: <ul style="list-style-type: none"> <li>• Teen Click It or Ticket</li> <li>• Child Passenger Safety</li> </ul>	Contract Amount: \$700,000.00  Invoiced: \$698,486.16 (Federally funded)

<b>FY2021 TxDOT Travel Division PR Contracts</b>		
<b>Vendor</b>	<b>Campaign</b>	<b>Amount</b>
Guerra DeBerry Coody	Don't mess with Texas®	Contract Amount: \$4,248,000.00  Invoiced: \$4,244,977.46 (State funded)

<b>FY2021 TxDOT Toll Operations Division PR Contracts</b>		
<b>Vendor</b>	<b>Campaign</b>	<b>Amount</b>
Sherry Mathews Advocacy Marketing	Provide marketing and communication services for TxTAG	Contract Amount: \$4,700,000.00  Invoiced: \$1,655,202.00