

TxDOT Contracts with Public Relations Firms – FY 2019



FY2019 TxDOT Traffic Safety PR Contracts		
Vendor	Campaign	Amount
Sherry Matthews Advocacy Marketing	Be Safe. Drive Smart. – Public education and awareness of issues associated with driving in Texas from increased work zones along I-35 to increased traffic in the Energy Sectors of the state. Campaign also focuses on special topic areas such as Wrong Way Driving, Pedestrian Safety, Winter Weather, and Drowsy Driving.	Contract Amount: \$2,500,000.00 Invoiced: \$2,457,312.93 (state funded)
Guerra DeBerry Coody	Statewide Impaired Driving – Public Education and Awareness of dangers associated with impaired driving.	Contract Amount: \$4,000,000.00 Invoiced: \$3,956,867.10 (federal 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: \$494,041.83 (federal funded) Invoiced: \$149,547.90 (state funded)
Fleishman Hillard	Distracted Driving Campaign – Public education and awareness of dangers associated with distracted driving	Contract Amount: \$2,398,273.00 Invoiced: \$1,199,903.96 (federal funded)
Sherry Matthews Advocacy Marketing	Click It or Ticket – Occupant Protection public education and awareness	Contract Amount: \$2,000,000.00 Invoiced: \$1,960,046.10 (federal funded)
Guerra DeBerry Coody (GDC)	Teen Click It or Ticket and Child Passenger Safety – Public education and awareness	Contract Amount: \$999,891.00 Invoiced: \$910,407.43 (federal funded)

TxDOT Contracts with Public Relations Firms – FY 2019



FY2019 TxDOT Toll Operations PR Contracts		
Vendor	Campaign	Amount
Sherry Matthews Group	Provide marketing and communication services for TxTag	Contract Amount: \$4,300,000.00 Invoiced: \$2,580,689.09

FY2019 TxDOT Travel Division PR Contracts		
Vendor	Campaign	Amount
Guerra DeBerry Coody (GDC)	Don't mess with Texas®	Contract Amount: \$4,423,945.00 Invoiced: \$4,418,295.75
Sherry Matthews Advocacy & Marketing	Drive Clean Texas	Contract Amount: \$1,400,000.00 Invoiced: \$1,440,179.65