

TxDOT Contracts with Public Relations Firms – FY 2017



FY2017 TxDOT Traffic Safety PR Contracts		
Vendor	Campaign	Amount
Sherry Matthews Advocacy & Marketing	<b>Distracted Driving/Talk Text Crash (federally funded)</b> - Public education and awareness of dangers associated with distracted driving.	Contract amount: \$1,200,000.00  Amount paid: \$1,198,540.54
Sherry Matthews Advocacy & Marketing	<b>Click It or Ticket Campaign (federally funded)</b> - Occupant Protection public education and awareness	Contract amount: \$2,000,000.00  Amount paid: \$1,984,415.61
Sherry Matthews Advocacy & Marketing	<b>Motorists Awareness of Motorcycles Campaign (federally funded)</b> - Public education and awareness of motorist awareness of motorcycles; encouraging motorists to always Look Twice for Motorcycles.	Contract amount: \$500,000.00  Amount paid: \$499,459.76
Guerra DeBerry Coody (GDC)	<b>Statewide Impaired Driving Campaign (federally funded)</b> - Public Education and Awareness of dangers associated with impaired driving.  <ul style="list-style-type: none"> <li>• Football Impaired</li> <li>• Holiday Impaired</li> <li>• College and Young Adult</li> <li>• Spring Holidays</li> <li>• Faces of Drunk Driving</li> <li>• Labor Day Impaired</li> </ul>	Contract amount: \$3,999,775.00  Amount paid: \$3,928,925.34
Guerra DeBerry Coody (GDC)	<b>Be Safe. Drive Smart (state funded)</b> - 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.  <ul style="list-style-type: none"> <li>• I-35 Corridor</li> <li>• Energy Sector</li> <li>• General Topics</li> </ul>	Contract amount: \$2,498,900.00  Amount paid: \$2,414,181.51

## TxDOT Contracts with Public Relations Firms – FY 2017



FY2017 TxDOT Toll Operations PR Contracts		
Vendor	Campaign	Amount
Sherry Matthews Advocacy & Marketing	<b>Provide Marketing and Advertising Services for TxTag</b>	Budget: \$3,300,000  Billed: \$1,979,051.06

FY2017 TxDOT Travel Division PR Contracts		
Vendor	Campaign	Amount
Sherry Mathews Advocacy & Marketing	<b>Drive Clean Texas</b>	\$ 343,317.97
Sherry Matthews Advocacy & Marketing	<b>Don't Mess With Texas</b> (Note: This contract falls into two fiscal years. Amount is for 4 months in FY 2017)	\$ 102,158.25
Guerra Deberry Coody Marketing & Ideation	<b>Don't Mess With Texas</b> (Note: This contract falls into two fiscal years. Amount is for 6 months in FY 2017.)	\$ 1,519,110.92