





Dear Friends,

This year, Teens in the Driver Seat celebrates its 15-year anniversary and will provide more than 350 schools with the opportunity to provide empowering, results-driven community service to help make roads safer across the United States. Our hope is to continue to leverage the influence peers have with each other to increase awareness of the primary teen driving risks and encourage safer driving behaviors.

Before our program existed, I can still remember watching news coverage of numerous fatal teen car crashes in our community, then looking upon my own children (who were too young to drive at the time) and imagining how difficult it was for those parents to lose their child so prematurely. It was heart-breaking, gut wrenching and drove the young traffic engineer in me to action. After digging deeper into the data and realizing that car crashes were (and still are) the leading cause of injury and death for teens, I knew we had to do more. I also knew that "more of the same" solutions was not going to put a meaningful dent in this huge problem, so we set out to do something innovative as well – getting the students themselves integrally involved in the solution and giving this issue non-stop attention.

The past fifteen years have been focused on building the foundation of the program to promote community service, leadership, sustainability, creativity and impact, with teens right there in the driver seat with us as collaborators and contributors every step along the way.

In spite of many challenges through the years, we have been fortunate to establish partnerships with many local and national organizations over the past fifteen years. It is with great pleasure that I share an exciting new development (and partner) in our program's progression. Thanks in great part to the Texas A&M Foundation, the Youth Transportation Safety Program at TTI now has 501(c)(3) designation. I invite you to learn more about the history of our program in this 15th Anniversary Report Card and to consider supporting our efforts so that we may continue to help make teens safer drivers and to reach their full potential.

Sincerely,





MISSION

To save lives and reduce injuries among America's youth by developing and delivering the nations most comprehensive suite of transportation safety programs and projects.

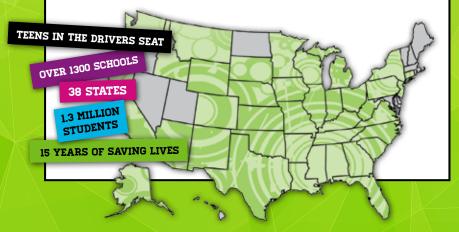
VISION

To deliver a broad range of high-quality peerto-peer programs that activate, empower and motivate youth to change the safety culture in their schools and communities in a positive way.









HISTORY AND MILESTONES



Global Road Safety Film Award (World Health Organization / United Nations)

National Transportation Achievement Award for Safety from the Institute of Transportation Engineers (ITE)

Georgia joins the program



USDOT & National Roadway Safety Foundation Award

Included in USDOT Best **Practices Guide for Safety**

The first Teen Advisory Board was established with 13 members

Created the SponStar awards to recognize teachers/sponsors at the high schools that contribute to the success of the TDS Team

> Teens in the Driver Seat is launched in California



Included in Governors Highway Safety Association Publication, Curbing Teen Driver Crashes: An In-Depth Look at State Novice Driver Initiatives, National Best Practices Guide

Northside Independent School District's 2012 Partner of the Year Award

U in the Driver Seat Program Started



Videographer Award of Distinction: "The Cypress Falls High School TDS Story"

Launched in Nebraska



Piloted the **Teen** Driver app

Competition Winner for Transportation Research Board's 9th Annual Competition and Call. Communicating Concepts with John and Jane Q. Public

43 member cohort from 7 states to the Teen Advisory Board



Begins in San Antonio, Tx

2002 -- 2006 -- 2007 -- 2008 -- 2009 --

Pilot Program

2010 ··· 2011 ··· 2012 ···

2013

National Safety

Council Awarded

Russell Henk the

Teen Driving Safety

Leadership Award

Enrollment

Milestone —The

TDS Program

Reached 1.000

Schools and

1 Million Teens

Nationwide

TDS implemented in

over 1,300 schools in 38 different states

TDS program has reached over 1.3 million students in high school and junior high nationwide

67 member Teen **Advisory Board** from

9 states — our largest board ever

Official Launch of the Teen Driver App

> 501(c)(3) Designation

15 Year Anniversary

President's Award for Traffic Safety

from the American Association of State Highway and Transportation Officials (AASHTO)



First Winners of the Annual Driving the Message Contest

> TDS reaches Connecticut

First Teens in the **Driver Seat Summit**

Junior high school TDS program was established in Caldwell, Texas

National Safety Council Teen Leadership



Award



Institute of Transportation Engineers Inc. Transportation Achievement Award for Safety

Governor's Highway Safety Association's Peter K. O'Rourke Special Achievement Award For Accomplishments In The Field Of Teen Driver Safety

Included in Governors Highway Safety Association Guidebook for State Highway Safety Offices, National Best Practices Guide

> The First TDS Cup Was Awarded

Inaugural TDS Summit

"Catch the Crazy" Launched Toward Zero Deaths

Teens in the Driver Seat is launched in Colorado

First U in the Driver Seat Symposium at SMU









1,318 SCHOOLS
high school & junior high

38 STATES

1.3 MILLION

STUDENTS

459 U.S. Schools

859 Texas Schools

TOTAL: 1318
TDS SCHOOLS

STARTED IN P. C.

2017 710% PROGRAM PROGRAM REACH REACH 80000 increase in **Number of Students** 178,549 22,035 program reach students 60000 40000 COLORADO CALIFORNIA NEBRASKA GEORGIA OTHER 20000

5,000

VOLUNTEER HOURS

2017 Population Reached

TDS Staff Members



2002



2017

TDS CUP ACTIVITIES 2017 1,397

Teen Advisory Board
PARTICIPATION



UP 458% since 2009

TDS CUP - Est. 2010

Teams conduct activities and messaging throughout the year, report them and receive points. Points can be collected for variety of activities, from the easy things like posting photos to the TDS social media pages, entering the Driving the Message Contest, and holding team meetings, to bigger activities like participating in community-wide events.



Zero Crazy! is an activity that includes a pre-observation, three weeks of activities/messaging, and a post-observation. Seat belts are the focus in the fall and in the spring the teams tackle distracted driving. Observations are done to get a snapshot of the problem and to see if the team made a difference.







ROAD

DANGER

DEBRIS

RIDE WITH ME ACTIVITY -

Est. 2015

Ride With Me is a teen-toparent initiative to help reduce teen crashes. Junior High and High School kits are available for active schools. This activity promotes education of risks teens face as passengers and behind the wheel by providing materials and information for teens to present to parents.

RESPECT THE RIG — Est. 2014 Utilizing the reach of TDS peer helpers to deliver resources and information focused on teen driver safety around large commercial vehicles, a risk seldom discussed with this age group.

TEEN ADVISORY BOARD -

LEFT

Est. 2009

Composed of high school students, the teens guide the programs' future direction and content through the Teen Advisory Board. New program initiatives either originate from or are thoroughly vetted by the board prior to implementation. TDS' 67 board members (representing nine states) meet quarterly and at the annual TDS Summit.

SMART PEDESTRIANS — Est. 2015 Reaching out to young pedestrians who are often distracted (e.g., texting and walking), which can lead to risks around vehicles.

OUR SCHOOL ADMINISTRATORS SAY IT ALL

is a wonderful program! The impact is easily noticed because students on our campus can tell you the 5 major causes of teen driving deaths. Students enjoy the activities before holidays and major school parties, like prom and graduation. I look forward to it every year.

Nannette Fausett, CTE Culinary Arts and
 Fashion Design / Teens in the Driver Seat Sponsor,
 Nacogdoches High School, Nacogdoches, Texas

The TDS Summit is awesome!
My students had an amazing
time and were excited to bring
new ideas to the club for
next school year! We are so
thankful and happy that we
found out about Teens in the
Drivers Seat.

— Alyssa Martin, Chattahoochee High School Math Teacher, SADD, Junior Civitan and AGA Club Advisor TDS has become more than a program for us at Cypress Falls High School. It has become a culture. Teens taking responsibility for themselves and each other is a powerful way of sharing the message of safe driving.

—Becky Denton, Principal, Cypress Falls High School, Houston, Texas

TDS gave our school the opportunity to have the resources we needed to complete a Teen Driver Awareness program. Without this program our Teen Safety week would not have been as successful and reached as many students.

— Tonya Parsons, Family Consumer Sciences, Graford High School, Graford, Texas

I searched for something that I could be a part of after losing a 15-year-old son in a teen-related car accident. This program has helped our high school focus and be more aware of the five risks while driving. It has also helped me to survive the death of child. This program is well organized and so important to our young people.

— Carie Archer, TDS Sponsor, Chisum High School, Paris, Texas





TDS

SUMMMIT

Est. 2008

Teens, teachers, and safety professionals gather to build alliances and spread awareness about teen driving dangers at the annual TDS Safe Driving Summit. The two-day event consists of workshops, interactive learning experiences, and an awards banquet to recognize student leaders in bringing awareness about this problem to their peers, their families and their community.











27% growth in the last 2 years



Instagram

















Twitter



24% growth in the last 2 years



Facebook





TDS APP: TEEN DRIVER

2016



Responsibility Has Its Rewards

Plus

On October 18, 2016, as part of National Teen Driver Safety Week, TDS launched TEEN DRIVER, a new smartphone app. Teen Driver helps teens drive safer by encouraging them to leave their phones alone while driving. A teen driver starts the app before a trip and so long as they don't access their cellphones while driving—logs undistracted miles at the end of the trip.

OVER 1,000

TDS App Downloads



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Thank you!

Texas Department of Transportation*

San Antonio Traffic Jam Coalition

Austin Crossroads Coalition

MSR Houston, Teen Driving Safety School

City of Garland, TX (ISD, Public Works and Police Dept.)

Fort Worth ISD & Community Health District

State Farm of Texas (Richardson, TX)*

State Farm of California*

State Farm of Georgia*

State Farm of Montana*

State Farm of New England*

State Farm Corporate (National Headquarters)*

AT&T*

TTI Center for Transportation Safety*

North Carolina Governor's Office of Highway Safety*

Girl Scouts of America (El Paso, TX Regional Council)

Boy Scouts of America (BSA National Council, based in Dallas, TX)

Future Career & Community Leaders of America (FCCLA — Austin, TX)

Texas Association of Student Councils (TASC)

Texas Association of Broadcasters (TAB)

Georgia Department of Transportation (GDOT)*

California Office of Traffic Safety*

Colorado DOT/Office of Traffic Safety*

Connecticut Department of Transportation (ConnDOT)*

FCCLA National (based in Washington, D.C.)

National Association of Stud ent Councils (NASC, based in Reston, VA)

National Association of Secondary School Principals (NASSP)

Keep Kids Alive – Drive 25 (based in Omaha, Nebraska)

Joshua Brown Foundation (Atlanta, Georgia)

National Organizations for Youth Safety (based in Washington, D.C.)

Make Roads Safe — The Campaign for Global Road Safety (Washington, D.C.)

Planning Group, Global Road Safety Decade of Action (Washington, D.C.)

Pan American Health Organization (Western Hemisphere HQ — El Paso, TX)

World Health Organization (Global HQ, Washington, D.C.)

National Safety Council

National Highway Safety Traffic Administration (NHTSA)*

Houston-Galveston Area Council (H-GAC)*

El Paso Metropolitan Planning Organization (MPO)*

Texas Teen Safe Driving Coalition

Federal Motor Carrier Safety Administration (FMCSA)*

Texas Trucking Association

Montana Department of Transportation/Montana State University*

Nebraska Office of Highway Safety*

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AAA-Nebraska*

Nebraska Safety Council*

Safe Kids Georgia

Safe Kids Austin

Safe Kids San Antonio

*Denotes a funding sponsor/partner

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t-driver.com

To Make A Gift, visit: give.am/TTIYouthSafety

For more information about TTI's Youth Transportation Safety Program:

y-driver.com

The Texas A&M University System 1100 N.W. Loop 410, Suite 605 San Antonio, TX 78213 210-979-9411 r-henk@tti.tamu.edu

