





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,

Youth Transportation

SAFETY

P R O G R A M

y-driver.com

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 peer-to-peer programs that activate, empower and motivate youth to change the safety culture in their schools and communities in a positive way.



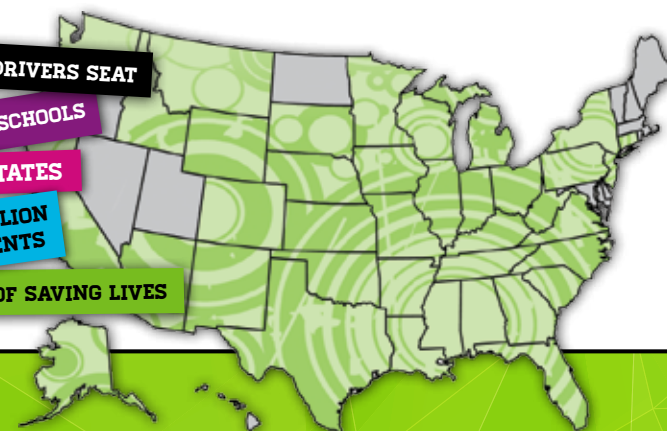
TEENS IN THE DRIVERS SEAT

OVER 1300 SCHOOLS

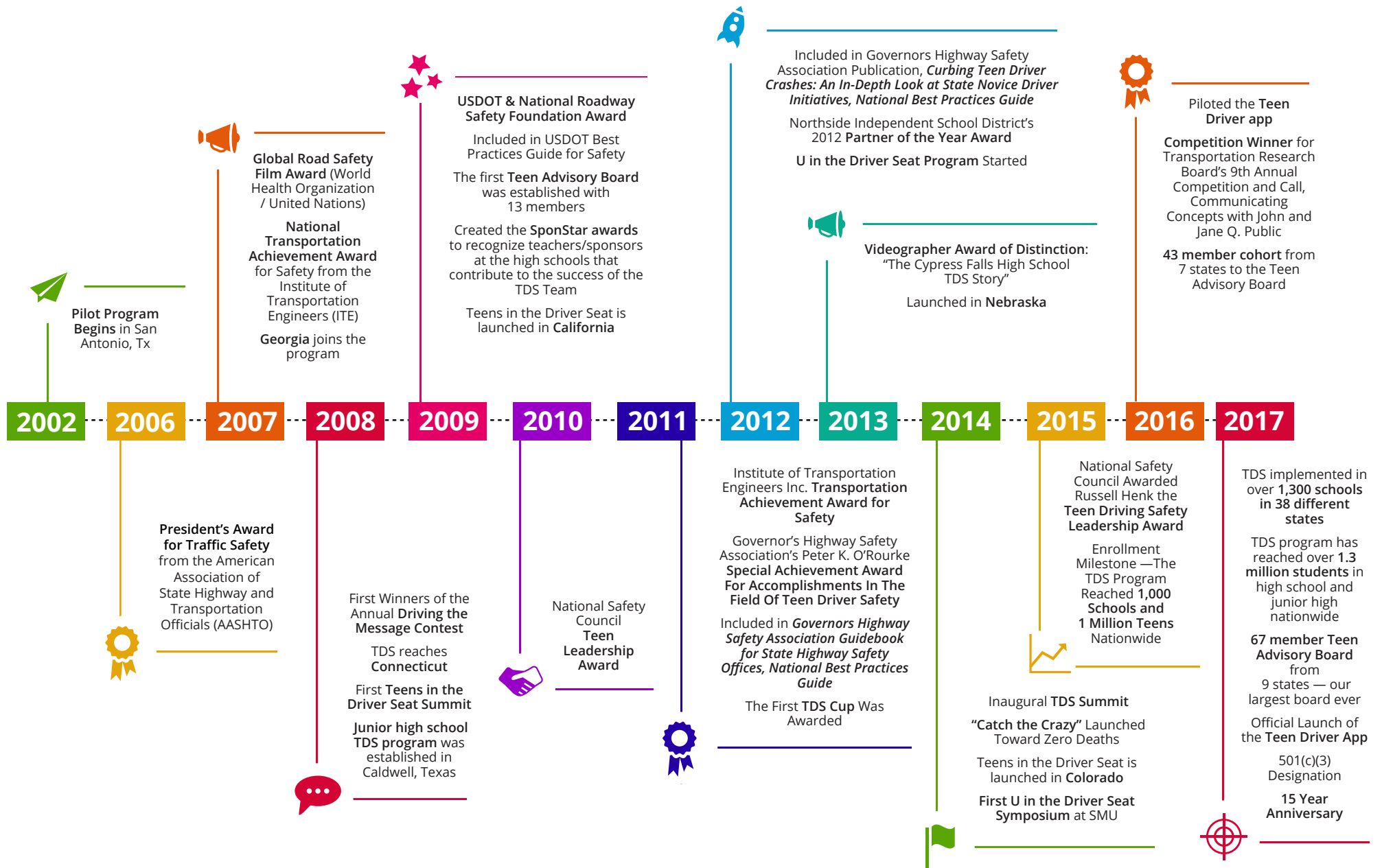
38 STATES

1.3 MILLION STUDENTS

15 YEARS OF SAVING LIVES



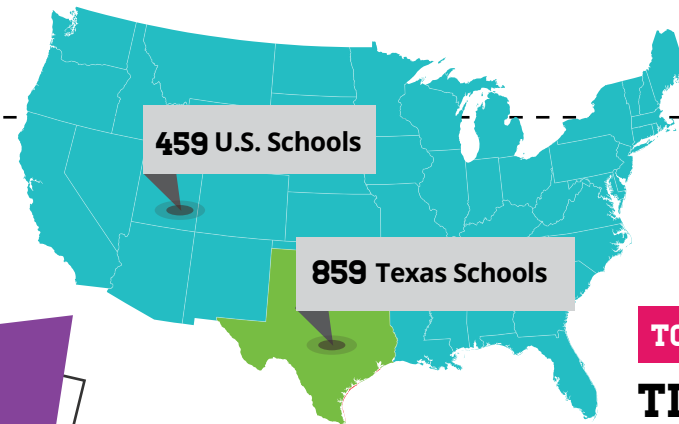
HISTORY AND MILESTONES



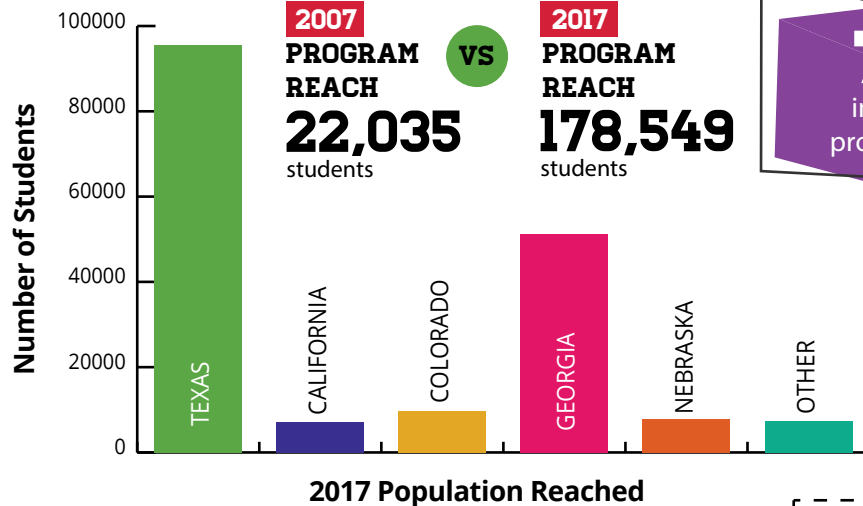
PAST AND PRESENT



1,318 SCHOOLS
high school & junior high
38 STATES
1.3 MILLION
STUDENTS

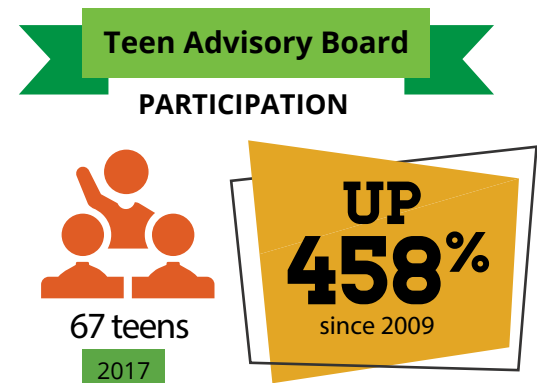


TOTAL: 1318
TDS SCHOOLS



STARTED IN
2002

SAN ANTONIO TEXAS



PROGRAMS

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 – Est. 2014

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.



RIDE WITH ME ACTIVITY –

Est. 2015

Ride With Me is a teen-to-parent 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 –

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

TDS 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 SUMMIT

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.







SOCIAL MEDIA

27% growth in the last 2 years



Instagram


<p>4102</p> 	<p>94</p> 	<p>1612</p> 	<p>629</p> 
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76% growth in the last 2 years



Twitter

24% growth in the last 2 years

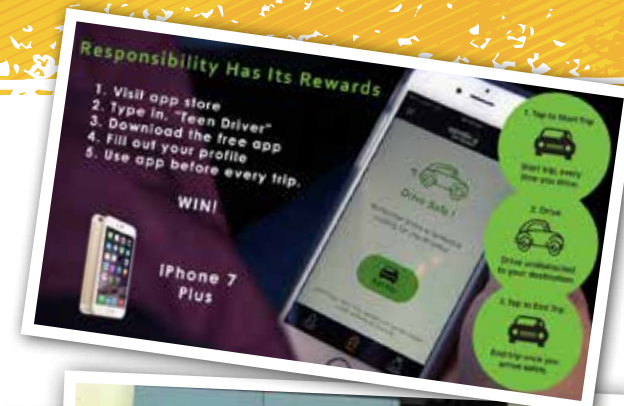


Facebook



TDS APP: TEEN DRIVER

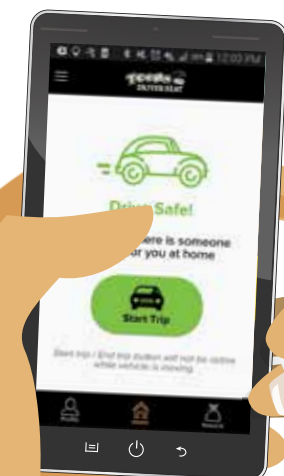
2016



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



PARTNERSHIPS/SPONSORS



**ALL OF THIS WOULDN'T BE POSSIBLE WITHOUT
THE SUPPORT OF OUR PARTNERS AND SPONSORS.**

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 Student 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*

AAA-Nebraska*

Nebraska Safety Council*

Safe Kids Georgia

Safe Kids Austin

Safe Kids San Antonio

**Denotes a funding sponsor/partner*



t-driver.com

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

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

y-driver.com

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