DALLAS DISTRICT – Each year, the welcome sight of fresh wildflowers reblooming off our roadways signifies the kickoff of several traffic safety campaigns for TxDOT. Our efforts are a renewed push to remind drivers to evaluate their driving habits and make better choices behind the wheel. Through our media and boots-on-the-ground outreach at events across the state, we strive to touch one person at a time and help get one step closer to #EndTheStreakTX of daily deaths on our roadways.

MARCH
“DRIVE SOBER. NO REGRETS” SPRING BREAK DRUNK DRIVING CAMPAIGN
Spring break is a rite of passage for teens and college students across Texas, but one wrong choice could result in lifelong consequences when someone decides to drive under the influence of alcohol or drugs. TxDOT will visit several college campuses this month, urging students to find a sober ride and not drink and drive during the spring break holiday. These events will feature a mobile video exhibit with powerful testimonials from people who have personally been impacted by drunk driving. Learn more at soberrides.org.

WHERE ARE YOU GOING THIS SPRING BREAK?
DRIVE SOBER. NO REGRETS. TxDOT
#EndTheStreakTX

TxDOT graphics

One of TxDOT’s “Drive Sober. No Regrets” campaign goals is to share with college students the real-life experiences of people affected by impaired driving crashes across Texas.

WHEN: 10 a.m. to 2 p.m. March 7
WHERE: University of Texas at Dallas, Richardson

“BE SAFE. DRIVE SMART.” PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN
Too many people are killed or suffer serious injuries while walking and biking on Texas streets and highways, and the numbers are increasing each year. In 2021, pedestrian and bicyclist deaths accounted for one in five of all traffic fatalities in Texas. Fatalities in this group resulted in a 12 percent increase over the previous year. The TxDOT “Be Safe. Drive Smart.” Pedestrian and Bicycle Safety Laws campaign includes statewide media outreach and events.
## COMPLETED CONSTRUCTION PROJECTS (FROM FEBRUARY 1-28, 2023)

<table>
<thead>
<tr>
<th>CSJ NUMBER</th>
<th>HWY</th>
<th>LIMITS</th>
<th>TYPE OF WORK</th>
<th>EST. COST (M)</th>
<th>COMPLETED DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>0091-05-079</td>
<td>SH 289</td>
<td>At Legacy Drive</td>
<td>Landscape development</td>
<td>$0.37</td>
<td>2/07/2023</td>
</tr>
<tr>
<td>0009-02-065</td>
<td>SH 78</td>
<td>SH 78 from Leon Rd. to Stratford Dr.; US 80 from IH 30 to E of North Galloway Ave.</td>
<td>Overlay and rehab existing road</td>
<td>$2.05</td>
<td>2/12/2023</td>
</tr>
<tr>
<td>0918-11-096</td>
<td>CR 4106</td>
<td>At North and South Draw</td>
<td>Replace bridge &amp; approaches</td>
<td>$0.84</td>
<td>2/06/2023</td>
</tr>
<tr>
<td>0918-00-328*</td>
<td>VA</td>
<td>Various locations in the Dallas District</td>
<td>Traffic signal improvements</td>
<td>$2.32</td>
<td>2/14/2023</td>
</tr>
</tbody>
</table>

* Unmapped.

**SOURCE:** Texas Department of Transportation.
DALLAS DISTRICT PROJECTS MAP

Colored and numbered boxes correspond with the charts on page 2 and show projects that have let in February 2023, are projected to let in March 2023, or have recently been completed.

NOTE:
Information for each county is in the blue sidebar at right.

LEGEND

<table>
<thead>
<tr>
<th>Color</th>
<th>Description</th>
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<tbody>
<tr>
<td>LET</td>
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</tbody>
</table>

SOURCE: TxDOT research

*POPULATION ESTIMATE: NCTCOG

2023 DALLAS DISTRICT ESTIMATE TOTALS

<table>
<thead>
<tr>
<th>County</th>
<th>Vehicle Registration</th>
<th>Population Estimate</th>
<th>Lane Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Collin County</td>
<td>865,094</td>
<td>1,135,060</td>
<td>1,556.034</td>
</tr>
<tr>
<td>B. Dallas County</td>
<td>2,095,680</td>
<td>2,654,510</td>
<td>3,438.432</td>
</tr>
<tr>
<td>C. Denton County</td>
<td>737,322</td>
<td>950,660</td>
<td>1,730.268</td>
</tr>
<tr>
<td>D. Ellis County</td>
<td>195,865</td>
<td>207,620</td>
<td>1,547.372</td>
</tr>
<tr>
<td>E. Kaufman County</td>
<td>141,728</td>
<td>153,130</td>
<td>1,215.381</td>
</tr>
<tr>
<td>F. Navarro County</td>
<td>52,281</td>
<td>53,610</td>
<td>1,252.730</td>
</tr>
<tr>
<td>G. Rockwall County</td>
<td>101,840</td>
<td>119,900</td>
<td>347.675</td>
</tr>
</tbody>
</table>
Sherry Matthews Group is working with us to deliver this important message about following all the laws designed to keep pedestrians and cyclists safe. Street teams wearing walking billboards will help spread creative messages that promote cyclist and pedestrian safety as they share the road with vehicles. Our campaign will make a stop in key markets across the state, including Dallas.

**WHEN:** 3 to 7 p.m. March 31
**WHERE:** AT&T Discovery Area

**APRIL**

**WORK ZONE AWARENESS WEEK**

National Work Zone Awareness Week is April 17-21. This year’s theme is “Work with Us.” This campaign encourages safe driving through work zones and urges drivers to exercise extreme caution while driving through them. Distracted driving, including cell phone usage is by far the leading contributing factor in work zone crashes. Driving under the influence and speeding are also top contributing factors. The Dallas District is working to bring awareness to this issue through an ambitious social media outreach plan, tying in relevant figures in pop culture. Don’t forget to wear your orange April 19.

**DISTRACTED DRIVING AWARENESS MONTH**

Distracted driving is consistently a top cause of traffic-related crashes. Furthermore, the behavior causes one in 10 traffic fatalities in our state. Our “Talk. Text. Crash” campaign highlights the importance of putting your phone down, avoiding distractions, and keeping your hands on the wheel and eyes on the road.

In April, TxDOT will partner with AAA and the City of Dallas to promote Distracted Driving Awareness Month.

**WHEN:** 11 a.m. to 1 p.m. April 15
**WHERE:** Campbell Green Recreation Center

**MORE INFO**

For more on these and TxDOT’s other traffic safety campaigns, visit txdot.gov/safety/traffic-safety-campaigns.html

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**I. FUNDING SOURCES**

- Motor Fuel Taxes
- Vehicle Registration Fees
- Prop 1/Prop 7
- Federal Reimbursements
- Federal Reimbursements
- Motor Fuel Taxes
- Vehicle Registration Fees
- Prop 1/Prop 7
- Federal Reimbursements

**SOURCE:** Texas Department of Transportation

**II. ADVANCED PLANNING**

1. Public Involvement
2. Feasibility Analysis
3. Environmental
4. Engineering
5. Right of Way
6. Utility Adjustment
7. Contractor Procurement
8. Connectivity
9. Preservation
10. Safety
11. Mobility
12. Roadway Maintenance

**III. MOBILITY AND MAINTENANCE PROJECTS**

A factory-themed metaphorical take on the business of how TxDOT builds roadways:

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**DALLAS DISTRICT | PROGRESS**

**TEXAS DEPARTMENT OF TRANSPORTATION**

4777 E. Highway 80
Mesquite, TX 75150-6643

**FOR MORE INFORMATION:**

214-320-4480
dalinfo@txdot.gov
www.txdot.gov

**REPORT A POTHOLE:**