

FY 2022 STEP-IDM PI&E Requirements

INSTRUCTIONS: Please download this page and upload it to your FY 2022 STEP-IDM grant on the PI&E Performance Measures page.

The Texas Department of Transportation has updated its PI&E requirements for the FY 2022 STEP-IDM program. Find a link to the FY 2022 STEP Mobilization Calendar [here](#). Agencies receiving state or federal funds for enforcement are required to supplement the enforcement activities with public engagement efforts. The new guidelines are below. TxDOT encourages proactive, positive messaging from law enforcement about preventing DWI. Any public engagement efforts associated with meeting the following requirements should mainly be focused on DWI prevention, reducing crashes and saving lives. The new guidelines are as follows:

Social Media ([click here for the Media Toolkit](#))

1. Upload one (1) social media post during the pre-media period of each Mobilization Period describing your agency's operational plans for the mobilization ahead (ie: When? Where? Why is enforcing DWI important?). Feel free to use any of the Digital Toolkit images or videos (.png or .mp4 format usually work best) on your post. Must be posted on or between the following dates for each Mobilization:
 - Christmas/New Year's: Dec 14-16, 2021
 - Spring Break: March 1-3, 2022
 - Independence Day: June 21-23, 2022
 - Labor Day: August 16-18, 2022
2. Upload one (1) social media post between each full Sunday-to-Wednesday window of each Mobilization Period featuring [tips for finding a sober ride](#) and reminding the community about your increased enforcement efforts. Feel free to use any of the media toolkit graphics (.png or .mp4 usually work best) on your post or stories from the Faces of Drunk Driving campaign. Must be documented as posted within the following dates:
 - (a) Christmas/New Year's: Dec 19-22, 2021
 - (b) Christmas/New Year's: Dec 26-29, 2021
 - (a) Spring Break: March 6-9, 2022
 - (b) Spring Break: March 11-16, 2022
 - (a) Independence Day: June 26-29, 2022
 - (b) Independence Day: July 3-6, 2022
 - (a) Labor Day: August 21-24, 2022
 - (b) Labor Day: August 28-31, 2022
3. Upload two (2) social media posts between each full Thursday-to-Saturday window of each Mobilization Period featuring a video from the Law Enforcement Digital Toolkit. Must be documented as posted within the following dates:
 - (a,b) Christmas/New Year's: Dec 23-25, 2021
 - (c,d) Christmas/New Year's: Dec 30, 2021-January 1, 2022

- (a,b) Spring Break: March 10-12, 2022
- (c,d) Spring Break: March 17-19, 2022
- (a,b) Independence Day: June 30- July 2, 2022
- (c,d) Independence Day: July 7-9, 2022
- (a,b) Labor Day: August 35-27, 2022
- (c,d) Labor Day: August 1-3, 2022

Media Releases (templates to be provided by TxDOT prior to pre-media period)

- Christmas/New Year’s
- Spring Break
- Independence Day
- Labor Day

Public Engagement Event Details

Public Engagement Events should be conducted in person if public health conditions allow, and should focus on positive interaction between officers and the public by [discouraging impaired driving through good decision-making](#).

As part of the approval process, each Public Engagement Event must have an agency point of contact, who will be responsible for documenting the event. That narrative will be uploaded to the Mobilization PR as documentation in addition to any photos or other relevant items.

Each Public Engagement Event should also focus attention on at least one FY 2022 STEP-IDM Enforcement Zone, why the agency selected this zone, and what its plans are for enforcement in that area. If public health and logistical conditions permit, this event should be conducted from within or immediately adjacent to the Enforcement Zone being discussed.

Traffic Safety should be the main purpose of the event, meaning booths at health fairs or other non-Traffic Safety events are not allowable as Public Engagement Events.

All Public Engagement Events must be approved in writing by the TSS prior to any costs being incurred. One public engagement event must be conducted for each Mobilization Period. The events must be conducted within 10 days of the beginning of the mobilization’s pre-media period. For FY 2022, those date ranges are:

- Christmas/New Year’s: Dec 14-23, 2021
- Spring Break: March 1-9, 2022
- Independence Day: June 21-30, 2022
- Labor Day: August 16-25, 2022