A National Transportation Research Nonprofit

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# BROADCAST AND SOCIAL MEDIA EXAMPLES – DECEMBER 2025

## SAVING TEXANS' LIVES, TIME AND MONEY: THE IMPACT OF INCREASED TRANSPORTATION FUNDING IN PROVIDING TEXAS WITH A SMOOTHER, SAFER, MORE RELIABLE TRANSPORTATION SYSTEM

**TRIP GENERATED NEWS MEDIA COVERAGE FOR THE DECEMBER 2025 TEXAS REPORT INCLUDED 14 INDEPENDENT MEDIA OR NEWSLETTER MENTIONS ACROSS MULTIPLE PLATFORMS, NOT INCLUDING SOCIAL MEDIA POSTINGS FROM NEWS SOURCES, POLICYMAKERS, AND STAKEHOLDERS. THESE IMPRESSIONS REACHED 44,723,084 INDIVIDUALS WITH A MEDIA VALUE OF $1,116,900**

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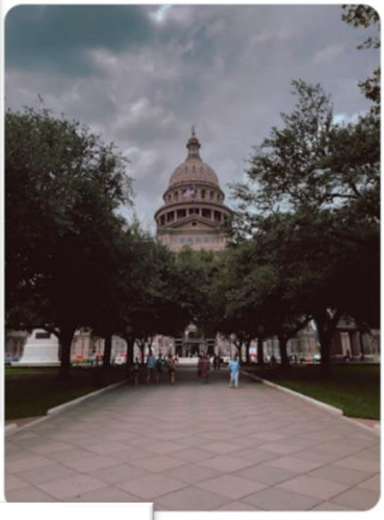
| **DECEMBER 4** | **PUBLICATION TIME** | **LOCATION** |
|---|---|---|
| WOAI NEWS | 8:00:29 PM | SAN ANTONIO, TX |
| TEXAS PUBLIC RADIO | | HOUSTON, TX |
| KERA NEWS | | DALLAS, TX |
| **DECEMBER 5** | | |
| KXAN | | AUSTIN, TX |
| YAHOO NEWS | 7:06:39 PM | |
| RED RIVER RADIO | | |
| PATCH AM | | **WACO** |
| **DECEMBER 8** | | |
| EASTTEXASRADIO.COM (10 STATIONS) | 12:55:57 AM | |
| **DECEMBER 17** | | |
| FOX KTBC | 9:22 AM CST | AUSTIN, TX |
| FOX4 KDFW | 9:11 AM CST | DALLAS, TX |
| KRIV FOX | 9:11 AM CST | HOUSTON, TX |

**Earned Media Value is the public relations industry standard used by TRIP's independent monitoring service to gauge the impact of news coverage by estimating the value of the news stories generated. It estimates the price for a specific amount of exposure in a particular media outlet, considering the medium, media market, audience, length/tone of the coverage, and time of day.*

**ATSSA** @ATSSAHQ · Dec 4

In a new report, working with the @AGCofTexas, and with cooperation fro the @TxDOT, @TRIP_Inc reveals that an increased funding in Texas saved $18.1B per year and over 3,500 lives. #RoadwaySafety #Safety #SaferRoadsSaveLives

ow.ly/apEy50XBUL4



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Roadway improvements funded over the last decade are credited with saving more than 3,500 lives and preventing $9.3 billion in economic costs from crashes.

fox7austin.com

Texas highway funding saved more than 3500 lives...

Roadway improvements funded over the last decade are credited with saving more than 3,500 lives and ...

339

**FOX 4 NEWS** @FOX4 · 23h

Roadway improvements funded over the last decade are credited with saving more than 3,500 lives and preventing $9.3 billion in economic costs from crashes.

From fox4news.com

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Houston, TX · linktr.ee/HoustonPublicM... · Joined April 2012

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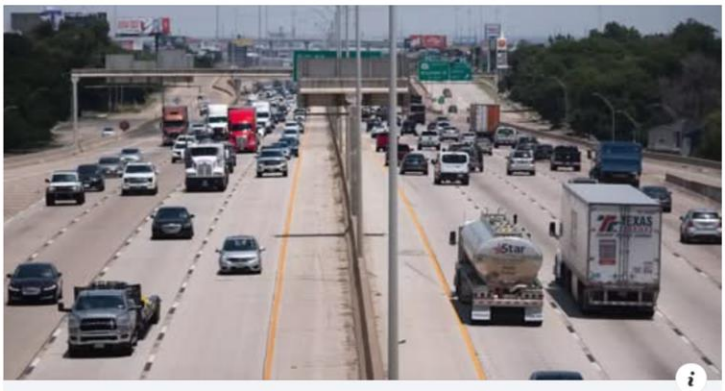
Houston Public Media · Follow
December 4 at 2:31PM

A new report from TRIP, a national transportation research group, found that road investments have saved Texas households more than $18 billion over the past decade and... **See more**



HOUSTONPUBLICMEDIA.ORG
**Report: Texas road funding has saved billions, prevented thousands of deaths | Houston Public Media**

2 · 4 comments

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**FOX 4 News's Post**

FOX 4 News
22h

Roadway improvements funded over the last decade are credited with saving more than 3,500 lives and preventing $9.3 billion in economic costs from crashes.

FOX4NEWS.COM
**Texas highway funding saved more than 3500 lives, billions in costs, report finds**

15 · 9 comments · 4 shares

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**National Stone, Sand & Gravel Association (NSSGA)**
11,100 followers
4d

TRIP A National Transportation Research Nonprofit just released a report on the impacts of additional revenue to Texas' State Highway Fund, highlighting the economic and safety benefits of increased infrastructure investment. Read the report here: https://lnkd.in/eisfgJ4n #RocksBuildAmerica

**TRIP_Texas_Saving_Lives_Time_and_Money_Report_December_2025.pdf**
tripnet.org

2 · 1 repost

Reactions

**FOX 7 Austin**
23h

Roadway improvements funded over the last decade are credited with saving more than 3,500 lives and preventing $9.3 billion in economic costs from crashes.

2 2 comments

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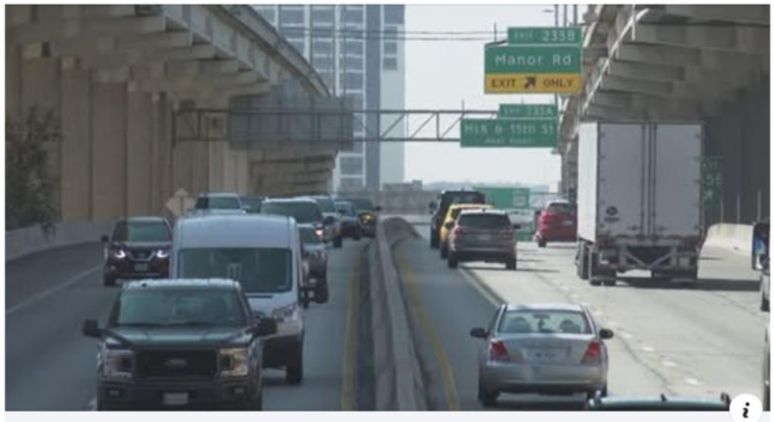
**KXAN News**
December 5 at 5:15 PM

The report found the average Austin-area rush hour trip is taking 27% longer today than a decade ago, but said without the improvements from funding, it would take 43% longer.




KXAN.COM

**Austin households saving $2,301 yearly with TX transportation funds**

Ten years after Texas voters approved a constitutional amendment to fund transportation, data sh...

13 4 comments 1 share

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Austin, Texas kxan.com Joined June 2008

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**FOX26Houston** @FOX26Houston · 17h

Roadway improvements funded over the last decade are credited with saving more than 3,500 lives and preventing $9.3 billion in economic costs from crashes.

From fox26houston.com

1 3 430