



COMMONWEALTH OF  
**PUERTO RICO**  
Puerto Rico Traffic Safety  
Commission

# Puerto Rico Annual Report

## FY 2016



**Hon. Alejandro García Padilla**  
Governor of Puerto Rico

**Eng. Miguel A. Torres Díaz**  
Governor's Representative

**José A. Delgado Ortiz**  
Executive Director



**PUERTO RICO  
TRAFFIC SAFETY  
COMMISSION**



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**MESSAGE FROM GOVERNOR’S REPRESENTATIVE  
OF THE PUERTO RICO TRAFFIC SAFETY COMMISSION  
HON. MIGUEL A. TORRES, PE**

As Secretary of the Department of Transportation and Public Works (DTPW), and Chairman of the Board of the Puerto Rico Traffic Safety Commission (PRTSC), it is my privilege to submit FY 2016 Annual Report with a detailed description of functional areas and strategic achievements that has brought about tremendous results in substantially decreasing both traffic fatalities and serious injuries on our roadways.

This success is mainly attributed to high-profile initiatives focused on the State Government’s approach to address the objective of changing driver behavior and implementing high and low cost improvements on road and highways with a \$30 million assignment from the Federal Highway Administration, as a top administration priority to maintain high standards in traffic safety and road infrastructure in the Island.

Certainly, numerous initiatives adopted by the Government did help decisively in breaking down traffic fatalities these days. These includes major legislation and executive orders, highly publicized occupant and non-occupant education, law 201 banning use of cellular phones without a hands free device, and round the clock strategies aimed to pedestrians and bicyclist safety, as well as a high rate of 93.8% in the use of seat belt - among the nation’s top -.

Such responsible vision and efforts explains why up-to-date data confirms significant reductions in crashes and fatalities in high-incidence locations throughout the year, thus sparing countless families the devastating news that a loved one will not be coming home.

However, still much is to be done in preventing our fellow citizens to be killed or seriously injured in traffic crashes. Therefore, proactive support from safety partners in the State and Municipal Police will be useful in our commitment and efforts to break down furthermore annual death toll and injuries through highly effective educational programs, high visibility and aggressive law enforcement, and appropriate maintenance and illumination for safer road infrastructure.

Yet the quest is not over. It is our hope to keep roads safe in up-coming times, addressing risks effectively with strategic solutions. To meet this goal we look forward to continuously review performance achievements to determine whether additional educational strategies and other initiatives are needed to improve traffic safety and reduce fatal and injury crashes.

**MESSAGE FROM EXECUTIVE DIRECTOR  
OF THE PUERTO RICO TRAFFIC SAFETY COMMISSION  
MR. JOSE A. DELGADO**

The Puerto Rico Traffic Safety Commission (PRTSC) reached outstanding accomplishments during FY 2016 in preventing and reducing traffic crash fatalities. In contrast to a high 648 in 1987, the death toll showed an all-time low of 267 as of December 28, 2016. Definitely the lowest ever.

Together with the 304 fatalities reported in 2014 and 309 last year, the last 36 months have been the lowest in road casualties for any three year period since traffic crash data has been collected. Overall, for almost three decades now, the Island has experienced a significant downward trend in traffic related collisions.

In general, FY 2016 Annual Report details remarkable achievements in functional areas of traffic safety. The document includes in-depth description of project activities for each federally funded program area, as well as other projects and designed media strategies, all aimed to produce effective results in making our roadways much safer and decrease traffic crashes.

Key to this steady success in reducing fatal collisions is the firm commitment of federal, state and municipal governments, along with the active support of our traffic safety partners, to maintain high level standards of aggressive law enforcement and education. This dedicated compromise has certainly allowed Puerto Rico’s improvement in traffic safety, with a much higher awareness among vehicle occupants and non-occupants of the serious risks and legal consequences for not upholding traffic laws.

This reduction in traffic crash fatalities is basically attributed to successfully developing eight educational campaigns and other proactive initiatives to prevent alcohol abuse and speeding, increase seat belt and car safety seat use, and improving motorcycle, pedestrian and bicyclist safety, emphasizing also in the dangers of distractive driving mainly due to illegal use of cellular phones. Some of the results are really amazing. On one hand, efforts in stopping impaired driving reflected a 28% fatality rate last year in comparison to a 45% just a decade ago. On the other, a high rate of 93.8% in seat belt use, among the top federal jurisdictions in full compliance with this traffic safety regulation.

Undoubtedly, statistics for FY 2016 Annual Report reflect that Puerto Rico is a model on how educational media campaigns and programs on traffic safety, simultaneously with aggressive law enforcement, can effectively lower down fatal crashes and serious injuries anywhere.

Obviously, a ten year economic recession may have affected the PRTSC and its allies from achieving set goals to furthermore break down annual deaths and injuries. Nevertheless, the entity is deeply satisfied in accomplishing the strategic objective to increase safety for the traveling public. But we still look forward to bottom line numbers reaching very low levels of traffic fatalities.

## **INTRODUCTION**

For over four decades the Puerto Rico Traffic Safety Commission (PRTSC) has been the state government entity that entirely focuses on achieving the goal of changing driver behavior through the planning, developing and execution of strategic educational programs aimed to prevent and reduce traffic fatalities and serious injuries on the Island’s road topography of approximately 17,000 miles.

Overall, the agency addresses nine specific functional areas to improve traffic safety and drive down fatal crashes:

- 1 - Alcohol related traffic safety issues to stop impaired driving fatalities.
- 2 – Reduce fatalities caused by speeding and distractive driving.
- 3 – Reduce motorcyclist fatalities.
- 4 – Increase use of seat belt and car safety seat.
- 5 – Pedestrian and bicyclist safety.
- 6 – Up-to-date traffic data.
- 7 – Codes and laws related to traffic safety.
- 8 – Distribution of educational materials on driver safety and traffic crash prevention.
- 9 – Alliances and community programs to strengthen highway safety prevention.

Traffic fatalities reached a high 648 in 1987. Since then, the PRTSC with the active support of State and Municipal Police and other traffic safety partners have decisively contributed with educational programs and law enforcement initiatives to dramatically break down fatalities on Puerto Rico’s roadways.

A historical all-time low of 267 in 2016, along with the 304 casualties in 2014 and 310 in 2015, sum-up as the lowest death toll ever for any three year period since traffic crash data was first collected in 1973.

The Island’s mainland is 100 miles long and 35 miles wide - equivalent to 170 kms. by 60 kms. -, with a population that averages 3.5 million among 78 municipalities. This stands for over 1,000 inhabitants per square mile, which ranks among the world’s top ratio and much higher than any other federal state or territory.

To this date, licensed drivers total over 3 million with approximately 3.4 million registered vehicles. In average, 200,000 traffic crashes occur every year. This enormous number of vehicles, in comparison to the population, along with reckless behaviors, such as speeding and impaired driving, are some of the road safety issues and factors that the PRTSC strategically addresses every year to successfully lower traffic crashes, injuries and fatalities.

TRAFFIC SAFETY CORE PERFORMANCE MEASURES

<b>PR Core Performance Measures</b>				
	<b>Baseline (from FY16 HSP)</b>	<b>Target / Goal (from FY16)</b>	<b>Current Final 2015</b>	<b>2016 (Preliminary Data up to December 28, 2016)</b>
<b>Total Traffic Fatalities (FARS)</b>	344	333	309	267
<b>Serious Traffic Injuries (ACAA)</b>	3,705	5,710	4,199	4,239
<b>Traffic Fatalities VMT (FARS &amp; FHWA)</b>	1.90	1.88	Not Available	Not Available
<b>*Unrestrained Occupant Fatalities</b>	121	111	77	56
<b>*Impaired Driving Fatalities</b>	108	97	104	9
<b>Speed-Related Fatalities</b>	144	135	118	58
<b>*Motorcyclist Fatalities</b>	50	44	48	40
<b>*Unhelmeted Motorcyclist Fatalities</b>	35	31	29	17
<b>*Drivers Age 20 or Younger Involved in Fatal Crashes</b>	50	48	30	16
<b>Pedestrian Fatalities</b>	104	98	101	79
<b>Bicyclist Fatalities</b>	13	12	11	9
<b>Observed Seat Belt Use</b>	89.07%	90.0%	90.2%	93.8%
<b>Areas tracked but with no goals set</b>				
	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016 (Preliminary Data September 30, 2016)</b>
<b>Seat Belt Citations</b>	207,459	168,434	155,749	109,474
<b>DWI Arrests</b>	12,504	7,712	10,271	4,453
<b>Speeding Citations</b>	148,599	127,487	145,005	85,680
<b>*Baseline used was obtained from HSP FY2016, which used FARS PR data. However, this data has variations with final data provided by NHTSA Traffic Safety Fact. This was corrected in HSP FY 2017.</b>				



LEGISLATIVE UPDATE

- **LAW NUM.: 161 OCTOBER 1, 2015** - To amend Section 10.05 of Law Num.: 22-2000, as amended, known as the "Vehicle and Traffic Law of Puerto Rico" in order to permit the use of tinted glasses in the official vehicles used in the protection services of crime victims, and for other related purposes.

In synthesis, the law seeks to protect the identity and wellbeing of a felony victim that is transported by institutions that promote the protection and servicing of these individuals by permitting the use of tinted glasses in official vehicles designed to preclude the ability to identify its passengers.

- **LAW NUM.: 226 DECEMBER 17, 2015** - To amend Section 4.12 of Act Num.: 22 of 2000, as amended, known as the "Vehicle and Traffic Law of the Commonwealth of Puerto Rico" in order to require every driver to change to another lane and reduce his cruising speed while approaching an emergency or law enforcement vehicle that is attending a road incident, and for other related purposes.

In synthesis, the law seeks to require drivers to move over, change lanes and reduce its speed while approaching a crash site or a lane used by law enforcement units.

- **LAW NUM.: 253 OF DECEMBER 31, 2015** - To amend Sections 1, 2, 3, 4, 5 and 6 of Article 7.03 of Act Num.: 22 of 2000, as amended, known as the "Vehicle and Traffic Law of the Commonwealth of Puerto Rico" in order to establish the basic rules for horseback riding in public roads and establish a prohibition of this practice under the influence of inebriating substances, illegal drugs and controlled substances.

In synthesis, the law seeks to establish a procedure that promotes security while horseback riding and the process of driving livestock herds while crossing public roads. The law requires the use of minimum security items for every horse rider and the requirement of a previous notification and quantitative limits for the use of public roads in the process of driving livestock herds during agricultural operations.

The law also establishes as a misdemeanor subject to a \$50.00 the violation of this security guideline and a procedure for the safe management of the animals that are unlawfully managed.

- **LAW NUM.: 2 OF FEBRUARY 1, 2016 - LAW NUM.: 226 DECEMBER 17, 2015** - To amend various articles of Act Num.: 22 of 2000, as amended, known as the "Vehicle and Traffic Law of the Commonwealth of Puerto Rico" in order to establish the process by which the owner of a motor vehicle or trailer can be entitled to maintain the same registration tag that could be transferable to another legally acquired motor vehicle or trailer.

- **LAW NUM.: 41 OF MAY 9, 2016** - To amend Section 3.19 and 23.05 of Act Num.: 22 of 2000, as amended, known as the "Vehicle and Traffic Law of the Commonwealth of Puerto Rico" in order to establish a 90 day amnesty process for the discount payment of fines, interests and charges related to administrative traffic violations.

In synthesis, the law seeks to promote the payment of outstanding “tickets” related to administrative traffic violations. The law also creates a mechanism that discourages the accrual of unpaid outstanding tickets by prohibiting the accrual of more than \$500.00 in a driver’s record that could be subjected to a summary revocation of driving privileges. This outstanding debt could be subjected to a payment plan arrangement with the Department of Transportation and Public Works (DPTW).

- **LAW NUM.: 42 OF MAY 9, 2016** - To amend Section 2.21 and 2.22 of Act Num.: 22 of 2000, as amended, known as the "Vehicle and Traffic Law of the Commonwealth of Puerto Rico" in order to include dwarfism as a medical condition that will entitle “little people” to receive the benefits of a Disabled Person Tag, and for other related purposes.

In synthesis, the law seeks include dwarfism as a condition for a Disabled Person Tag. This tag enables the beneficiary to parking spaces that are located in the immediate vicinity of private and public structures.

The law will also liberate the necessity for the renewal of a medical certification for patients that suffer any medical condition detailed in the bill, which are established as chronic and permanent.

- **LAW NUM.: 48 OF MAY 17, 2016** - To eliminate the subsection (e) of Article 14.18 of Act Num.: 22 of 2000, known as the "Vehicle and Traffic Law of Puerto Rico", with the purpose of eliminating the requirement that crane or towing vehicles must be equipped with a “double cabin” to facilitate its transportation.

In synthesis, the law relates to a study that concludes that the majority of the outstanding cranes or towing vehicles are equipped with a single cabin. Through the legislative rationale, the implementation of the double cabin requirement will have the effect of penalizing this critical service.

- **LAW NUM.: 118 OF AUGUST 4, 2016** - To create the: “Orientation of the Bicyclist’s Rights and Obligations in Commerce Act”, with the purpose of establishing a legal requirement for every bicycle vendor to establish an orientation initiative of Chapter XI of Act Num.: 22 of 2000, known as the "Vehicle and Traffic Law of Puerto Rico" commonly known as the Bill of Bicyclist’s Rights And Obligations, focused on every potential buyer.

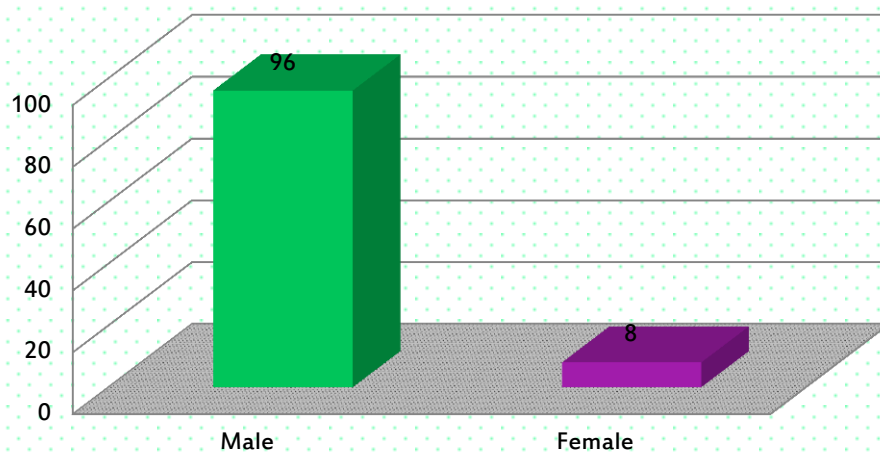
- **LAW NUM.: 168 OF AUGUST 9, 2016** - To include Article 2.31-C of Act Num.: 22 of 2000, known as the "Vehicle and Traffic Law of Puerto Rico", with the purpose of creating a different registration plate design for persons with permanent physical disabilities that will be issued by the DTPW. Unauthorized persons that use these plates will incur in a misdemeanor and will be sanctioned with a fine that could vary from \$200.00 to \$500.00. The Secretary of DTPW should adopt the regulations necessary for the execution of this Law.

## ALCOHOL-IMPAIRED DRIVING

### *Problem Statement*

Alcohol impaired driving continues to be of great concern in Puerto Rico. For year 2015, 104 fatalities were reported due to alcohol and driving. This number represents 34% of total crash fatalities reported in Puerto Rico for 2015. An 11% of increase is observed when compared with 2014 alcohol impaired driving fatalities. A lot of people are dying and being injured by this irresponsible and criminal behavior.

### Alcohol Impaired Driving Fatalities Year 2015



FARS data for 2015 reports a total of 104 impaired driving fatalities.

When examining FARS 2015 data, we concluded:

- ✓ Prevalence of impaired driving among males was 92% and in females 8%, similar to previous years.
- ✓ Both age groups, 15-24 and 25-36, represent 24% of total alcohol impaired driving fatalities; followed by age group 50-62, which represents 23%.
- ✓ Day of the week analysis showed that Sunday reported most fatalities with 36%, Saturday with 20% and Friday with 17%. Weekends comprised 73% of total impaired driving fatalities, which showed an increase of 18% when compared with 2014 weekends.
- ✓ Night time hours (between 6:00pm-6:00am) accounted for 80% of total impaired driving fatalities, an increase of 4% compared to year 2014 nighttime impaired driving fatalities.
- ✓ 61% of impaired drivers killed were unrestrained, a decrease of 12% when compared to 2014.
- ✓ Half of impaired motorcyclists were wearing helmets at the time of the crash.
- ✓ 65% of impaired driving fatalities showed speeding to be a contributing factor in these crashes.
- ✓ 40% of alcohol impaired driving fatalities occurred on secondary or inter-municipal roads followed by primary roads with 38.5%. Municipalities with higher DWI fatalities were San

Juan and Arecibo, both reported 5 deaths. North and northwest municipalities reported 25% of total impaired driving fatalities, followed by center south and south with 23%.

- ✓ August, May and February were the months with most impaired driving fatalities, comprising 37% of total. Summer months comprised 22% of impaired driving fatalities.

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***Performance Goals***

- ✓ Reduce alcohol impaired driving fatalities by 10 %, from 108 (2009-2013 average) to 97 by 2016. Objective not achieved; alcohol impaired driving fatalities in 2015 were 104.
- ✓ To conduct five (5) alcohol impaired driving mobilizations during 2016. Objective achieved; 5 impaired driving overtime mobilizations were conducted: Thanksgiving, Christmas, "Semana Santa" (Easter), Summer and Labor Day.
- ✓ To coordinate at least two (2) alcohol trainings for PRPD and Municipal Police Corps in 2016. Objective achieved; 4 trainings for Municipal Police, regarding alcohol overtime mobilizations, requirements, objectives and performance, were conducted before the mobilizations of Thanksgiving, Holidays, Easter and summer held by LEL and Impaired Driving Coordinator. Also, a basic training to use CARE Data System and Identifying Crash and alcohol Impaired Driving Hot Spots was conducted on September 2nd, 2016 for 14 police agents. In addition, PRTSC LEL conducted 6 workshops/trainings about LAW 22, Chapter 7-Impaired Driving, alcohol police intervention and testimony in court to four municipal police reaching approximately 185 agents. PRPD in coordination with PRTSC conducted twelve (12) Intoxilyzer 9000 trainings for 95 police agents, both state and municipal. Also, PRPD conducted 3 alcohol equipment operator trainings for 150 police agents whose licenses had expired.
- ✓ To conduct at least one (1) training for judges and one (1) for prosecutors during 2016. Objective half achieved; trainings on alcohol and impaired driving for municipal and regional judges were conducted as part of the mandatory courses required by the Office of Administration of the Court. A two-day training for prosecutors on impaired driving was conducted on September 1<sup>st</sup> & 2<sup>nd</sup> of 2016.
- ✓ To maintain public information and educational efforts during high alcohol consumption periods. Objective achieved- prevention and education efforts were conducted during all five high alcohol consumption seasons to complement the overtime mobilizations, and in compliance with the PRTSC Strategic Communications Plan 2016.

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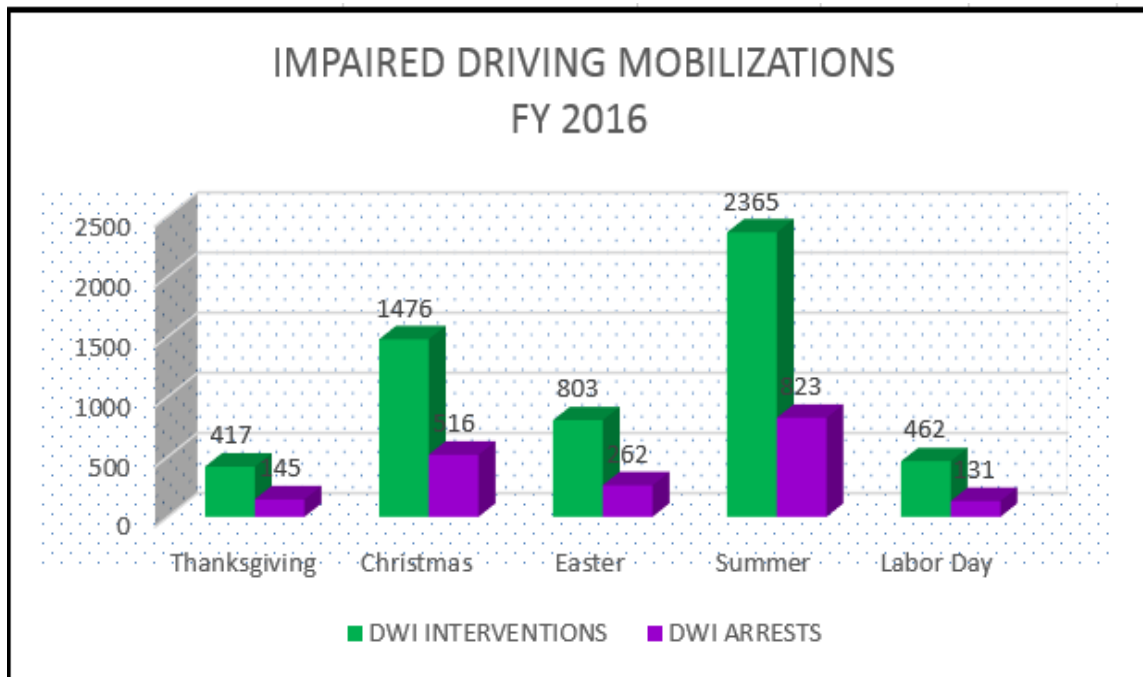
***Performance Measures***

- ✓ Number and percentage of alcohol impaired driving fatalities – 104 or 34%.
  - ✓ Number of DWI interventions and arrests during mobilizations – 8,143 DWI interventions and 2,600 DWI arrests during overtime hours.
  - ✓ Number of trainings to PRPD and Municipal Police Corps, and number of officers trained - 21 trainings and 444 trained officers.
  - ✓ Number of judges and prosecutors trained – 51 prosecutors trained.
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*Projects*

**16-01-01  
DWI Overtime**

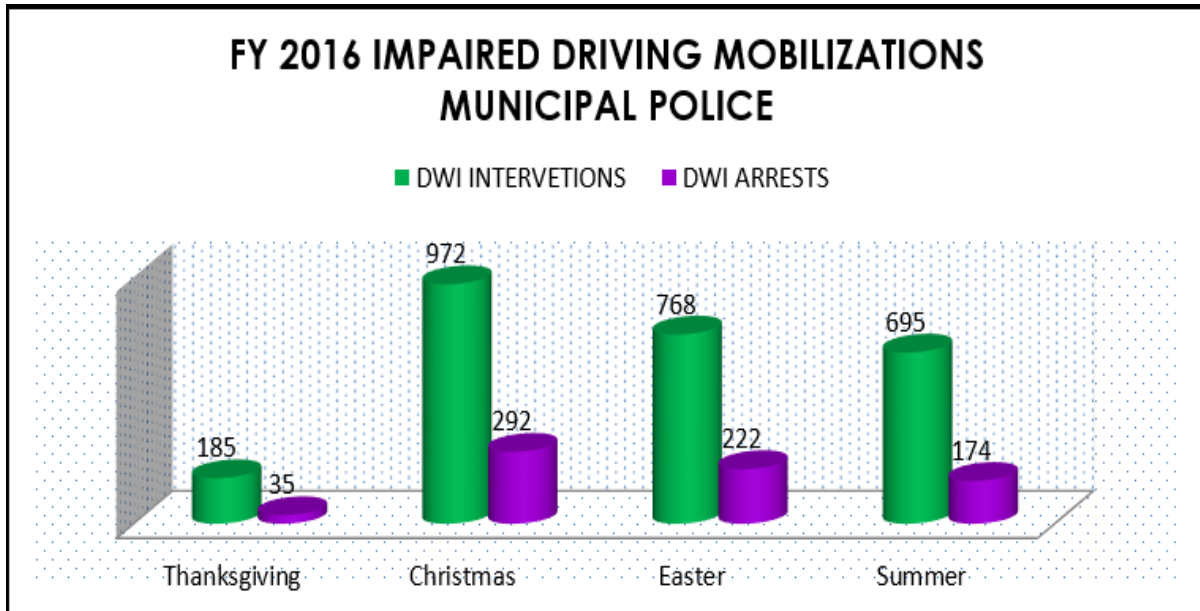
Five Alcohol Impaired Driving Overtime Mobilizations were conducted during FY 2016, in alliance with the PRPD Traffic Bureau. Saturation patrols, overtime patrols and checkpoints were part of strategies coordinated by the PRTSC with PRPD Traffic Bureau and its 22 Units.



- ✓ Thanksgiving- Covered Thanksgiving week and the weekend before. This period is commonly known as the beginning of the Christmas holidays. PRPD and two Municipal Police Corps participated.
- ✓ Christmas- Covered the winter holiday season. This season is characterized by an increase in alcohol consumption; therefore, impaired driving increases. PRPD and ten Municipal Police Corps participated.
- ✓ *“Semana Santa”*- (Easter Festivities/Spring Break) - Schools, colleges, agencies and many businesses remain closed during this week. High consumption of alcohol is observed. PRPD and ten Municipal Police Corps participated.
- ✓ Summer- July has 2 national holidays; this month is related with summer vacations. During hot summer days a majority of the population hit the beaches and vacation centers. The tendency is to increase alcohol consumption while on vacation. PRPD and six Municipal Police Corps participated.
- ✓ Labor Day- This weekend, ending the first Monday of September, is the last holiday of summer time. It’s also the peak of hurricane season, which for many people means drinking to cope with the stress.

**DWI Municipal Police**

A total of 28 Municipal Police Corps participated in four (4) alcohol overtime mobilizations. Some of them for the first time like Vega Baja and Isabela Municipal Police.



**16-01-13  
Impaired Driving Coordinator – PRTSC**

PRTSC Impaired Driving Coordinator promoted impaired driving activities among PRPD, Municipal Police and FIESTA Projects, among others. Also, during 2016, the coordinator had an active role among the committee working in the SHSP. During 2015, meetings were conducted to revise and refresh MAP-21 and HSP 2016 requirements. Highway Safety Plan was prepared. Meetings with PRPD and Municipal Police were conducted through the year; performance reports were prepared for each mobilization. Forms and operational plans were revised and adjusted according to project feedback. Project proposals for 2017 were revised and technical assistance was provided to projects. Overtime time sheets of municipal agents were revised with the Law Enforcement Liaisons (LELs). The coordinator worked closely with the LELs and Planner in order to identify issues and for decision making. Meetings and discussions were conducted with PRTSC Communications and Public Relations staff to discuss media educational campaigns.

**16-01-XX  
Impaired Driving Enforcement Equipment Program**

Not developed during fiscal year 2016.

**16-01-XX  
Alcohol Impaired Driving Prosecution Enhancement**

Not developed during fiscal year 2016, the Department of Health didn't submit proposal for FY 2016.

**16-01-06**

**Puerto Rico Department of Justice-Impaired Driving Prosecution Unit**

Not developed during fiscal year 2016.

**16-01-22**

**Impaired Driving Media Survey**

Not developed during fiscal year 2016.

**16-01-XX**

**SFST Assessment**

This project was included in the 16-01-13. A main event was the Puerto Rico SFST Assessment. It was conducted with success from March 13<sup>th</sup> – 17<sup>th</sup>, 2016 at Hotel Verdanza, Isla Verde. As per NHTSA R2 request, a team of experts in this field was brought from the US to assess all laws, regulations and procedures regarding alcohol and drug impaired driving. A lot of information was shared with the panel and Puerto Rico Government Agencies; such as PRPD, Police Academy, Forensic Sciences Institute, PRDOH, PRDOJ, ASSMCA and various Municipal Police Corps.



*Fiscal Review*

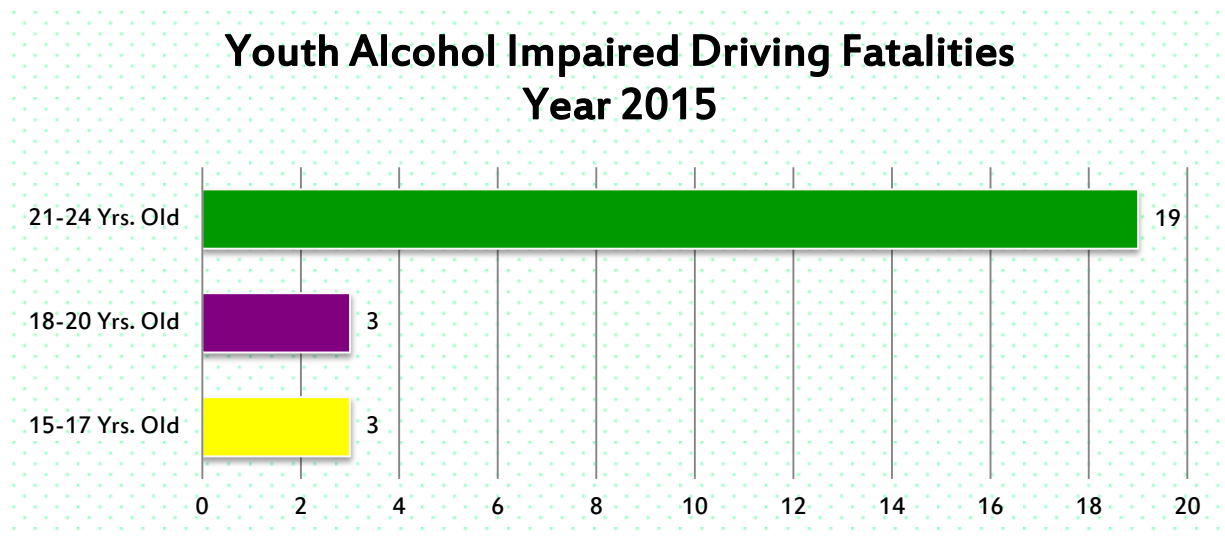
Project Number	Project Name	Obligated Funds	Expended	Unexpended Balance
0101	DWI PATROL UNIT	\$ 450,636.06	\$ 399,441.52	\$ 51,194.54
0113	IMPAIRED DRIVING COORDINATOR	\$ 131,721.00	\$ 121,648.36	\$ 10,072.64
0117	TE ID ISABELA	\$ 10,958.49	\$ 10,958.49	\$ -
0121	TE ID GUAYAMA	\$ 4,101.03	\$ 3,764.88	\$ 336.15
0126	TE ID CAROLINA	\$ 12,505.00	\$ 9,143.28	\$ 3,361.72
0127	TE ID ARECIBO	\$ 4,521.30	\$ 4,437.68	\$ 83.62
0128	TE ID BAYAMON	\$ 16,794.00	\$ 15,178.66	\$ 1,615.34
0128	TE ID BAYAMON	\$ 10,851.12	\$ 9,963.01	\$ 888.11
0136	TE ID GUAYNABO	\$ 13,580.46	\$ 13,025.80	\$ 554.66
0136	TE ID GUAYNABO	\$ 20,303.46	\$ 19,429.47	\$ 873.99
0143	TE ID PONCE	\$ 11,206.82	\$ 9,163.70	\$ 2,043.12
0143	TE ID PONCE	\$ 4,102.00	\$ 3,164.92	\$ 937.08
0145	TE ID HATILLO	\$ 6,442.60	\$ 6,397.11	\$ 45.49
0145	TE ID HATILLO	\$ 11,832.50	\$ 10,924.87	\$ 907.63
0147	TE ID SAN JUAN	\$ 28,288.64	\$ 25,660.72	\$ 2,627.92
0147	TE ID SAN JUAN	\$ 28,707.21	\$ 28,493.42	\$ 213.79
0148	TE ID SAN GERMAN	\$ 7,126.38	\$ 7,126.38	\$ -
0148	TE ID SAN GERMAN	\$ 7,260.84	\$ 7,033.93	\$ 226.91
0152	TE ID CAGUAS	\$ 13,244.31	\$ 12,093.00	\$ 1,151.31
0152	TE ID CAGUAS	\$ 10,689.57	\$ 10,210.56	\$ 479.01
0153	TE ID YAUCO	\$ 9,143.64	\$ 7,529.76	\$ 1,613.88
0163	TE ID NARANJITO	\$ 2,577.03	\$ -	\$ 2,577.03
0164	TE ID TOA ALTA	\$ 6,790.23	\$ 6,588.54	\$ 201.69
0165	TE ID BARCELONETA	\$ 4,638.87	\$ 3,630.42	\$ 1,008.45
0167	PANEL DE IMPACTO A VICTIMAS - ASSMCA	\$ 66,906.00	\$ -	\$ 66,906.00
0168	TE ID VEGA BAJA	\$ 8,067.60	\$ 6,857.46	\$ 1,210.14
<b>Total 01 - Alcohol Impaired Driving</b>		<b>\$ 902,996.16</b>	<b>\$ 751,865.94</b>	<b>\$ 151,130.22</b>



## YOUTH ALCOHOL

### *Problem Statement*

FARS data indicates there were 25 youth impaired driving fatalities for age group 15-24 years old during 2015. This represents a 24% of total impaired driving fatalities.



Driving while alcohol impaired is one of the leading causes of traffic deaths among young adults, mostly because of high alcohol consumption, risky behaviors and immature driving skills. As in other parts of the states, in Puerto Rico most of young adults’ recreational and sports activities are promoted by alcohol and the liquor industry, selling the idea of great lifestyles and happiness with an alcohol beverage in hand.

When analyzing youth impaired driving 2015 data, we find that impaired drivers ranging between the ages of 15-24 years accounted for 24% of total impaired driving fatalities; tying them in first place with age group 25-36.

When examining FARS 2015 data, we concluded:

- ✓ Prevalence of impaired driving among young males between 15-24 years of age was 88 %, same as year 2014.
- ✓ Saturday was the day of the week with most youth impaired driving fatalities with 32%, followed by Sunday with 28% and Friday 24%. Weekends comprised 84% of these crash fatalities.
- ✓ Night time hours (between 6:00pm-6:00am) accounted for 88% of fatalities; an increase of nighttime fatalities of 7% is observed in comparison with year 2014.
- ✓ 73% of youth impaired driving fatalities were unrestrained, a decrease of 11% is noted when compared to year 2014.
- ✓ 80% of young impaired motorcyclists were wearing helmets at the time of the crash.

- ✓ 20% of fatalities occurred on September, while summer months of June-August comprised 24% of youth impaired driving fatalities.
- ✓ 84% of total youth impaired driving fatalities had a .08+ BAC.
- ✓ 56% also reported a speeding factor; a decrease in this contributing factor of 14% when compared with 2014.

**Performance Goals**

- ✓ Reduce youth impaired driving fatalities by 9%, from 22 (2009-2013 average) to 20 by 2016- Objective not achieved; youth alcohol impaired driving fatalities in 2015 were 25.
- ✓ To increase the number of FIESTA Projects from 8 in 2015 to 11 in 2016- Objective not achieved; number of FIESTA projects at college campus remain in 8.

**Performance Measures**

- ✓ Number of alcohol young impaired driving fatalities – 25, or 24%
- ✓ Number of peer presentations – 1,126
- ✓ Number of youth reached- 79,416 directly and 255,619 indirectly

**Projects**

**PRTSC and Projects Youth DWI Prevention Activities**



1. The Holidays impaired driving awareness and prevention campaign was extended until mid-January 2016, targeting *Las Fiestas de la Calle San Sebastián* with the slogan *Pasa la Llave*. This is a cultural and festive event that takes place in Old San Juan which gathers a multitude of people, especially youngsters 16-24 years old, during a four day/night period, to sing, dance, eat and drink. Over 50,000 people per day were reached with an attractive photo booth which had DWI educational and funny props for people to choose and take pictures. Many of these pictures and the DWI prevention messages were uploaded on social media, reaching 482,898 people on Facebook and 10,418 engagements. Coordination efforts were made with agencies like DTPW, PRPD, Medical Emergency, and Children and Family Services personnel to provide orientation about drunk driving and intervene with drunken minors.

2. During FY 2016, many mass activities were held by PRTSC for the prevention of impaired driving fatalities among young people. An intense campaign was conducted during spring break, before and during the *Justas LAI*. Town squares, beaches, pep rallies, and sporting and cultural events were visited by PRTSC personnel, Fiesta personnel, Community Programs and volunteers, whom provided orientations about impaired driving consequences, safety and legal issues. Educational brochures and alternative transportation information were handed out to the youth at Mayagüez Justas. An attractive and singular exhibit was featured near one of the entrances at the Mayagüez Stadium on the main competition day. It was a funeral home named “The Last Drink” with a casket containing a mirror for people to see their own reflection. It was designed to make young adults think about their mortality and how to prevent being a statistic due to DWI. Over 150,000 college students and other people were reached during coordinated efforts of all FIESTA projects, Community Programs and PRTSC.
  
3. Other massive activities were conducted during the summer, mostly at beaches, called Summer Tours. These tours provided the opportunity for a one-to-one contact with young adults to inform them about the dangers of drinking and driving. Mostly, these activities were conducted by FIESTA projects targeting young adults enjoying a day at the beach. PRTSC participated in a motorcade to promote safety during the summer season, coordinated by the Department of Child and Family Affairs. Over 20,000 were reached directly and indirectly.

**FIESTA Projects (Facilitators-Instructors in Alcohol & Traffic Safety)**



During 2016, PRTSC had 8 FIESTA College Projects reaching college campuses and youngsters across the island, and one FIESTA Project that served an alcohol and drug rehabilitation program for addicts and its communities. Using a peer-to-peer approach, FIESTA Projects develop DWI awareness campaigns, distribute educational materials, provide orientations, conduct workshops, research and surveys related to alcohol impaired driving among other activities, such as educational booths at safety fairs and sporting events, and maintained an intense prevention and education presence on social media.

**16-02-02  
FIESTA – University of Puerto Rico- Río Piedras Campus**

During 2016, this project directly reached approximately 12,852 young adults, mostly college students fluctuating between the ages of 17-25 years, through creative impaired driving awareness campaigns, educational materials, newsletters, and exhibits. Also, a total of 53 educational activities were held through Río Piedras campus, such as: workshops, trainings, focal groups, small researches, surveys, evaluations social media, campus web page, and massive events

like college sports rallies, freshman open house, and impaired driving inspired art exhibits. FIESTA-Río Piedras indirectly reached close to 70,000 people.

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**16-02-05**

**FIESTA- University of Puerto Rico-Mayagüez Campus**

During 2016, this project reached directly approximately 9,200 young adults, mostly college students oscillating between the ages of 17-24 years. Activities conducted included impaired driving awareness campaigns, educational materials distribution, art, theatre, and impaired driving music jingles. In addition, 181 workshops and trainings related to impaired driving among college students, future college students and community high schools were conducted. FIESTA-Mayagüez reached approximately 22,673 people indirectly through social media, campus web page, radio interviews, and massive events, such as: college sports rallies (before and during the *Justas LAI*) and impaired driving inspired art exhibits through the Mayagüez Campus.

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**16-02-10**

**FIESTA- University of Puerto Rico-Cayey Campus**

During 2016, project directly reached approximately 2,500 young adults, mostly college students ranging between the ages of 17-24 years, through impaired driving awareness campaigns and educational materials. A total of 50 educational activities including workshops, trainings, safety fairs, social media campaigns, and art exhibits related to impaired driving among college students. Before spring break and sports event *Justas LAI*, Fiesta-Cayey distributed traffic safety kits with information about impaired driving, designated driver, and emergency phone numbers. An annual alcohol & impaired driving activity was conducted for freshman students. Cayey Campus reached about 12,776 people indirectly.

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**16-02-16**

**FIESTA-Pontifical Catholic University of Puerto Rico**

PCUPR is a private, non-profit university. During 2016, project FIESTA reached 3,000 young adults, mostly college students ranging between the ages of 17-24 years, with impaired driving awareness campaigns and educational materials, designed and produced by FIESTA staff. It consisted of 1 public service audiovisual commercial with its script and preproduction. Project conducted 58 educational activities such as: workshops, trainings, safety fairs, sport fair, social media etc., reaching college students and community high schools. Project reached about 10,000 people indirectly.

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**16-02-17**

**FIESTA- University of Puerto Rico-Utuado Campus**

During 2016, project directly reached approximately 15,044 young adults, mostly college students ranging between the ages of 17-24 years, with impaired driving awareness campaigns, educational materials, and two safety fairs. A total of 90 educational activities including, workshops, trainings, safety fairs, flash mob, drama scenes, social media campaigns, and rallies, among other. Utuado Campus reached about 28,000 people indirectly.

**16-02-21**

**FIESTA- University of Puerto Rico- Aguadilla Campus**

During 2016, project directly reached approximately 7,000 young adults, mostly college students ranging between the ages of 17-24 years. Approximately 185 educational activities were conducted; awareness campaigns, educational materials, safety fairs, workshops and trainings related to impaired driving among college students, and one alcohol impaired driving workshop for college freshman were conducted. Along with: two safety fairs, an alcohol free Karaoke night, a designated driver survey conducted before *Justas LAI*, and the distribution of educational material during spring break, summer, and *Justas LAI*. FIESTA-Aguadilla indirectly reached approximately 10,000 people through social media, educational tables, and safety walks and rallies.

**16-02-14**

**FIESTA- University of Puerto Rico-Ponce Campus**

During 2016, project directly reached approximately 7,336 young adults, mostly college students, ranging between the ages of 17-24 years. About 50 educational activities such as: impaired driving awareness campaigns, workshops, trainings, alcohol-free Karaoke night, surveys (Law 22 and Impaired Driving), safety fairs, and *Justas LAI* alcohol and impaired driving awareness campaign. Ponce Campus reached about 27,800 people indirectly.

**16-02-25**

**FIESTA- Metropolitan University-PISTA GROUP**

UMET is a private, non-profit University. During 2016, project directly reached approximately 8,000 young adults, mostly college students ranging between the ages of 17-25 years. Approximately 78 educational activities were conducted; impaired driving awareness campaigns, educational materials, spring break and *Justas LAI* impaired driving awareness campaigns, summer beaches awareness tour, workshops, trainings, surveys, flash mobs, art exhibits, and mini dramas, among other. PISTA reached about 28,000 people indirectly.

**16-02-15**

**FIESTA Creativos**

Hogar Crea, Inc. is a non-profit organization that offers drug and alcohol rehabilitation to people who voluntarily seek treatment. FIESTA volunteers are participants of the program. They are supervised and trained by a Project Director to conduct alcohol and impaired driving awareness campaigns and educational workshops for CREA members, families, and surrounding communities in 6 districts throughout the island. During 2016, project developed 855 educational activities directly reaching 15,500 and indirectly 46,000.

*Fiscal Review*

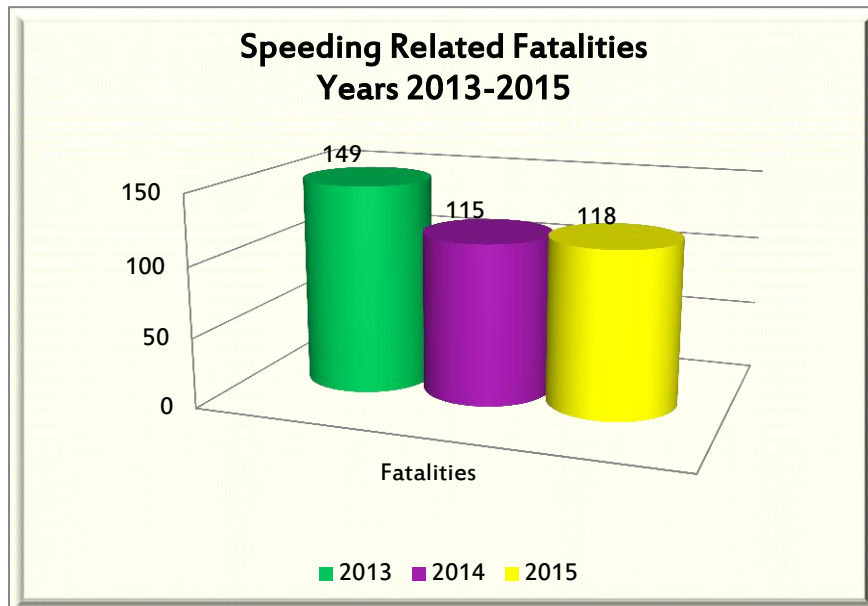
Project Number	Project Name	Obligated Funds	Expended	Unexpended Balance
0202	FIESTA II - UPR RIO PIEDRAS	\$ 113,343.00	\$ 91,242.75	\$ 22,100.25
0205	FIESTA VI - R.U.M.	\$ 79,634.75	\$ 48,864.26	\$ 30,770.49
0210	FIESTA VIII-UPR CAYEY	\$ 60,901.00	\$ 47,110.80	\$ 13,790.20
0214	FIESTA IX-UPR PONCE	\$ 56,070.00	\$ 46,350.81	\$ 9,719.19
0215	FIESTA CREATIVO	\$ 61,086.00	\$ 49,997.90	\$ 11,088.10
0216	FIESTA CATOLICA-PONCE	\$ 52,745.00	\$ 38,440.57	\$ 14,304.43
0217	FIESTA UPR UTUADO	\$ 77,189.00	\$ 63,197.76	\$ 13,991.24
0221	FIESTA XI UPR-AGUADILLA	\$ 70,681.00	\$ 53,662.69	\$ 17,018.31
0225	FIESTA XIII - UMET	\$ 44,733.60	\$ 35,891.33	\$ 8,842.27
<b>Total 02 - Youth Alcohol</b>		<b>\$ 616,383.35</b>	<b>\$ 474,758.87</b>	<b>\$ 141,624.48</b>

## POLICE TRAFFIC SERVICES

### *Problem Statement*

PRTSC, together with the Puerto Rico Police and other Municipal Police Corps across the island, seek to reduce traffic crash related injuries and fatalities through the enforcement of Law 22 of 2000, known as the “Vehicle and Traffic Law of Puerto Rico”.

Speeding and aggressive driving continue to be a main traffic safety concern. In 2015, speeding was a major factor in 118 fatalities; equivalent to 38% of total fatalities reported. Still, these reflect a 3% increase when compared to speed related fatalities reported in 2014.



PRTSC’s has the vicarious responsibility of implementing strategic plans with the premise of reducing traffic fatalities in Puerto Rico. These efforts are a multi-agency task, which include agencies such as: PRPD, Municipal Police, ACAA, PRDOT and PRTSC, among others.

As part of these plans, during 2016, PRTSC’s Police Traffic Services Program granted funds to 28 Municipal Police Corps and the Puerto Rico Police Department (PRPD) to work in high visibility enforcement and overtime patrol with the purpose of intervening with drivers in violation of Law 22, emphasizing on speeding, alcohol impaired driving, and occupant protection enforcements. The payment of overtime hours has been an additional incentive for police officers committed to the application of law and safety maintenance on our roads.

Also, 49 trainings conducted by PRPD have provided state police officers and municipal officers with skills in patrol techniques, alcohol, radar and photometer equipment, among others. In addition, PRTSC LELs and staff conducted 10 trainings regarding overtime mobilizations for state traffic police and municipal police agents.

PRPD LAW ENFORCEMENT EFFORTS							
YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
2012	135,863	9,642	8,070	209,834	4,611	N/A	525,408
2013	132,042	10,297	8,573	186,938	4,087	39,477	610,050
2014	112,566	8,089	6,750	155,465	5,193	73,332	481,560
2015	131,138	7,544	6,165	130,937	4,315	66,571	403,472
2016*	80,342	4,413	3,730	96,051	1,551	46,763	245,805

\*PRELIMINARY DATA FOR 2016

MUNICIPAL POLICE EFFORTS							
YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
2012	11,776	Data Not Available	3,931	14,019	376	N/A	37,968
2013	16,557	Data Not Available	3,033	20,521	525	N/A	99,720
2014	7,065	Data Not Available	962	12,969	312	6,745	55,496
2015	13,867	2,727	997	24,812	270	14,100	100,346
2016*	5,338	2,620	723	13,423	73	6,855	Data Not Available

\*PRELIMINARY DATA FOR 2016

PRPD has been demonstrating a decrease of traffic citations over the past years, which may be attributed to various factors. First of all, due to Puerto Rico’s fiscal situation, many police officers have been forced to migrate to other parts of the nation reducing the amount of officers patrolling the streets. Out dated and a lack of proper equipment (police vehicles, radars, among others) to carry out traffic interventions, is also a determinant factor.

**Performance Goals**

- ✓ To reduce the 5-year moving average of speeding related fatalities, from 149 in 2013 to 118 in 2015 – Objective achieved; speed related fatalities during 2014 were 115. Data for 2015 reported 118 speed related fatalities.
- ✓ To provide at least two (2) trainings for police officers regarding traffic laws, such as Beyond the Traffic Ticket. – Objective achieved; a total of 49 trainings were offered during FY 2016.



*Performance Measures*

- ✓ Number of traffic violations, particularly speeding and other moving citations – 670,898 citations up to September 30, 2016.
- ✓ Number of police officers trained – 1,025 police officers
- ✓ Number of police agencies participating in national campaigns – 22 PRPD and 28 Municipal Police Corps.
- ✓ Number of police agencies visited and oriented, and site visit reports – 59 police agencies visited and oriented, and 290 site visit reports.

*Projects*

**16-03-00**

**Speed & Distracted Driving Surveys**

During 2016, speed and aggressive driving survey was conducted to better understand speeding habits in Puerto Rico, measure the effectiveness of media campaigns and public’s awareness of law enforcement efforts regarding speeding. A total of 400 person to person interviews were conducted among licensed drivers, 16 years of age and older, that drive a motor vehicle at least on several occasions per week. Results concluded the following:

- ✓ Almost 7 out of every 10 drivers (aprox. 68%) admit to driving above the speed limit (65 MPH) when driving on expressways. Some 35% reported doing so “most of the time” or “often”.
- ✓ Higher incidence among males with 73%, 25 to 34 age group with 80%. Lower incidence among females, 60 + age group.
- ✓ About 56% of all participants recalled having seen or heard media massages regarding speeding.

**16-03-03**

**Police Programs Coordinator**

To improve the development and implementation of all PRTSC’s enforcement initiatives related to traffic safety, two Law Enforcement Liaisons were commissioned. Tasks included:

- ✓ Participated in weekly and monthly reunions between the PRTSC personnel to discuss work plans related to State and Municipal Police, verify applications, and offer advice regarding law and order, and problem areas.
- ✓ Actively participated in meetings to improve forms and data gathering.
- ✓ Meetings were coordinated and offered to State and Municipal Police in relation to traffic interventions and the application of the Law for CIOT mobilization, and impaired driving summer 2016 overtime campaign.
- ✓ LEL visited Municipal Police to offer advice related tp mobilization paperwork, enforcement techniques, and requirements. Also, time sheets were intervened and evaluated.

- ✓ Assisted the PRTSC staff in the evaluation of all equipment acquired for State and Municipal Police.
- ✓ Conducted approximately 290 field visits to different State and Municipal Police.

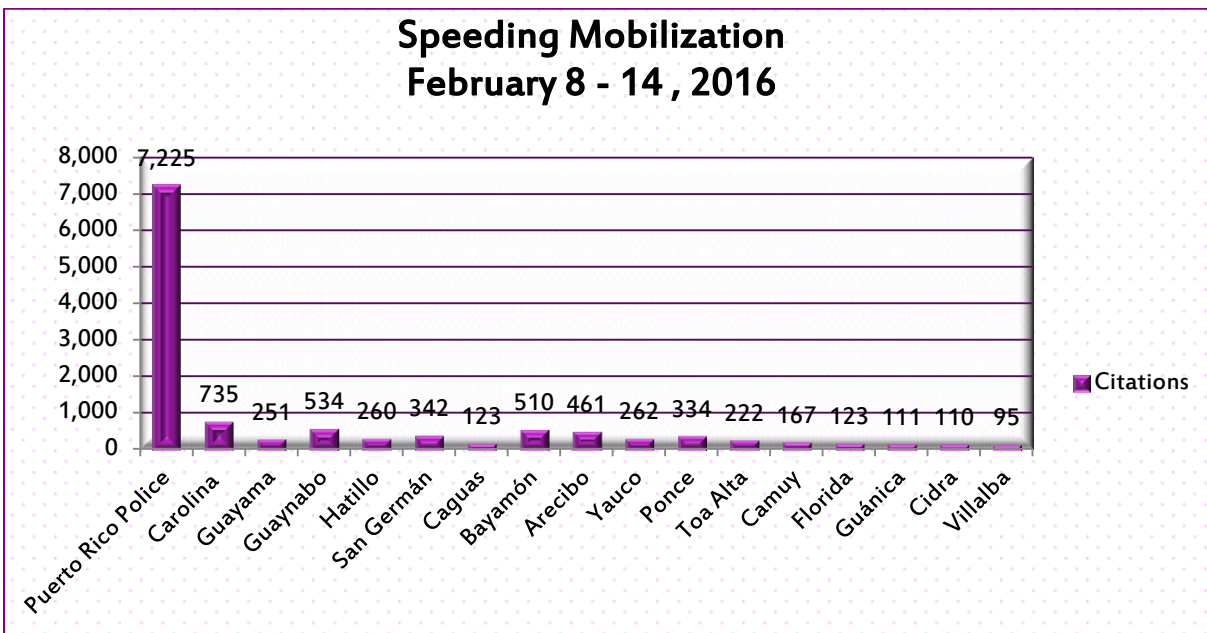


**16-03-XX  
Speed Enforcement Equipment**

PRPD presented a proposal for this project on September 2016 which was subsequently approved. However, this project was reprogrammed to FY 2017.

**16-03-XX  
Speeding Enforcement Overtime**

Overtime to participate in Speed Mobilization was funded for PRPD and various Municipal Police Corps. All 22 state police regions together with a total of 17 municipalities were provided with funds for overtime patrol to enforce speeding laws and intervene with drivers during the mobilization, which took place from the 8<sup>th</sup> to the 14<sup>th</sup> of February, 2016.



*Fiscal Review*

Project Number	Project Name	Obligated Funds	Expended	Unexpended Balance
0300	SURVEY	\$ 8,000.00	\$ 8,000.00	\$ -
0301	SPEED ENFORCE. EQUIPMET - POL DE PR	\$ 200,655.00	\$ -	\$ 200,655.00
0303	POLICE COORDINATOR	\$ 140,000.00	\$ 130,623.78	\$ 9,376.22
0305	TE SPEED GUAYNABO	\$ 9,484.87	\$ 7,859.50	\$ 1,625.37
0308	TE SPEED CIDRA	\$ 2,327.43	\$ 796.02	\$ 1,531.41
0309	TE SPEED BAYAMON	\$ 4,145.00	\$ 4,145.00	\$ -
0310	TE SPEED CAGUAS	\$ 2,143.76	\$ 1,948.25	\$ 195.51
0315	TE SPEED AGUADILLA	\$ 4,034.07	\$ 3,978.58	\$ 55.49
0319	TE SPEED POLICIA DE PR	\$ 100,000.00	\$ 92,918.55	\$ 7,081.45
0326	TE SPEED CAROLINA	\$ 7,325.30	\$ 6,335.87	\$ 989.43
0340	TE SPEED YAUCO	\$ 1,979.64	\$ 1,979.64	\$ -
0342	TE SPEED SAN GERMAN	\$ 2,889.27	\$ 2,582.71	\$ 306.56
0345	TE SPEED FLORIDA	\$ 2,117.91	\$ 1,374.15	\$ 743.76
0348	TE SPEED HATILLO	\$ 2,863.28	\$ 2,539.71	\$ 323.57
0360	TE SPEED PONCE	\$ 2,307.93	\$ 1,947.32	\$ 360.61
0369	TE SPEED TOA ALTA	\$ 3,364.39	\$ 3,364.39	\$ -
0380	TE SPEED ARECIBO	\$ 3,208.10	\$ 3,038.84	\$ 169.26
0383	TE SPEED GUANICA	\$ 1,537.49	\$ 1,313.68	\$ 223.81
0388	TE SPEED CAMUY	\$ 2,685.19	\$ 2,295.14	\$ 390.05
0389	TE SPEED VILLALBA	\$ 1,717.43	\$ -	\$ 1,717.43
0395	TE SPEED GUAYAMA	\$ 2,500.96	\$ 2,022.97	\$ 477.99
<b>Total 03 - Police Traffic Services</b>		<b>\$ 505,287.02</b>	<b>\$ 279,064.10</b>	<b>\$ 226,222.92</b>

## PLANNING AND ADMINISTRATION

### *Problem Statement*

Puerto Rico’s Highway Safety Program is managed by the Puerto Rico Traffic Safety Commission (PRTSC) through the planning and preparation of the Highway Safety Plan (HSP), which includes the traffic safety problems with effective countermeasures, and the distribution and management of federal funds to state, municipal and private agencies.

The mission of the PRTSC includes the prevention and reduction of fatalities, injuries and property damages caused by traffic crashes by developing and establishing educational campaigns and programs, high visibility traffic law enforcement with both state and municipal corps, and implementing hazzard elimination countermeasures.

The PRTSC is responsible of the planning and administration of the HSP, as well as supervises the day-to-day operations, development, coordination, evaluation and monitoring of the activities described.

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### *Performance Goals*

Implement and maintain policies and procedures that provide for an effective & efficient financial operation, and program evaluation of the Highway Safety Program and projects. – Goal achieved - with the implementation of a new Policies and Procedures Manual on August 18, 2015.

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### *Performance Measures*

- ✓ To prioritize tasks and assign resources.- Objective achieved; resources were used according to requirements and norms established.
- ✓ To speed-up liquidation rate. Objective achieved; liquidation rate increased from 21% in 2015 to 35% in 2016.
- ✓ To develop, coordinate, monitor and administratively evaluate traffic safety grants identified in the Plan.- Objective achieved; a total of 173 highway safety programs were approved, which had been identified and included in the 2016 HSP.
- ✓ To manage funds according to regulations- Objective achieved; funds were used according to requirements and norms established.
- ✓ To promote the Puerto Rico Highway Traffic Safety Programs- Objective achieved; HSP was posted in PRTSC’s webpage and an open convocation for proposals for traffic safety programs was posted in a newspaper of major circulation .
- ✓ To contract professional services to establish norms, procedures, training and evaluation complying with 49 CFR Part 18 and MAP 21. – Objective achieved; norms and procedures were established through the implementation of a new Policies and Procedures Manual as recently as August 18, 2015. Professional services contracted carried out the following tasks: Single Audit, translation services, and computer systems technical support.
- ✓ Monitor and evaluate the performance of Sub- Grantees to determine effectiveness and achievement of goals. Objective achieved; monitors coordinated programmatic and on-site monitoring visits for 100% of subgrantees.

- ✓ To facilitate the Communications Area with expansion of technological applications as a mean to disseminate traffic safety information and enhance the ability to communicate with our citizens. Objective achieved; PRTSC webpage and social platforms, such as Facebook and Twitter, are resourceful tools to communicate traffic safety issues and educational campaigns. Recently, Communications Area integrated the Periscope tool as part of their strategies which livestreams PRTSC events in real time.
- ✓ To contract Single Audit services for fiscal year 2015. Objective achieved; FY 2015 audit was completed, FY 2016 is underway and will be completed by March 2017.

***Legislative Goals***

Provide full support to all legislative amendments that will improve traffic safety. Special attention will be provided to increase penalties to unauthorized and/or suspended licensed drivers; increase penalties for second time offenders distracted drivers and increase penalties for unrestrained vehicle occupants, promote the reduction of legal BAC to .05% and increase penalties for cell phone use while driving. Goal not achieved; project to increase the penalty for distracted drivers was approved by the Chamber of Representatives, but not by the Senate. Other projects were presented in the Chamber, but weren't submitted for vote.

***Projects***

**16-04-02, 04-07 & 04-12  
Evaluate HSP Tasks**

Four Project Monitors were funded to follow up on the operational and fiscal activities of projects, on a daily basis. They also provided technical assistance, promoted timely vouchering, site visits, and monitoring reports. Two of these monitors were appointed during the month of September 2016, and worked exclusively on the Impaired Driving programs. Salaries, local and stateside training, travel expenses, and purchase of materials and equipment was funded.

Fiscal Activities ACTIVITY	Total
Worked Fund Petitions	751
Records Monitored	173
Field Visits	135
Worked Quarterly Reports	175
Reviewed Proposals AF-2016	119

**16-04-03**

**Administer Program**

In order to provide support for the general administration of the highway safety program, allowable limits of federal funds were used for equipment rental, purchase of office materials, consulting needs, and single audits. Also funded, were costs associated with accounting of expenses and funds, budget consultants, IT consultant’s services to maintain computerized system and maintenance, insurance and purchase of equipment, office supplies necessary for program’s administration, and other costs regarding administration.

On April 15, 2016, PRTSC appointed the new position of Federal Programs Manager, salary and fringe benefits were included and funded by the Administer Program.

Local and out-of-state travel expenses and per diem were funded to PRTSC staff that participated of:

- ✓ 2016 GHSA Annual Meeting Crossroads: The Intersection of Technology and Driver Behavior in Seattle Washington; PRTSC attendees were the Executive Director and Federal Program Manager, and the Governor’s Representative. Here they participated of general sessions addressing how technological innovations can impact the way we drive now and in the future.
- ✓ Trainings, such as: Workzone Temporary Traffic Control, Crash Reconstrucion Applied to Traffic Safety, Bill of Rights for the Handicap, Administration of Government Resources, Challenge Occupational Equity, among others.
- ✓ Activities such as: Las Fiestas de la Calle San Sebastián, auto shows, and child safety seat inspections in the municipalities of Bayamón and Fajardo.
- ✓ Health and Safety Fairs in the municipalities of Caguas, Loiza and San Juan.
- ✓ Two Auto Shows, both in Plaza Las Américas- which is the biggest mall in Puerto Rico receving a daily estimate of 65,000 visitors.



**HOW THE PROJECTS CONTRIBUTED TO MEETING THE TARGET:**

PRTSC developed a comprehensive 2017 Highway Safety Plan and submitted it on July 1, 2016. HSP was approved by NHTSA on August 24, 2016. It complied with the requirements of the Program Sections 402. This Plan included strategies and countermeasures that will help in our journey to achieve the projected traffic safety goals.

*Fiscal Review*

Project Number	Project Name	Obligated Funds	Expended	Unexpended Balance
0402	EVALUATE HSP	\$ 99,976.00	\$ 95,851.65	\$ 4,124.35
0403	ADMINISTER PROGRAM	\$ 194,087.00	\$ 148,717.35	\$ 45,369.65
0407	EVALUATE HSP	\$ 5,238.30	\$ 2,337.27	\$ 2,901.03
0412	EVALUATE HSP	\$ 17,856.00	\$ 4,979.66	\$ 12,876.34
<b>Total 04 - Planning and Administration</b>		<b>\$ 317,157.30</b>	<b>\$ 251,885.93</b>	<b>\$ 65,271.37</b>

## OCCUPANT PROTECTION

### *Problem Statement*

Puerto Rico achieved an 93.8% seat belt usage rate in 2016. When used properly, safety belts can reduce fatalities by 45% and serious injuries by 50%. Increasing the achieved rate would require an aggressive enforcement, and a public information and education campaign with a strong and clear message.

Child restraint seat usage reached 94.7% in 2012. These seats, when used properly, can reduce fatal injury to infants (less than 1 year old) by 71% and to toddlers (1-4 years old) by 54%, in the event of a traffic crash. Since improper use is a significant problem, measures to increase proper use must be continued to complement the enforcement and educational campaigns.

MOBILIZATION: USAGE RATES BY YEAR					
	2012	2013	2014	2015	2016
Seat Belt	90.2%	89.7%	89.5%	91.8%	93.8%
Child Safety Seat	94.7%	No Survey	No Survey	No Survey	No Survey

Efforts were directed to continue opening fitting stations, training technicians, creating public awareness of the location of these stations, and increasing enforcement. These events became media worthy and were covered by the press; this helped maintain the proper use of child restraint seat issues in the public eye. As part of this program, a Child Safety Seat Training was held this year, with a total of 20 participants. Among these were: firefighters, personnel of community programs, and municipal police. To date, there are 70 fire stations (out of 92) and 6 Community Programs that have established fitting stations. Inspection clinics are also conducted periodically with the cooperation and partial sponsorship of commercial chains, such as: Wal-Mart, USA Baby, Kmart and Babies R' Us.

### *Performance Goals*

- ✓ Five year moving average (2009-2013) establishes 121 unrestrained passenger vehicle occupant fatalities, all seat position for 2016; however PRTSC intends to maintain 111 fatalities as the goal for 2016. – Objective achieved; unrestrained occupant fatalities on 2015 were 77. Preliminary data for 2016 reports a total of 56 unrestrained fatalities.
- ✓ Reduce unrestrained passenger vehicle occupant injury crashes, all seat positions, by 5 percent from 1,825 (2009-2013 average) to 1,730 by 2016. Objective achieved; unrestrained passenger vehicle occupant injury crashes in 2015 were 1,474.
- ✓ Increase safety belt use from 89.5% in 2014 to 90% in 2016. – Objective achieved; seat belt use rate for FY 2016 is 93.8%
- ✓ Increase child restraint use from 94.7% in 2013 to 95% in 2016. – Objective not achieved; there was no child restraint study that could evidence an increase of usage for FY 2016.
- ✓ Establish five (5) additional fitting stations, from 61 in 2015 to 66 in 2016 – Objective achieved; 8 new stations were established for FY 2016.



- ✓ To certify 20 additional certified technicians, from 86 technicians in 2015 to 106 in 2016 – Objective achieved; with this training, FY 2016 counted with 134 certified technicians, from the Puerto Rico Fire Department, Community Programs personnel and Guaynabo Municipal Police.
- ✓ To participate in the 2016 National Click it or Ticket (CIOT) Mobilization and an additional Seat Belt Mobilization in October 2015 – Objective achieved; from May 23 to June 5, 2016, the Click It or Ticket (CIOT) National Campaign was held. PRTSC, as in previous years, granted funds for overtime hours for State Police and 17 Municipal Police Corps. This mobilization took place during the hours of 12:00 pm -8:00 pm, since statistics show that fatalities involving non-use of seat belts occur in this period of time. The other mobilization was performed during October 26 to November 1, 2015, in the same hours. For this mobilization the State Police and 23 Municipal Police Corps participat

***Performance Measures***

- ✓ Rate of seat belt use – 93.8%
- ✓ Rate of Child restraint use – 94.7% (from 2012)
- ✓ Amount of additional fitting stations – 8 fitting stations
- ✓ Amount of new CPS technicians – 20 new CPS techs in 2016
- ✓ Number of tickets for non-use of seat belt during CIOT mobilization – 33,146 tickets
- ✓ Number of police agencies participating in CIOT mobilization – 17 agencies

***Projects***

**16-05-03**

**Occupant Restraint Coordinator**

The Coordinator organized projects and tasks that had to do with occupant protection and distractive driving. Also, participated in mass activities taking along the message of prevention, use of seat belts and child restraint seats, and to avoid distracted driving. In addition, the coordinator had an active participation in the planning of seat belt mobilizations and, being that the Coordinator is a Certified Instructor, also offered child seat checkpoints.

Connecticut Seat Belt Summit – Regions 1 and 2 was held on March 2-4, 2016. Attendants from the PRTSC included officers from the Guaynabo Municipal Police and PRPD, an LEL, Secretary of Transportaton and Public Works, PRTSC’s Executive Director, Occupant Restraint Coordinator, Planning Director and Financial Director.



**16-05-27  
CPST Training**

During 2016, PRTSC conducted 8 massive Child Safety Seat Checkpoints. The result, a total of 173 safety seats were inspected and certified by Child Safety Seat Technicians.

A Training for new Child Safety Seat Technicians took place from the 16<sup>th</sup> to the 19<sup>th</sup> of August, 2016. This Project funded costs of equipment and materials, venue fees, and the hiring of instructors, their airfare and hotel stay.



A total of 523 safety seats were acquired and were given to the “Préstame Un Asiento” (Loan me a seat) program throughout the massive events the PRTSC planned and coordinated. These were also distributed among Community Programs, PESET and the Puerto Rico Fire Department.

**16-05-29  
Observational Survey**

During the FY2016, PRTSC commissioned an independent agency to conduct an observational study related to safety belt use and the effects of educational campaigns. For this study, pre- and post-campaign observations were organized. The amount of observations per segment was 100 vehicles, for a total of 6,800 observed vehicles and 9,126 occupants (6,800 drivers and 2326 front passengers). This study concluded the overall seat belt use measure, combining drivers and passengers (once weights were applied as described in the sample design), to be a 93.8%, with a standard error of 2.2%.

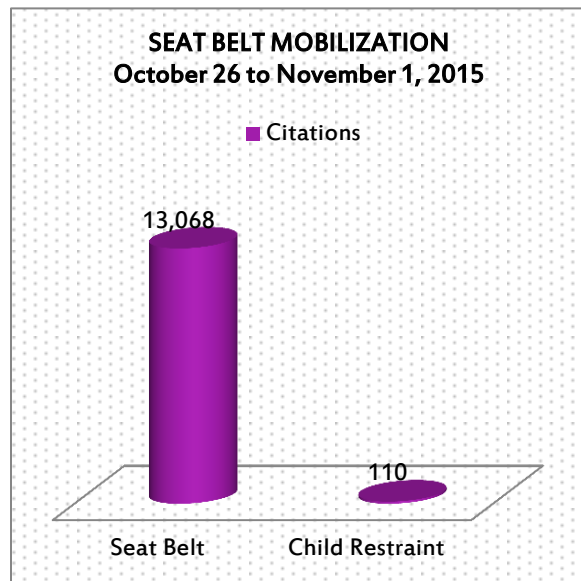
**16-05-39  
PR Fire Department Fitting Stations**

- ✓ Orientations/Inspections in Fire Stations – 7412
- ✓ Educational activities – 23
- ✓ Coordination and operation of checkpoints – 15
- ✓ 15 firefighters were certified as Child Safety Seat Technicians and 8 new Child Safety Seat Inspection and Orientation Centers were created.
- ✓ Renewal of 19 licenses (child technical)
- ✓ Purchase of 2 official vehicles for the child passenger program.
- ✓ Participation in the Child Passenger Safety Technical & Training Conference 2016 in Lake Placid, NY.

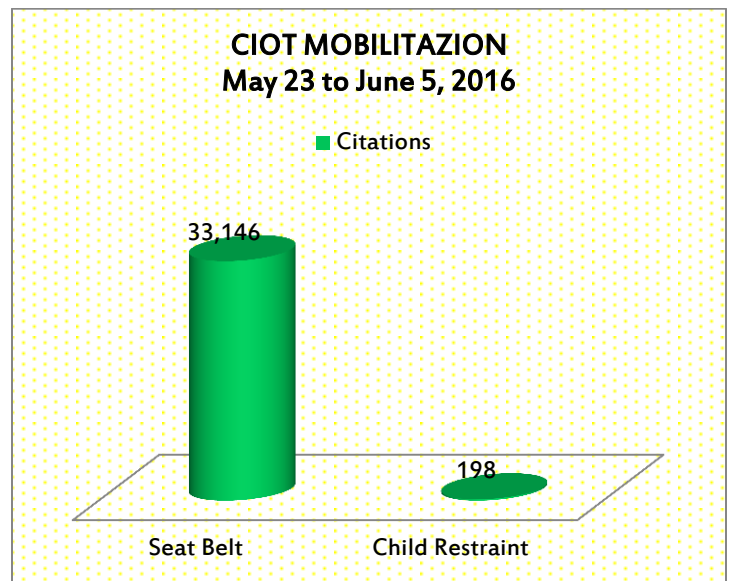


**16-05-XX  
Traffic Patrol Overtime**

From October 26 to November 1, 2015 and from May 23 to June 5, 2016, the Seat Belt Mobilization Campaign and the Click It or Ticket (CIOT) National Campaign were held. PRTSC, as in previous years, granted funds for overtime hours to the PRPD and Municipal Police Corps. These mobilizations took place during the hours of 12:00 pm - 8:00 pm, since statistics show that fatalities involving non-use of seat belt occur in this period of time. See graphics below:



**Participating Municipalities and PRPD – 23**



**Participating Municipalities and PRPD - 17**

*Fiscal Review*

Project Number	Project Name	Obligated Funds	Expended	Unexpended Balance
0503	OCCUP. RESTRAINT COORD.	\$ 68,692.00	\$ 64,440.10	\$ 4,251.90
0509	TE SEAT BELT GUAYNABO	\$ 28,909.23	\$ 23,696.32	\$ 5,212.91
0510	TE SEAT BELT CIDRA	\$ 1,379.17	\$ -	\$ 1,379.17
0511	TE SEAT BELT MANATI	\$ 5,500.00	\$ 4,738.46	\$ 761.54
0512	TE SEAT BELT VEGA BAJA	\$ 2,736.00	\$ 2,539.23	\$ 196.77
0514	TE SEAT BELT AGUADILLA	\$ 8,595.96	\$ 4,325.78	\$ 4,270.18
0515	TE SEAT BELT PONCE	\$ 4,825.44	\$ 3,889.97	\$ 935.47
0517	TE SEAT BELT SAN JUAN	\$ 26,613.97	\$ 23,939.59	\$ 2,674.38
0518	TE SEAT BELT BAYAMON	\$ 7,164.90	\$ 6,770.62	\$ 394.28
0527	INCREASE CHILD PROTECTION EDUCATION	\$ 16,330.44	\$ 16,330.44	\$ -
0527	CHILD SEAT	\$ 32,669.56	\$ 28,080.08	\$ 4,589.48
0529	SURVEY	\$ 56,000.00	\$ 56,000.00	\$ -
0539	PR FIRE DEPT. FITTING STATIONS	\$ 75,390.00	\$ 65,394.87	\$ 9,995.13
0545	TE SEAT BELT SAN GERMAN	\$ 12,556.63	\$ 10,908.93	\$ 1,647.70
0547	TE SEAT BELT YAUCO	\$ 7,715.54	\$ 7,586.36	\$ 129.18
0548	TE SEAT BELT TOA ALTA	\$ 20,422.38	\$ 17,921.47	\$ 2,500.91
0549	TE SEAT BELT GUANICA	\$ 1,982.11	\$ 1,064.88	\$ 917.23
0550	TE SEAT BELT POL DE PR	\$ 90,000.00	\$ 74,409.56	\$ 15,590.44
0550	TE SEAT BELT POL DE PR	\$ 414,400.00	\$ 338,655.58	\$ 75,744.42
0551	TE SEAT BELT GUAYAMA	\$ 6,249.89	\$ 5,301.63	\$ 948.26
0552	TE SEAT BELT BARCELONETA	\$ 28,883.58	\$ 19,239.35	\$ 9,644.23
0553	TE SEAT BELT HATILLO	\$ 10,078.31	\$ 9,609.88	\$ 468.43
0554	TE SEAT BELT CAGUAS	\$ 16,958.05	\$ 16,374.70	\$ 583.35
0555	TE SEAT BELT NARANJITO	\$ 2,758.86	\$ 2,724.75	\$ 34.11
0557	TE SEAT BELT ARECIBO	\$ 7,719.07	\$ 6,998.82	\$ 720.25
0558	TE SEAT BELT CAROLINA	\$ 11,987.70	\$ 8,180.20	\$ 3,807.50
0561	TE SEAT BELT CAMUY	\$ 8,885.22	\$ 5,538.49	\$ 3,346.73
0565	TE SEAT BELT SAN LORENZO	\$ 2,833.70	\$ 1,247.69	\$ 1,586.01
0567	TE SEAT BELT FLORIDA	\$ 5,346.12	\$ 3,504.66	\$ 1,841.46
0568	TE SEAT BELT CABO ROJO	\$ 4,111.25	\$ -	\$ 4,111.25
0569	TE SEAT BELT ISABELA	\$ 7,056.55	\$ 5,919.51	\$ 1,137.04
0570	TE SEAT BELT GUAYANILLA	\$ 7,119.70	\$ 2,159.25	\$ 4,960.45
<b>Total 05 - Occupant Protection</b>		<b>\$ 1,001,871.33</b>	<b>\$ 837,491.17</b>	<b>\$ 164,380.16</b>

## COMMUNITY PROGRAMS

### *Problem Statement*

Community Traffic Safety Programs include projects managed by Municipalities, with the purpose of using their knowledge and experiences regarding specific traffic safety issues observed in their particular area. These programs carry out different strategies that target PRTSC’s program areas: Impaired Driving, Youth Alcohol, Occupant, Non-occupant Safety, Distracted Driving, Motorcycle Safety, and Hazard Mitigation.

Community participation at the municipal level has been very important. Committed to traffic safety education, community programs continue to support and work simultaneously with efforts to build new attitudes within the general public. Eight community programs were an integral part of our efforts to assist and provide technical advice on all topics related to the PRTSC Safety Programs. These Programs were: Naranjito, San Germán, Barceloneta, Ponce, Guayama, Luquillo, Isabela and Sabana Grande.

Also included as a Community Programs’ project, is the Traffic Safety Park (PESET by its Spanish acronym). This park also serves as a Child Safety Seat Inspection Center, counting with two Certified Child Safety Seat Inspectors. In addition, park personnel have given support in traffic safety activities, such as: Child Seat Checkpoints and Educational Talks.

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### *Performance Goals*

- ✓ Reduce total fatalities by 6%, from 355 (2009-2013 average) to 333 by 2016. – Objective achieved; 2015 recorded a total of 305 fatalities. Preliminary data for 2016 reports 267 fatalities.
- ✓ Reduce serious traffic injuries by 1%, from 5,759 (2009-2013 average) to 5,710 by 2016. – Objective achieved; serious traffic injuries in 2016 (December 29) were 4,239.
- ✓ Increase the total number of people impacted by CTSP’S’s, from 29, 016 in 2014 to 60,000 in 2016. – Objective achieved; in FY 2016 the total number of people impacted directly is 108,732.
- ✓ Increase the number of visitor to the PESET Park from 6,471 in 2014 to 7,000 in 2016. – Objective not achieved; the number of visitor to the PESET Park in 2016 were 5,754.

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### *Performance Measures*

- ✓ Number of educational traffic safety activities conducted – 18
  - ✓ Number of citizens that received direct orientations and educational material in the activities –(Directly: 108,732 / Indirectly: 555,953)
  - ✓ Number of coordination efforts with local law enforcement – 22 coordinated efforts with local law enforcement
-

*Projects*

**16-06-XX**

**Community Traffic Safety Programs**

Community Programs are an essential and necessary resource to address and combat traffic safety problems. They work directly with the communities, citizens, NGOs, schools, and law and order agencies. Community Programs are valuable because of their direct access to citizens and because they receive first-hand road safety information.

These programs provided education on occupant (seatbelt, child restraint, and distracted driving) and non-occupant protection (pedestrians, bicyclists and horse riders). Also, youth alcohol consumption, alcohol-related, drunk driving, and motorcycle safety, were topics of discussion during orientations. These workshops and educational conferences targeted children, teenagers, adults, and seniors. Also, CTSPs collaborated with local law enforcement by planning national mobilizations and providing assistance in the completion of forms and documents.

The CTSPs worked at child seat fitting stations, aiding local Fire Stations in this important task directed at child safety. Multiple child restraint checkpoints were conducted through the year. Community Programs identified traffic safety necessities and collaborated in coordinating different trainings for municipal police officers in areas, such as: Emergency Medical Services, law enforcement, etc.

Another area that CTSP covered was providing assistance to municipalities by identifying road hazards and areas prone to crashes and fatalities. Community Programs coordinated with PRTSC's Impact Team the evaluation of these potential road safety hazards, such as: lack of signage and pavement markings, road audits, and recommendations.

Community Programs funding include personnel costs for a coordinator, an assistant, office and educational materials, rent, purchase and maintenance of equipment and vehicles, outside and local travel costs for training, and other related costs.



16-06-28

San Germán Community Program

Presentations					
Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
36	49	35	63	10	24
Other Activities					
Child Seat Inspections In Office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fairs	Radio Programs	Press Conference
97	3	15	25	18	4

**Total of people impacted**

Directly: 34,131

Indirectly: 325,973

16-06-29

Naranjito Community Program

Presentations					
Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
70	296	328	73	25	14
Other Activities					
Child seat inspections in office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fairs	Preventive Road Blocks	
0	59	0	6	0	

**Total of people impacted**

Directly: 18,268

Indirectly: 70,530

16-06-15

Barceloneta Community Program

Presentations					
Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
29	29	29	29	29	29
Other Activities					
Child Seat Inspections In	Child Seat Checkpoints	Child Seat Inspections In	Educational Fairs	Distribution of	Hazard Elimination

Office	Checkpoints	educational material	Inspections
0	15	0	28
		15	0

**Total of people impacted**

Directly: 28,801

Indirectly: 61,854

**16-06-15**

**Ponce Community Program**

Presentations					
Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
5	5	5	5	6	0
Other Activities					
Child Seat Inspections In Office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fairs	Distribution of educational material	Hazard Elimination Inspections
0	0	0	0	0	0

**Total of people impacted**

Directly: 1,155

Indirectly: 3,465

**16-06-11**

**Guayama Community Program**

Presentations					
Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
3	7	6	8	6	0
Other Activities					
Child Seat Inspections In Office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fairs	Distribution of educational material	Hazard Elimination Inspections
0	1	0	5	0	0

**Total of people impacted**

Directly: 11,151

Indirectly: 33,453



16-06-04

Luquillo Community Program

Presentations					
Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
27	27	27	27	27	27
Other Activities					
Child Seat Inspections In Office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fairs	Distribution of educational material	Hazard Elimination Inspections
0	0	0	33	0	0

**Total of people impacted**

Directly: 2,251

Indirectly: 6,753

16-06-21

Isabela Community Program

Presentations					
Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
0	2	0	0	4	0
Other Activities					
Child Seat Inspections In Office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fairs	Distribution of educational material	Hazard Elimination Inspections
0	0	0	29	0	0

**Total of people impacted**

Directly: 3,819

Indirectly: 11,457

16-06-04

Sabana Grande Community Program

Presentations					
Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
10	10	10	10	8	0
Other Activities					
Child Seat Inspections In	Child Seat Checkpoints	Child Seat Inspections In	Educational Fairs	Distribution of	Hazard Elimination

Office	Checkpoints	educational material	Inspections
0	2	0	18
		0	0

**Total of people impacted**

Directly: 9,156

Indirectly: 42,468

**16-06-50**

**Traffic Safety Education Park**

The Traffic Safety Education Park (PESET) in Arecibo, provides classroom education and experiences as a driver, a pedestrian, and a bicyclist to children between the ages of 7-10 years using a replica of a typical Puerto Rican town and country roads. Reservations to attend the park are made by school teachers or camp counselors around the Island. The Park serves as a Child Safety Seat Inspection Center with two Certified Inspectors. PRTSC funds personnel costs (director, educators, and administrative staff), materials and office supplies, equipment, travel, and per diem.



PESET increased the number of visitors from 5,445 in 2015 to 5,754 in 2016.

Visitors	FY 2015	FY 2016	Difference
Children	4,131	5,253	1,122
Adults	1,314	501	-1,815
<b>Total</b>	<b>5,445</b>	<b>5,754</b>	<b>-693</b>

Child Seat Inspections	FY 2015	FY 2014
In Park	33	n/a
In Checkpoints	10	n/a

	FY 2016
Other Educational Activities Held by PESET Personnel Outside of the Park	12

	FY 2015	FY 2016	Difference
Public Schools	98	86	-12
Private Schools	38	24	-14
Summer Camps	36	23	-13
Head Start Centers	13	9	-4
Independent Groups	29	16	-13
<b>Total</b>	<b>214</b>	<b>158</b>	<b>-56</b>

*Fiscal Review*

Project Number	Project Name	Obligated Funds	Expended	Unexpended Balance
0604	COMMUNITY PROGRAM LUQUILLO	\$ 15,283.75	\$ 9,054.80	\$ 6,228.95
0611	COMMUNITY PROGRAM GUAYAMA	\$ 42,424.00	\$ 24,585.96	\$ 17,838.04
0614	COMMUNITY PROGRAM PONCE	\$ 24,690.25	\$ 17,778.89	\$ 6,911.36
0615	COMMUNITY PROGRAM BARCELONETA	\$ 35,977.30	\$ 29,653.06	\$ 6,324.24
0621	COMMUNITY PROGRAM ISABELA	\$ 15,818.18	\$ 15,152.78	\$ 665.40
0622	COMMUNITY PROGRAM SABANA GRANDE	\$ 62,750.86	\$ 37,279.10	\$ 25,471.76
0628	COMMUNITY PROGRAM SAN GERMAN	\$ 69,180.00	\$ 59,684.49	\$ 9,495.51
0629	COMMUNITY PROGAM NARANJITO	\$ 85,417.00	\$ 80,653.06	\$ 4,763.94
0650	PESET	\$ 305,047.00	\$ 223,238.55	\$ 81,808.45
<b>Total 06 - Community Programs</b>		<b>\$ 656,588.34</b>	<b>\$ 497,080.69</b>	<b>\$ 159,507.65</b>

## TRAFFIC RECORDS

### *Problem Statement*

Traffic Crash Data is the focal point and an essential tool used in the identification of highway safety problems. Timely, accuracy, accessibility and analysis are very important to develop, implement and evaluate the countermeasures that will reduce roadway injuries and fatalities. There are many uses for this data, for example: law enforcement uses data for strategic deployment of enforcement units; engineers use data to identify roadway hazards; judges use data as an aid in sentencing; prosecutors use data to determine appropriate charges to levy against drivers in violation of traffic laws and ordinances.

The Puerto Rico Traffic Records Coordinating Committee (PRTRCC) includes an executive and a technical level. This two-tiered committee is critical for the state’s proper development, maintenance and track of the progress of projects identified in the Puerto Rico Strategic Plan.

### **Traffic Records Coordinating Committee Members:**

- **State agencies:**
  - Department of Transportation
  - Highway and Transportation Authority
  - Federal Highway Administration
  - Automobile Accident Compensation Administration
  - Puerto Rico Police Department
  - Administration of Courts
  - Department of Justice
  - Emergency Medical System
  - Department of Health
  - Federal Motor Carrier Safety Administration
  - University of Puerto Rico, Research Center
  - 911 Services
  
- **Federal agencies:**
  - Federal Highway Administration
  - Federal Motor Carrier Safety Administration

The management approach of highway safety program development embraces the concept of countermeasures implementation directed at specific problems identified through analytical processes. Currently, all PRTRCC members agreed that the Crash System is the most important system among the six basic traffic system records.

A top priority for improving the Commonwealth’s Traffic Records Systems is electronic data of motor vehicle crashes. As recommended during the 2012 Traffic Records Assessment, the PRTRCC is developing efforts towards seeking improvements on implementing an electronic crash report.

***Strategies:*** (Based in coordination with Puerto Rico’s Strategic Highway Safety Plan – Emphasis Area #1 Data Gathering, Analysis and Sharing).

Traffic Records Program has adopted SHSP goals; however, in order to be specific as HSP requires, program goals are more detailed than the SHSP's.

### *Strategies*

- ✓ To fund activities; such as, contracting seven employees for traffic crashes data entry that will improve all crashes data availability from 775 days to 400 days by the end of 2015.
- ✓ To conduct an evaluation of the Police Accident Report (PPR-93) to ensure compliance with the Model Minimum Uniform Crash Criteria Guideline (MMUCC) and the inclusion of commercial motor vehicle data fields.
- ✓ To provide training to law enforcement and traffic safety agencies on complete and accurate traffic data collection and CARE database during 2016.
- ✓ To provide stakeholders (TRCC members) with direct access to traffic records data, like CARE Web and CARE Desktop Version by the end of 2016 and promote the availability of drunk drivers and repeat offenders data.
- ✓ To enhance the analytical capacity of the Analysis Accident Office database to include a geo-location tool for crashes, codes of segments and allowscanning documents (PPR 93, property damages documents) by the end of FY2016.
- ✓ To improve traffic records data collection to increase MIRE fields, from 26 in 2013 to 36 in 2016.
- ✓ To promote the integration (and warehousing) of traffic records to have 20% integration between two traffic records systems by the end of 2016; DAVID+ and SIJC database.

### *Performance Goals*

- ✓ To collect digital data from the Police Accident Report (PAR) by the end of the calendar year, from 0 in 2013 to 25% in 2015. - Objective not achieved; not developed during FY 2016.
- ✓ To increase Project CARE access, from 70 users in 2014 to 85 in 2016. – Objective achieved; currently there are 175 users with access to the CARE system.
- ✓ To reduce the time between crash and data availability in the Accidents Analysis Office (DOT) from 365 days in 2014 to 300 days in 2016. – Objective achieved; with the hiring of 15 employees, who performed the tasks of debugging, zoning, coding and data entry.
- ✓ To integrate (and warehousing) of traffic records between two traffic records systems; DAVID+ and SIJC database from the 0% in 2014 to 25% in 2016. – Objective achieved; the databases were integrated.
- ✓ To improve traffic records data collection to increase MIRE fields from 28 fields in 2014 to 30 in 2016. – Objective not achieved; however, it remained at 28 elements.

### *Performance Measures*

- ✓ Number of Digital Police Accident Reports (PAR) – 0%
- ✓ Number of members that have access to Project CARE – 175 users.
- ✓ The time between crash and data availability in the database – 365 days.
- ✓ Number of data elements in crash report in compliance with MMUCC – 80%

- ✓ Number of Model Inventory of Roadway Elements (MIRE) – 28 elements.

***Projects***

Funds will be used to implement projects under Section 405 (c) “Traffic Safety Information System Improvement Grant Program” which were evaluated and approved by the TR members.

**16-07-01**

**Traffic Records Coordinator**

TR Coordinator continues representing the interests of the PRTSC, agencies and stakeholders within the highway and traffic safety community. TR Coordinator was responsible for reviewing and evaluating new technologies which will keep the highway safety data and traffic records system up to date. Aligned with this objective and in order to fully develop traffic data gathering and sharing to its full potential, the Coordinator tracks all the changes and issues related to ongoing projects, such as: preparation, development and implementation of the strategic plan, project management and PRTRCC meetings. Funds covered coordinator’s salary, fringe benefits, equipment and meeting minute’s computer software, PRTRCC supplies, and other related costs. Main objective of TR Coordinator was to ensure that the PRTRCC Projects will implement field data collection in timeliness, accuracy, completely, uniformly, integrated and in an accessible manner.

- ✓ A total of 3 meetings were held with members of the PRTRCC to review and evaluate new technologies to keep the highway safety data. In addition, to evaluate and approve new proposals.
- ✓ Meetings with the Project’s Coordinator to supervise the projected tasks.
- ✓ Strategic Plan, Charter and Membership were updated.
- ✓ A Progress Report to qualify for the 405 (c) Grant Fund was prepared and submitted.

**16-07-10**

**Analysis and Collection of Traffic Crashes 2015**

Funds were provided to contract 15 employees to work in the Accident Analyses Office of the Department of Transportation and Public Works. The employees worked on the following: debugging, zoning, coding, and data entry. Data entry was performed using the current procedure and cases for year 2015 were entered. An input case per year is estimated at 200,000 (injuries, fatalities and damage property). The data entered into the system was delivered to Dr. Hector M. Colón, Project Manager, and Implementation of CARE Crash Data System to PR which in turn is sent to the University of Alabama and becomes part of the CARE tool for analysis purposes.

- ✓ Hiring 15 employees.
- ✓ All data entry (injuries, fatalities and damage property) for year 2015.
- ✓ Total data entered: 147,374 traffic crashes records.
- ✓ Progress reports updated.
- ✓ Data uploaded in CARE System.

**16-07-13**

**CARE System to Puerto Rico Crash Data 3**

Funds were provided to: complete the initial development of the MapClick tool - a tool to geolocate crashes and write the segment codes on the electronic crash record; add relational database capability to the CARE desktop application to allow construction of complex filters; develop new data entry screens following the modifications of the new Police Crash Report and restructure the crash database accordingly; enhance the functionality of the CARE tool in its two environments (desktop and web portal), and continue offering capacity building activities in data analysis to the users of the new analytical tool.

- ✓ Three versions of CARE are available: Web Portal Restricted, Web Portal Public and Desktop.
- ✓ Uploading of 2015 crash dataset (Injuries, fatalities and property damage).
- ✓ Currently 175 users have access to the database.
- ✓ Training was given to PRTSC personnel, TRCC members and Projects personnel whom are responsible of preparing and submitting project proposals.
- ✓ Continue the integration of multiple road line work geographic datasets into a single base map (~ 400,000 road segments), cleaning and repair of gross errors.
- ✓ Development of interface for MapClick – a geolocation tool to georeference crashes in all – state and local – roads and alpha testing.
- ✓ Development of pre-programmed reports for Office of Accident Analysis.
- ✓ Development of comprehensive crash data report covering years 2002-2015.
- ✓ Entering road node and segment codes of 62% of the road network.
- ✓ Maintenance of data portal and technical support to users.

**16-07-14**

**Fatality Analysis Reporting System (FARS)**

Funds were provided to cover fringe benefits for the FARS Analyst. These funds were used especially to cover social security, retirement, workers compensation, health insurance, and Christmas bonus. It is important to mention that the FARS Program provides all data on fatal motor vehicle traffic crashes that are gathered from the State’s own source documents and are coded on standard FARS forms. In addition, statistical reports have been performed from this data to be used by other agencies. The FARS proposal received a funding reduction, which will be needed to cover the rest of expenses. The data entered into the system was delivered to Dr. Hector M. Colón, Project Manager, and the Implementation of CARE Crash Data System to PR, which in turn is sent to the University of Alabama and becomes part of the CARE tool for analysis purposes.

- ✓ FARS proposal covered a portion of fringe benefits for the FARS Analyst, who manages, analyzes, decodes, and maintains FARS database of all traffic fatalities within Puerto Rico.
- ✓ The FARS Analyst has entered 194 fatalities in the database.

16-07-15

**Accident Reporting and Points Management System**

No proposal was submitted for this project during FY 16.

16-07-12

**Puerto Rico DMV & SIJC Integration**

Funds were provided to include the integration of the database of the Department of Transportation and Public Works (DAVID+ system) and the database of the Department of Justice (CIJS) with DWI cases. Statements or resolutions will be taxing by the Department of Justice, and review and update the records of drivers in a more efficient manner. Contractual services and other related cost were funded.

- ✓ NHTSA approved the project to be complete for the 3 months of the fiscal year 2016 (until December 31, 2015) to allow time for project completion.
- ✓ The project was completed in a 100%.

*Fiscal Review*

Project Number	Project Name	Obligated Funds	Expended	Unexpended Balance
0701	TRAFFIC RECORD DATA PROCESSING	\$ 47,995.60	\$ 40,618.10	\$ 7,377.50
0701	TR COORDINATOR	\$ 16,000.00	\$ 15,536.68	\$ 463.32
0710	TRAFFIC RECORDS BACKLOG UPDATE	\$ 377,842.00	\$ 283,222.57	\$ 94,619.43
0712	SIJC INTEGRATION	\$ 443,735.00	\$ 443,735.00	\$ -
0713	IMPLEMENTA OF CARE SYST TO PR CRASH DATA	\$ 263,559.14	\$ 263,559.14	\$ -
0713	IMPLEMENTA OF CARE SYST TO PR CRASH DATA	\$ 213,328.86	\$ 91,172.79	\$ 122,156.07
0714	FARS-NHTSA	\$ 2,040.00	\$ 2,016.39	\$ 23.61
<b>Total 07 - Traffic Records</b>		<b>\$ 1,364,500.60</b>	<b>\$ 1,139,860.67</b>	<b>\$ 224,639.93</b>



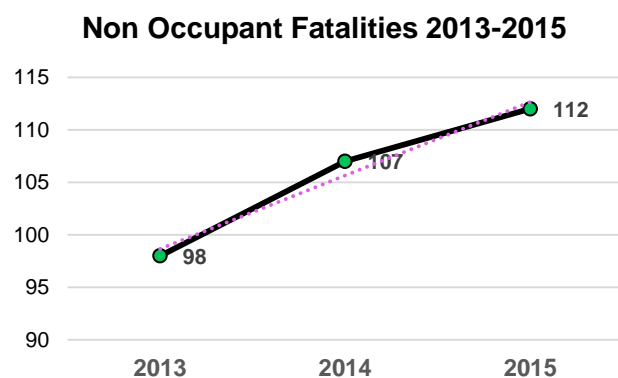
## NON-OCCUPANT PROTECTION

### Problem Statement

Non-occupant fatalities rank second in total traffic fatalities. Between years 2013-2015, non-occupant fatalities totaled 317, comprising 33% of total of 958 fatalities. Of these, 283 were pedestrian fatalities for an 89% of total non-occupant fatalities, and 34 were bicyclist fatalities for an 11%.

A reduction in non-occupant fatalities could be attributed to several factors like education, improvement in facilities and law enforcement; however, more importantly and most difficult to achieve, by behavioral changes. This is possible by making citizens more aware of their own safety and that of others.

FATALITY TYPE	2013	2014	2015
Bicyclists	11	12	11
Pedestrians	87	95	101
Non-Occupant	98	107	112
<b>Total</b>	<b>344</b>	<b>304</b>	<b>309</b>
Non- Occupant Percentage	28%	35%	36%



### Performance Goals

- ✓ Reduce pedestrian fatalities by 6%, from 104 (2009-2013 average) to 98 by 2016. – Objective achieved; preliminary data for 2016 reports 79 pedestrian fatalities.
- ✓ Reduce pedestrian injury crashes by 5%, from 1,851 (2009-2013 average) to 1,755 by 2016. – Objective achieved; pedestrian injury crashes in 2015 were 1,376.
- ✓ Reduce bicyclist fatalities by 8% from 13 (2009-2013 average) to 12 by 2016. Objective achieved; bicyclist fatalities on 2015 were 9. Preliminary data for 2016 shows 9 bicyclist fatalities.
- ✓ Reduce bicyclist injury crashes by 6% from 52 (2009-2013 average) to 49 by 2016. – Data not available.

### Performance Measures

- ✓ Number of non-occupant fatalities – 112
- ✓ Number of pedestrian fatalities – 101
- ✓ Number of bicyclist fatalities – 11
- ✓ Number of non-occupant injury crashes – 1,783
- ✓ Number of pedestrian injury crashes – 1,376
- ✓ Number of bicyclist injury crashes – Data Not available

*Projects*

16-08-01

**Non-Occupant Program Coordinator**

Among the work developed for the program was increasing awareness and understanding of safety issues related to vulnerable road users, and increasing compliance with traffic laws and regulations related to pedestrian and bicycle safety through education. Develop and use a systemic approach to identify locations and behaviors susceptible to pedestrian-bicycle crashes and implement multidisciplinary countermeasures. Promote safe behavior by both pedestrians and bicyclists. Identify locations where pedestrian safety is most at risk. Recommend policies changes to reduce the risk of pedestrian and bicyclist fatalities and injuries. Recommend improvements to pedestrian-bicyclist facilities to make those activities attractive. Provide pedestrian and bicyclists oriented recommendations on plans directed at the safety of these vulnerable groups.

Program focused its efforts on vulnerable users, offering presentations on relevant information of their mobility on our roads in Educational Forum “Dale Casco a la Seguridad Vial”, January 2016 School of Health Professionals, Medical Sciences Campus PRU, San Juan; Planning and Designing for Pedestrian Safety Three-Day Workshop, San Juan, PR February 23-25, 2016; CARE System Training – March and April 2016; Road Safety Audit: A multidisciplinary approach to reduce fatal crashes in RR-385 and PR-132 roads in Peñuelas March 29 and 30, 2016; Pedestrian-Bicyclist Educational Effort, Plaza Las Américas San Juan June 2016 and Non-Motorized Safety Grants for Vulnerable Users, approved for first time for Puerto Rico on October 1<sup>st</sup>, 2016. In addition, through other activities including: 6 trainings, 11 educational talks, 18 events, 63 meetings, and 50 other initiatives for pedestrians and bicyclist. During these activities we had the opportunity to educate close to 34,461 people directly / 103,383 indirectly.

The third phase of the assessment of proposals for the cycling and pedestrian Comprehensive Plan, and Plan and Design Guides for complete Streets was completed. In it four open houses were included, in San Juan, Ponce Aguadilla and Fajardo. Through these citizens had the opportunity to share relevant information regarding mobility problems in their areas.



*Fiscal Review*

Project Number	Project Name	Obligated Funds	Expended	Unexpended Balance
0801	PEDESTRIAN COORDINATOR	\$ 40,045.60	\$ 33,917.99	\$ 6,127.61
<b>Total 08 - Non-Occupant Protection</b>		<b>\$ 40,045.60</b>	<b>\$ 33,917.99</b>	<b>\$ 6,127.61</b>

## TRAFFIC ENGINEERING

### *Problem Statement*

The Traffic Engineering Program (Impact Team) is a federal safety program that provided funds, through Sections 154/164HE (Hazard Elimination), for safety improvements for public roads and highways.

Each country must conduct and maintain an ongoing assessment of all routes travelled to identify dangerous locations, sections and elements, including obstacles on the road and unmarked or poorly marked roads, which may constitute a danger to motorists, bicyclists and pedestrians, and that may adversely affect the success of a family trip. This assessment could range from a review of local intersections and roads with a history of crashes or traffic conflicts, to a systematic and comprehensive assessment of a route traveled. Subsequently identified risk and control measures should be included in the risk assessment process prior to improvement. Alternative routes of lower risk should be selected whenever possible. Correction of such sites, sections and elements should establish and implement a calendar of projects for improvement.

The Traffic Engineering Program (Impact Team) of the PRTSC works together with different members in the field of Engineering, Education, Enforcement and EMS (4E's) to focus on road improvements, and includes analytical tools for identifying safety problems and identifying, considering, implementing and evaluating all possible remedies.

### *Performance Goals*

- ✓ To inspect and evaluate multiple road sites with reported traffic safety issues. Objective achieved; approximately 25 site visits and 16 meetings were held, during 2016. The program was tightened to meet this goal due to administrative situation.
- ✓ To coordinate and promote Professional Highway Safety Education. Objective achieved; as part of the program duties several trainings were offered to road safety professionals such as Traffic Control Technicians & Supervisor (ATTSA), Work Zone Traffic Control, among others.
- ✓ To increase the number of site visits and refer traffic safety issues to the DOT. Objective not achieved; program works were interrupted due to the resignation of the program manager, although efforts were made and another person was appointed to continue with the program.
- ✓ To continue monitoring and managing on-going projects. Objective achieved; at all times there was constant monitoring by the program manager and staff of the PRTSC.
- ✓ To promote the replacements and up-grades of traffic control devices in the road system. Objective achieved; this is reflected in our continuity projects with the PRHTA.
- ✓ To increase the liquidation of funds in 154/164HE. Objective achieved; in spite of difficulties presented to us by immanent processes of the PRHTA and DTPW, there was a good flow of funds. It should be emphasized that some of these projects still have a remaining balance to use during FY 17.

*Performance Measures*

- ✓ Hazard Elimination Construction Funds Liquidation – \$3,260,872.43
- ✓ Number of New Site Identification – 2
- ✓ Number of ongoing projects completed – 1
- ✓ Number of Highway Safety Activities Related – 2
- ✓ Number of Construction Site Inspection and Meetings – 25 Site Inspection and 16 Meetings

*Projects*

**16-11-02**

**Traffic Engineering Program Manager & Traffic Safety Inspector**

The Impact Team Manager/Traffic Safety Inspector performs works that consist in analyzing and categorizing data obtained from programs such as CARE or reports such as the High Crash Location and/or requests submitted by the general public. Coordinator then carries out inspections and investigations on identified areas of major crash incidents or areas that lacks road safety to recommend hazard elimination measures. Reports are then submitted to agencies responsible of traffic safety, such as: Department of Transportation and Public Works, Highway Authority, and the Traffic Safety Commission itself. Once these projects are up and running, the manager visits the site to ensure if the improvements are being developed in accordance to the indications and recommendations given. Also, makes a before and after analysis to measure their effectiveness.

Year after year the project manager coordinates seminars for the road safety professionals to maintain or improve their knowledge, and to show them what is new in the area and how to implement it. This year several trainings were offered, such as: Traffic Control Technicians & Supervisor (ATTSA), Work Zone Traffic Control, among others.

**16-11-13**

**Special Safety Projects / Hazard Elimination Budget**

The projects mentioned below are continuity projects. These were approved for FY 15, and are still under development, since construction projects can vary constantly. The remaining balance of funds will be moved to FY 17 for the subvention of these. They are expected to be completed by September 30, 2017.



PR 53 - Guayama

**Continuity Projects Summary Budget**  
*Fiscal Year 2015-2016*

Project Number	Project Location	Agency	Fund Source	Budget	Expenditures	Balance
16-11-13 A	PR 174 / Bayamon	*PRHTA	164 HE	\$ 495,000.00	\$ 121,698.67	\$ 373,301.33
16-11-13 B	PR 107 / Aguadilla	*PRHTA	154 HE	\$ 715,000.00	\$ 533,180.98	\$ 181,819.02
16-11-13 C	PR 54 int. PR 7711 / Guayama	*PRHTA	154 HE	\$ 1,665,000.00	\$ 838,405.63	\$ 826,594.37
16-11-13 D	PR 127 / Guayanilla	*PRHTA	154 HE	\$ 198,000.00	\$ 67,637.50	\$ 130,362.50
16-11-13 F	PR 100 / Cabo Rojo	*PRHTA	154 HE	\$ 2,060,000.00	\$ 1,458,776.79	\$ 601,223.21
16-11-13 G	PR 194 / Fajardo	*PRHTA	164 HE	\$ 295,000.00	\$ 241,172.86	\$ 53,827.14
<b>Total</b>				<b>\$5,428,000.00</b>	<b>\$3,260,872.43</b>	<b>\$2,167,127.57</b>

- PRHTA / Puerto Rico Highway and Transportation Authority



Intersection PR 127 Santa Elena, Guayanilla



Intersection PR 194 Ave. Conquistador, Fajardo

*Fiscal Review*

Project Number	Project Name	Obligated Funds	Expended	Unexpended Balance
1102	IMPACT TEAM	\$ 65,226.00	\$ 53,157.84	\$ 12,068.16
1113	SPECIAL PROJECTS	\$ 4,900,000.00	\$ 2,892,305.20	\$ 2,007,694.80
1113	SPECIAL PROJECTS	\$ 688,000.00	\$ 365,855.41	\$ 322,144.59
1116	ISLAND WIDE	\$ 353,318.00	\$ 93,905.00	\$ 259,413.00
<b>Total 11 - Traffic Engineering</b>		<b>\$ 6,006,544.00</b>	<b>\$ 3,405,223.45</b>	<b>\$ 2,601,320.55</b>

**MEDIA**

*Problem Statement*

Communications area is responsible of implementing media and public relations strategies for the reduction of traffic crash fatalities and injuries. For this to be accomplished, the integration of advertising and public relations tactics and efforts, and the integration of new trends in the communications industry that included social media, were essential during FY 16. Based on the targeted audience and data analysis, Communications’ Strategic Plan was applied for each program.

Most efforts are focused in Paid Media strategies, which are planned based on studies, data and statistics. These traffic safety and awareness messages assure that a greater number of people in the target audience are reached. They are organized and scheduled to complement all enforcement efforts present during Mobilization campaigns. These strategies have proven to be effective and necessary, through yearly observational and attitude surveys.

At the end of the FY 16 a total of 77,800 fans on Facebook were reached, in comparison to 76,000 during FY 15. On Twitter, all 2,686 followers were able to enjoy PRTSC’s live streaming of their events through the newly implemented Periscope tool. In addition, an Instagram account was newly opened, which has a total of 188 followers to this date.

*Performance Goals*

- ✓ Obtain an effective and positive change in attitudes towards traffic safety – Objective achieved; during 2016. PRTSC achieved a reduction of traffic crashes, our lowest to date. Preliminary data for 2016 reports 267 fatalities.
- ✓ Achieve that the Target Market adopts the road safety message and incorporates it as part of their lifestyle. – Objective achieved; during 2016 we achieved a reduction of traffic crashes, and fatalities our lowest to date. Preliminary data for 2016 reports 267 fatalities.
- ✓ Increase Earned Media: TV and Radio bonus spots, Editorials in Newspapers, Magazines and other printed media. Exposition through TV and Radio interviews. – Objective achieved; a 74% of earn media exposition was reached during FY 16 in comparison to a 34% during FY 15.

*Performance Measures*

- ✓ Amount of Media investment - \$995,314.98
- ✓ Amount of Earned Media time - \$738,974.50
- ✓ Amount of Surveys - \$72,000.00

Earned Media Results*	
Paid Media	<b>\$ 995,314.98</b>
Earned	<b>\$ 738,974.50</b>
Earned Exposure	<b>74%</b>
* Results obtained as a combined effort from the PRTSC team, independent contractors, nonprofit organizations, government agencies, and civic groups, as we all share the social commitment of road safety.	

*Projects*

16-12-01

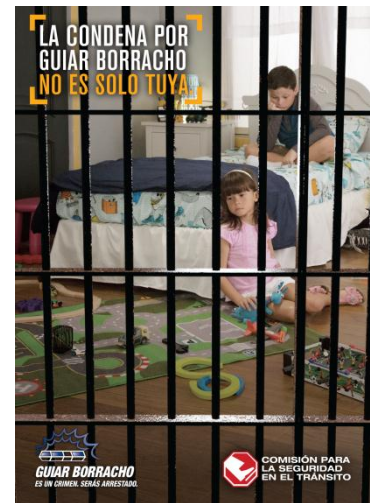
Impaired Driving Campaign

Budget: \$838,238.58

✓ **Christmas Crackdown – December 8 to 31, 2015**

During the Christmas period PRTSC implemented the educational campaign with the slogan “Guiar borracho, es un crimen serás arrestado” (Over the limit, under arrest). The campaign ran simultaneously with the National Crackdown, and supported the Police Traffic Mobilization throughout the Island. . As part of the efforts, a new campaign was launched which included new production for television, radio, press, artwork for social media and educational material.

Media Activity	
TV Ads	187
Radio Ads	758
Print Ads	13
Online Clicks	23,831
Pasalallave.com Blog’s Visit	5,200
Digital Impressions	3,480,884
Total Impressions in target market	10,548,954



✓ **Easter Crackdown – March 15 to 25, 2016**

During this period PRTSC continued to use its alcohol awareness slogan “Guiar borracho, es un crimen serás arrestado” (Over the limit, under arrest). The educational effort was focused on creating awareness on the consequences of drinking and driving. The campaign supported the Police Traffic Mobilization throughout the Island.

Media Activity	
TV Ads	127
Radio Ads	463
Print Ads	10
Online Clicks	12,943
Digital Impressions	2,298,318
Pasalallave.com Blog’s Visit	5,200
Total Impressions in target market	11,719,981



✓ **Summer Crackdown – July 15 to August 7, 2016**

During this period PRTSC continued to use its alcohol awareness slogan “Guiar borracho, es un crimen serás arrestado” (Over the limit, under arrest). The campaign supported the Police Traffic Mobilization throughout the Island. Also a new concept for photo booth was created for public interaction on events.

Media Activity	
TV Ads	302
Radio Ads	941
Print Ads	12
Online Clicks	29,522
Digital Impressions	25,634,263
Pasalallave.com Blog’s Visit	5,200
Total Impressions in target market	32,380,072



✓ **Labor Day Crackdown – August 30 to September 5, 2016**

During this period PRTSC continued to use its alcohol awareness slogan “Guiar borracho, sobre el límite bajo arresto”. The educational effort was focused on alerting the public about the consequences of drinking and driving. The campaign ran simultaneously with the National Crackdown, and supported the Police Traffic Mobilization throughout the island.

Media Activity	
Radio Ads	262
Print Ads	9
Online Clicks	10,908
Digital Impressions	1,996,821
Influencers	4
Pasalallave.com Blog’s Visit	5,200
Total Impressions in target market	2,779,237

16-12-02

Youth Impaired Driving Campaign

Budget: \$38,584.69

✓ **Fiestas de la calle San Sebastián – January 14 to 17, 2016**

During these festivities thousands of youngsters incur in heavy alcohol consumption. Our educational effort targeted the audience with the slogan “Pasa la llave” (Arrive safely, return safely).



Media Activity	
People impacted on site location	154,000 aprox
Online reach Facebook	482,898
Social Media Engament	10,418
Pasalallave.com Blog's Visit	5,200

✓ **Justas LAI – April 16, 2016**

This event gathers University and College students to compete against each other in different sporting events during the month of April. and most of these students travel or stay in the city where the event is held. This year we integrated our educational message “Pasa la llave” (Arrive safely, return safely).



Media Activity	
People impacted on site location	4,500
Other – Stadium Promotion	2,000 (reach)
Pasalallave App Downloads	34

16-12-03

**Speed, Aggressive & Distractive Driving Campaign**

**Budget: \$478,742.59**

✓ **Speed Driving Campaign – April 5 to 11, 2016**

PRTSC implemented a new educational campaign with the slogan “Si no obedeces pagas”. The educational effort was focused on alerting the public on the consequences of speeding. As part of the efforts a new campaign was launch which included a new production for television, radio, press, artwork for social media and educational material distribution,

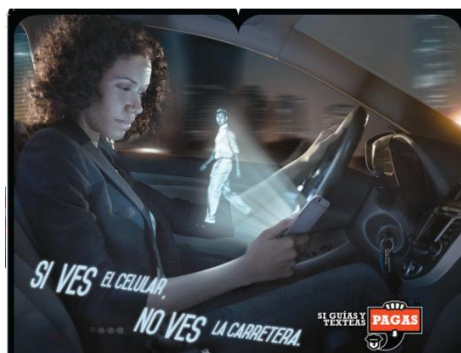


Media Activity	
TV Ads	102
Radio Ads	454
Print Ads	11
Online Clicks	23,652
Digital Impressions	2,020,719
Total Impressions in target market	4,268,191

✓ **Distractive Driving Campaign – April 8 to 17, 2016**

PRTSC implemented a new educational campaign with the slogan “Si guias y texteas pagas” (If you drive and text you pay). The campaign ran simultaneously with the National Crackdown, and supported the Police Traffic Mobilization throughout the island.

Media Activity	
TV Ads	185
Radio Ads	863
Print Ads	16
Online Clicks	24,721
Digital Impressions	6,079,439
Total Impressions in target market	14,220,109



16-12-07

**Occupant Protection Campaign**

**Budget: \$442,823.05**

✓ **Seat Belt Campaign – October 23 to 30, 2016**

During the month of October PRTSC carried out the National Seat Belt Mobilization with the educational campaign “De Dia y de noche, si no te amarras pagas” (Click it or ticket). As part of the efforts, a new campaign was launched which included a new production for television, radio, press, artwork for social media and educational material.



Media Activity	
TV Dekocast	58
TV Integrations	3
Radio Ads	392
Print Ads	11
Online Clicks	6,954
Digital Impressions	432,277
Total Impressions in target market	20,413,514

✓ **Seat Belt Campaign – May 13 to 5, June 2016**

During the month of May PRTSC joined the CIOT National Crackdown with the educational campaign “De Dia y de noche, si no te amarras pagas” (Click it or ticket).

Media Activity	
TV Ads	172
Radio Ads	743
Print Ads	3
Online Clicks	35,106
Digital Impressions	11,060,965
Influencers	2
Cinema Ads	9 theaters 39 cinemas



✓ **Child Seat Campaign – September 18 to 30, 2016**

PRTSC ran the National Child Seat Social Media Campaign on September. We launched a new campaign with the educational slogan “Asiento Protector: úsalo correctamente” which (Child Seat: use it correctly). In the social platforms of Facebook, Twitter and Instagram. As part of the efforts for this campaign, a new artwork was created for social media and educational material on child restraint seat inspection events.

Facebook Social Media Activity	
Published Posts	17
Post Reach	21,725
User Engagement Interactions	240

Twitter Social Media Activity	
Retweets	64
Likes	49
Replies	1

Instagram Social Media Activity	
Video Views	60
Likes	80
Comments	3



16-12-10

Non-Occupant Protection Campaign

Budget: \$58,901.09

- ✓ **Pedestrian Safety Campaign – June 13 to 15 2016.**  
 PRTSC continued efforts with the pedestrian campaign in the massive event “Speed Spectacular”. In this event at Plaza Las Americas our educational effort was focused on alerting the public of the safety measures for pedestrians. The slogan used was “Camina/conduce con cuidado” (Walk/drive with precaution).



Media Activity	
Facebook Impressions	11,173
Twitter Impressions	4,100
Facebook Interactions	495
Twitter Interactions	76

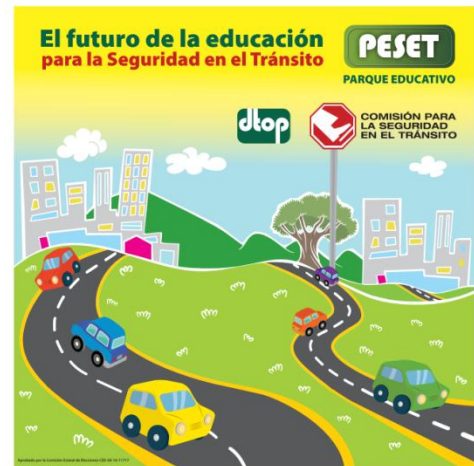
- ✓ **Bicyclists Safety Campaign – June 16 to 18, 2015**  
 PRTSC continued efforts with the pedestrian campaign in the massive event “Speed Spectacular”. In this event at Plaza Las Americas. Our educational effort was focused on alerting the public of the safety measures for bicyclists. Our educational effort targeted the audience with the slogan “En 3 pies cabe mucha vida” (In 3 ft. there’s life).

Media Activity	
Facebook Impressions	13,103
Twitter Impressions	5,300
Facebook Interactions	1209
Twitter Interactions	219



✓ **Parque Educativo Seguridad en el Tránsito (PESET)**

PRTSC reproduced PESET’s educational coloring book kit. It included traffic safety information for children. As part of the efforts for this campaign we participated in the massive event “Parada de Autos Antiguos”. In this event, at the Hiram Bithorn premises, a small replica of the park was set where kids could receive a lecture on the safety measures that must be taken on the roads and also take a short ride on PESET’s carts and bicycles. In addition, a new artwork was created for a brochure of the park.



*Impressions Effect on PRTSC Message Exposure*

The term “impression” can be defined as each time an individual is exposed to a message. This message is received through any type of media, such as an advertisement on TV, newspaper, magazine or outdoor media. An impression does not reflect the audience, but how many times the message is exposed. The number of impressions is calculated based on parameters pre-established by Media.

Impressions*	
Christmas Crackdown	10,548,954
Easter Crackdown	11,719,981
Distractive Campaign	14,220,109
Seat Belt Campaign	20,413,514
Summer Crackdown	32,380,072
Labor Day Crackdown	2,779,237
Speed Impressions	4,268,191
<b>AudiencImpressions Achieved</b>	<b>96,330,058</b>
* Source: Arteaga & Arteaga Advertising Agency	

*Fiscal Review*

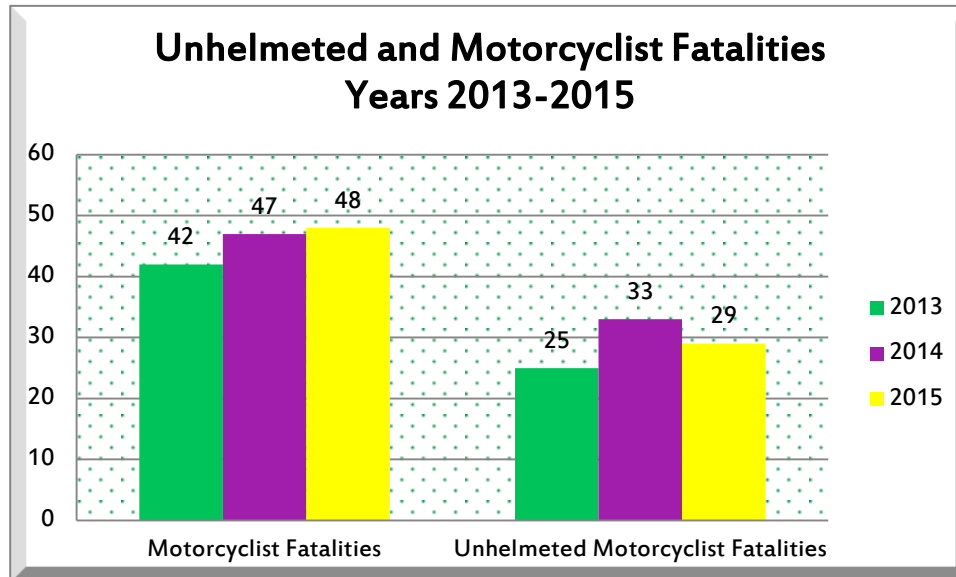
Project Number	Project Name	Obligated Funds	Expended	Unexpended Balance
1201	ID MEDIA CAMPAIGN	\$ 1,135,000.00	\$ 838,238.58	\$ 296,761.42
1202	YOUTH ID MEDIA CAMPAIGN	\$ 42,000.00	\$ 38,584.69	\$ 3,415.31
1203	SPEED MEDIA CAMPAIGN	\$ 515,000.00	\$ 478,742.59	\$ 36,257.41
1207	SEAT BELT MEDIA CAMPAIGN	\$ 459,000.00	\$ 442,823.05	\$ 16,176.95
1210	PEDESTRIAN SAFETY MEDIA CAMPAIGN	\$ 79,000.00	\$ 58,901.09	\$ 20,098.91
<b>Total 12 - Media</b>		<b>\$ 2,230,000.00</b>	<b>\$ 1,857,290.00</b>	<b>\$ 372,710.00</b>



## MOTORCYCLE SAFETY

### *Problem Statement*

Puerto Rico motorcycle registrations totaled 172,530 up to December 31, 2015. Safety issues are still a main concern among motorcyclists. A reduction in motorcyclist fatalities had been consistent during the last five years. However, in 2015, it showed an increase, from 47 in 2014 to 48 reported in 2015, for a 1%.



In Puerto Rico there are several laws regarding licensing and required gear for motorcyclists. However, statistics reflect another reality; motorcyclists keep avoiding the use of DOT approved helmets. During 2015, a total of 29 motorcyclists, out of 48, were unhelmeted at the time of the fatal crash. Injuries and fatalities keep occurring; during 2015, data indicates that young adults between the ages of 20-49 accounted for 81% of total motorcyclist fatalities.

### *Performance Goals*

- ✓ Reduce motorcycle fatalities by 12%, from 50 (2009-2013 average) to 44 by 2016. – Objective achieved; motorcyclist fatalities continue to be a challenge with 48 fatalities reported in 2015 in NHTSA Traffic Safety Facts. Preliminary data for 2016 shows 40 motorcyclist fatalities.
- ✓ Reduce motorcyclist injury crashes by 5% from 1,852 (2009-2013 average) to 1,756 by 2016. – Objective achieved; motorcyclist injury crashes in 2015 were 1,072.
- ✓ Reduce unhelmeted motorcyclist fatalities by 11%, from 35 (2009-2013 average) to 31 by 2016. – Objective achieved; unhelmeted motorcyclist fatalities on 2015 were 29. Preliminary data for 2016 shows 17 unhelmeted motorcyclist fatalities.

*Performance Measures*

- ✓ Number of motorcycle fatalities - 48

*Projects*

16-13-06

**Motorcycle Safety Coordinator**

Enforcement in motorcycle laws has been directed mostly on helmet and proper gear use, and on impaired riding. However, new trends of education and road safety awareness have emerged. The PRTSC and the Motorcycle Safety Coordinator have made some recommendations regarding training for motorcyclist examiners to maintain them with updated law information and motorcycle techniques when riding. Also, the DMV began to consider all the recommendations that the coordinator made, and DTPW and PRTSC are working together to make these possible.

The implementation of new practice ranges is necessary; Law 107 specifies that the DTPW is obligated to have eight ranges around the island. Back in 2008, there were four ranges; but, because of the program’s abandonment, there are just two in operation to this date.

The Puerto Rico Traffic Safety Commission, the DMV, the Police Department and other agencies will keep focused on motorcyclist behaviors on the road and the need for all motor vehicle operators to share it.

A significant reduction of motorcycle fatalities has been evident in the last three years, as a result of the implementation of Law 107. This Law became effective on October 10, 2007. Some elements within this Law require:

- ✓ The use of a D.O.T. approved helmets, the use of gloves, high footwear (over the ankles), and long pants. Also, riders and passengers must wear a reflective vest or sash between the hours of 6:00 pm to 6:00 am.
- ✓ Riders must be 18 years or older and have a driver’s license. Passengers must be 12 years or older to ride.
- ✓ Motorcyclists are subject to a BAC of 0.02%, like truck, school bus and government drivers, instead of the 0.08% limit applied to regular drivers.
- ✓ Mandates for the creation of at least four training sites around the island to license new riders.
- ✓ Law 107 has one amendment, Law 166 dated July 29, 2011. This Law stipulates that drivers and passengers, using a rented motorcycle for tourism purposes, on the island municipalities of Vieques and Culebra, should only use DOT approved helmets and eye protection. They also have to be licensed, but they don’t need the Motorcycle endorsement that



residents are required.

- ✓ The PRTSC Coordinator still conducts different activities providing orientation focused on the requirements of Law 107 and motorcyclist safety; it also offers MSF Basic Rider Courses and Experience Riders Course to military forces and P. R. State Police. Because there are no changes in the law, the DTPW still requires a motorcycle endorsement, a written and practical test, DOT approved helmets, and proper gear; among other provisions.
- ✓ A mandatory conference of the new law requirements is given to the police cadets at the Police Academy in Gurabo as a graduation requirement, upon request.
- ✓ Educational materials containing motorcyclist safety tips and law requirements have to be distributed island wide. Also, impaired riding and share the road brochures focused on both, drivers and motorcyclists, have to be distributed island wide.

**16-13-XX**

**Motorcycle Safety Helmets**

No proposal was submitted for this project during FY16.

*Fiscal Review*

Project Number	Project Name	Obligated Funds	Expended	Unexpended Balance
1306	MOTORCYCLE SAFETY COORDINATOR	\$ 69,557.60	\$ 58,924.54	\$ 10,633.06
<b>Total 13 - Motorcycle Safety</b>		<b>\$ 69,557.60</b>	<b>\$ 58,924.54</b>	<b>\$ 10,633.06</b>

## DISTRACTED DRIVING

### *Problem Statement*

Currently there are about 3.7 million inhabitants in Puerto Rico. According to data provided by the Telecommunications Regulatory Board of the Commonwealth of Puerto Rico (TRB) there are over 3 million cellular service subscribers reported. The study Distracted Driving 2016 realized in Puerto Rico showed that 94% of participants reported owning a cell phone and 80% of people admitted to using mobile phones while driving and talk for up to 30 minutes on a normal day. Half of those who use their phones when driving report doing so “very often” (28%) or “sometimes” (35%). A total of 29% “never” use their phones while driving. In addition, that virtually all (86%) of those who use cell phones “receive calls” while driving, and 67% make the calls themselves. It concluded by pointing out that 70% of drivers who own cell phones report owning a hands-free device; of these, around 85% use them frequently (“always “or “almost always”). Close to 9% of drivers who own hands free devices, “never” use them while driving/using cell phones. A total of 40% of respondents report having sent a text message while driving in the last three years.

Understanding the dangers of using a cell phone while driving; on January 1, 2013, Law 201 took effect. This Law prohibits the use of cell phones while driving a motor vehicle, making use of hands-free devices mandatory, and, most importantly, prohibits texting. According to records provided by the PRPD, a total of 46,763 tickets were issued for violations to this Law from January to September 2016; also the Municipal Police Corps issued a total of 6,855 tickets during 2016.

With the purpose of expanding our message PRTSC, together with other law and order agencies, created a massive educational campaign and took it to the media. It focused on raising awareness on how texting while driving requires visual, manual and cognitive attention.

The most common forms of distraction are:

- ✓ Cell phone use
- ✓ Texting
- ✓ Eating
- ✓ Reading
- ✓ Use of navigation systems
- ✓ Changing radio stations or MP3 players

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### *Performance Goals*

- ✓ To decrease the percentage of people that reported making cell phone calls while driving from 85% on 2014 to 80% in 2016. – Objective achieved; the PRTSC Study 2016 reported, 8 out every 10 (80%) admit to using cell phones while driving.
- ✓ To educate the public through mass media efforts containing information about the dangers of texting or using a cell phone while driving – Objective achieved; total impressions in target market was 14,220,109.
- ✓ To coordinate one national law enforcement mobilization targeting distracted drivers. – Objective achieved; a National Mobilization was carried out during April 8 - 17, 2016, between the hours of 6:00 a.m. to 6:00 pm with the participation of 14 Municipal Police Corps and the State Police.

*Performance Measures*

- ✓ Number of agencies and municipalities visited and oriented as part of the Corporate Outreach Program.
- ✓ Number of distracted driving tickets in mobilization – 12,088
- ✓ Number of educational and orientation activities conducted
- ✓ Media exposure
- ✓ Distracted driving survey – 80%

*Projects*

**16-14-03**

**Distracted Driving Coordinator**

In order to address this new issue on traffic safety, the PRTSC identified a coordinator who will work with this priority area. A 15% of salary and fringe benefits were allocated into this project. The other 85% of the salary was allocated under project number OP-05-03 Occupant Protection Coordinator. Personnel costs, local and out of state travel, equipment, educational materials, and other related expenses were funded.

**16-14-02**

**Distracted Driving Surveys**

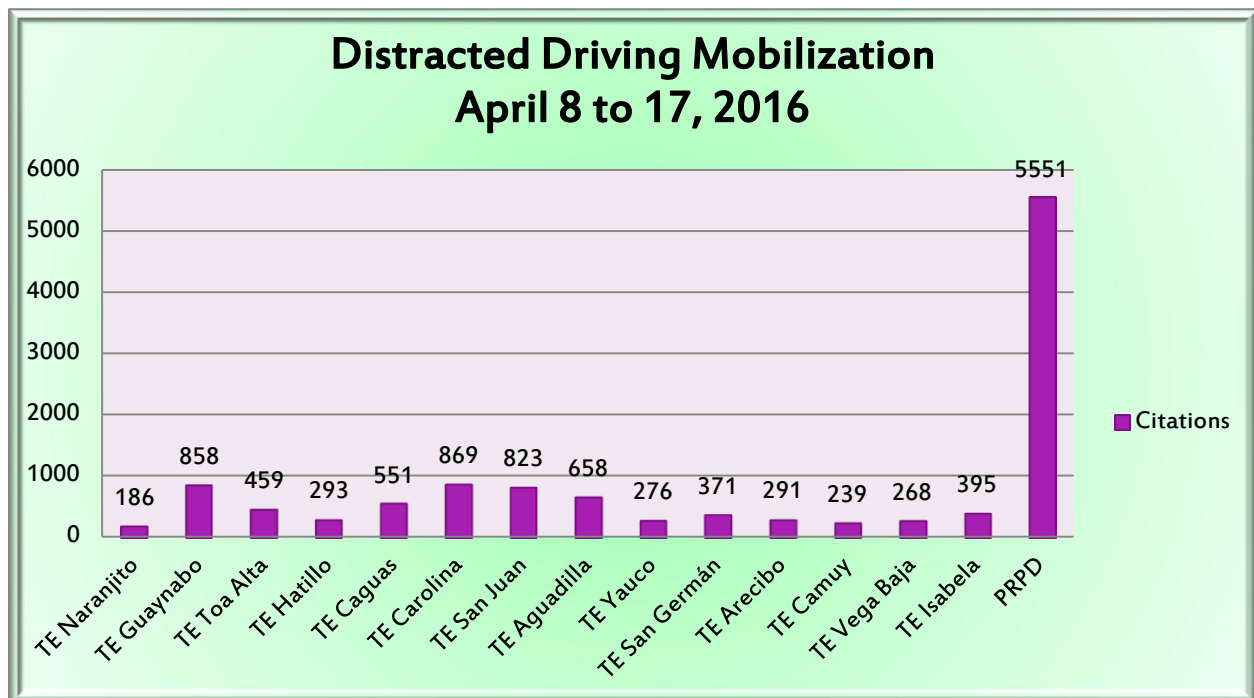
During FY 2016, PRTSC hired a specialist to conduct a study to better understand driving habits in Puerto Rico and also, measure the effectiveness of media campaigns on several issues, and for this program distractive driving. A total of 400 person to person interviews were conducted among licensed drivers, 16 years of age or older, that occasionally drive a motor vehicle.

The most significant findings revealed that the greatest concerns expressed by interviewees are the use of alcohol/DUI, distracted driving (including use of cell phones), speeding and reckless driving in general, and poor road conditions. A total of 94% of all participants owned cell phones, and of those, 80% admitted to use their cell phone while driving. In addition, 40% of respondents reported having sent a text message while driving during the last three years. Almost 7 out of every 10 (68%) participants report “very often” seeing people talking on a hand held cell phone while driving; 92% estimated observing this behavior either “very often or “sometimes”. On the other hand, about 54% of all participants recalled having seen or heard messages about distractions and/or cell phone use while driving within the past 30 days. A total of 64% of participants who recalled campaigns for Distraction/Cell phone use while driving, also recalled slogans used, which means that the educational message through media is effective as it is reaching this population.

16-14-XX

**Distracted Driving Mobilizations**

The Distracted Driving National Campaign was held From April 8-17, 2016. PRTSC granted funds for overtime hours to State Police and to 14 Municipal Police Corps. During this mobilization, HVE and preventive patrol were increased in order to issue citations to distracted drivers (cell-phone use). This mobilization had the purpose of creating awareness among all citizens on the dangers of texting or using a cell phone while driving, and on Law 201. Police funds were granted through mini grants for effectiveness. This mobilization took place during the hours of 6:00 am to 6:00 pm. The total amount of distracted driving citations given by the State Police and the 14 Municipal Police Corps during this mobilization was 12,088. See table below:



16-14-04

**“Don’t Thext While Driving” University Outreach and Educational Program – Phase 1**

Proposal for this project was not approved in FY16.

*Fiscal Review*

Project Number	Project Name	Obligated Funds	Expended	Unexpended Balance
1402	DD SURVEY	\$ 8,000.00	\$ 8,000.00	\$ -
1403	DISTRACTING DRIVING COORDINATOR	\$ 7,847.00	\$ 7,018.35	\$ 828.65
1411	TE DD GUAYNABO	\$ 14,859.26	\$ 12,307.42	\$ 2,551.84
1412	TE DD TOA ALTA	\$ 7,961.76	\$ 7,603.17	\$ 358.59
1413	TE DD HATILLO	\$ 3,718.72	\$ 3,718.71	\$ 0.01
1414	TE DD CAGUAS	\$ 9,847.29	\$ 9,635.21	\$ 212.08
1415	TE DD CAROLINA	\$ 13,306.00	\$ 8,988.00	\$ 4,318.00
1416	TE DD NARANJITO	\$ 3,692.95	\$ 2,622.92	\$ 1,070.03
1417	TE DD SAN JUAN	\$ 11,775.74	\$ 8,652.77	\$ 3,122.97
1420	TE DD POL DE PR	\$ 105,273.25	\$ 103,996.60	\$ 1,276.65
1421	TE DD YAUCO	\$ 4,223.77	\$ 4,223.77	\$ -
1424	TE DD SAN GERMAN	\$ 4,205.91	\$ 4,205.91	\$ -
1426	TE DD ARECIBO	\$ 3,720.81	\$ 3,670.82	\$ 49.99
1432	TE DD AGUADILLA	\$ 9,534.49	\$ 7,713.20	\$ 1,821.29
1433	TE DD CAMUY	\$ 4,900.43	\$ 3,031.65	\$ 1,868.78
1434	TE DD VEGA BAJA	\$ 3,138.96	\$ 3,069.71	\$ 69.25
1435	TE DD ISABELA D	\$ 6,180.21	\$ 5,298.24	\$ 881.97
1436	TE DD SALINAS	\$ 1,682.67	\$ -	\$ 1,682.67
<b>Total 14 - Distracted Driving</b>		<b>\$ 223,869.22</b>	<b>\$ 203,756.45</b>	<b>\$ 20,112.77</b>

FINANCIAL SUMMARY FISCAL YEAR 2016

GRANT	Current Funds 2016	Carry Forward Funds from 2015	Total 2016	Expended 2016	Reprogrammed to 2017	% expended
NHTSA 402	\$ 2,466,463.86	\$ 1,996,906.09	\$ 4,463,369.95	\$ 2,362,219.60	\$ 2,101,150.35	53%
154Transfer Funds-AL	861,559.00	2,656,258.53	3,517,817.53	1,436,983.08	\$ 2,080,834.45	41%
154Transfer Funds-HE	-	4,947,155.86	4,947,155.86	2,892,305.20	\$ 2,054,850.66	58%
164Transfer Funds-AL	861,559.00	1,353,990.13	2,215,549.13	43,564.35	\$ 2,171,984.78	2%
164Transfer Funds-HE	-	1,738,346.47	1,738,346.47	512,918.25	\$ 1,225,428.22	30%
405 Occupant Protection	-	16,330.44	16,330.44	16,330.44	\$ -	100%
408 Data Program	-	1,133,131.74	1,133,131.74	1,031,134.81	\$ 101,996.93	91%
410 High Fatality Rate	-	1,097,496.29	1,097,496.29	108,007.61	\$ 989,488.68	10%
410 High Visibility	-	100,408.67	100,408.67	-	\$ 100,408.67	0%
2010 Motorcycle Safety	-	19,571.11	19,571.11	-	\$ 19,571.11	0%
MAP21 405b OP Low	466,946.72	-	466,946.72	338,655.58	\$ 128,291.14	73%
MAP21 405b OP High	-	592,941.70	592,941.70	418,065.05	\$ 174,876.65	71%
MAP21 405c data	408,765.69	1,478,903.61	1,887,669.30	108,725.86	\$ 1,778,943.44	6%
MAP21 405d ID Mid	1,476,349.52	4,423,996.75	5,900,346.27	522,209.97	\$ 5,378,136.30	9%
MAP21 405f MC	45,423.68	92,491.69	137,915.37	-	\$ 137,915.37	0%
<b>Total</b>	<b>\$ 6,587,067.47</b>	<b>\$ 21,647,929.08</b>	<b>\$ 28,234,996.55</b>	<b>\$ 9,791,119.80</b>	<b>\$ 18,443,876.75</b>	<b>35%</b>



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