

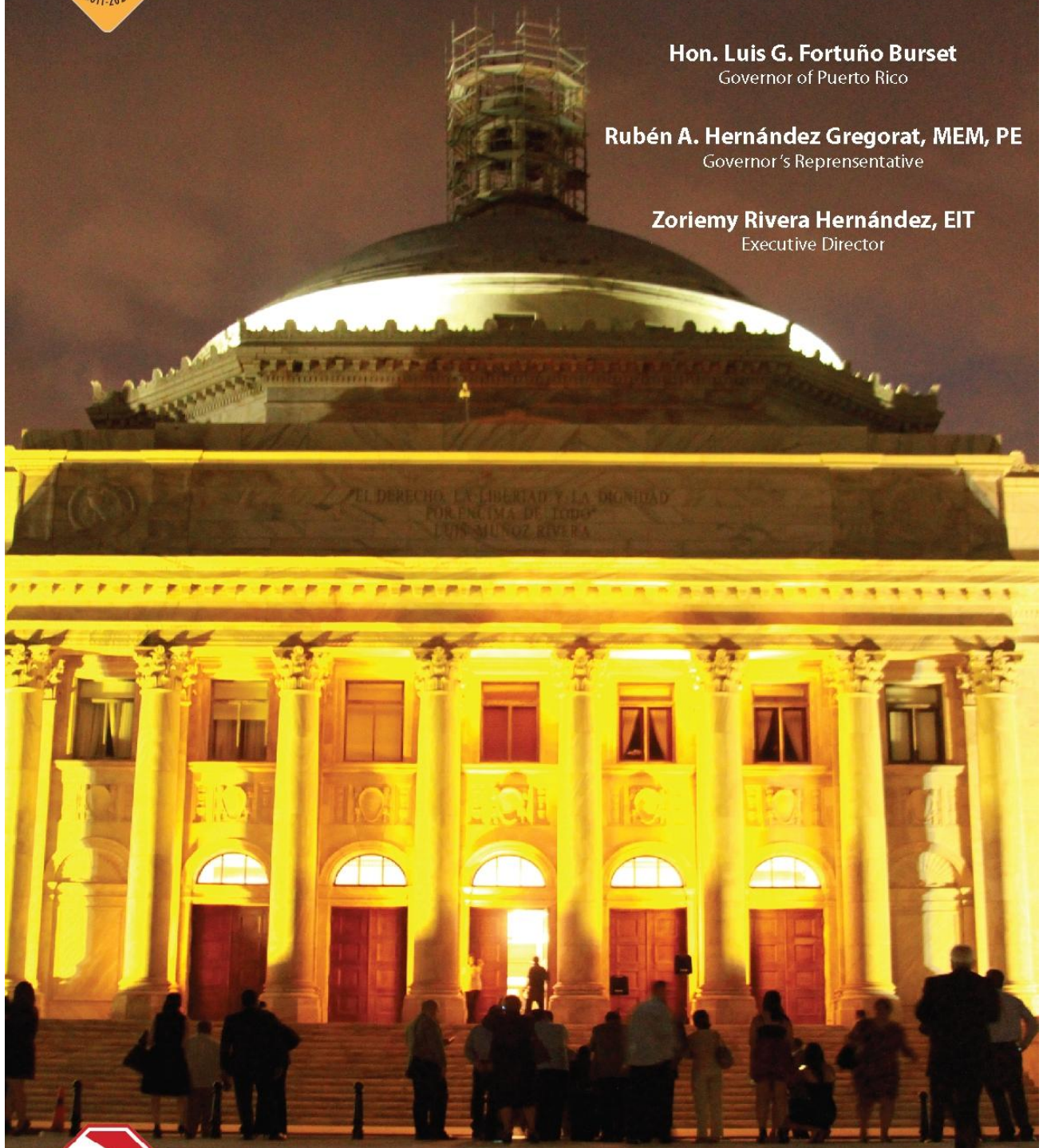


2012 Annual Report

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Government of Puerto Rico
Puerto Rico Traffic Safety Commission

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INTRODUCTION

The Puerto Rico Traffic Safety Commission (PRTSC) is responsible for developing and implementing a comprehensive plan to reduce fatalities, injuries and property damages resulting from traffic crashes. Also the PRTSC is responsible for procuring and administering federal grants to State agencies, Municipalities, and nonprofit organizations. The PRTSC is the state's highway traffic safety agency that coordinates the traffic safety activities of state and local agencies as part of a statewide traffic safety program described in the Highway Safety Plan.

The president of the Traffic Safety Committee is the Secretary of the Department of Transportation (DOT), who also acts as the governor's representative for highway traffic safety.

In this 2012 Annual Report the PRTSC addresses the operational part and use of funds from the grants described below:

- Section 402 State and Community Highway Safety
- Section 405 Occupant Protection
- Section 154/164 Transfer Funds for Hazard Elimination and Alcohol
- Section 408 Data Program
- 410 High Fatality Rate and High Visibility
- 2010 Motorcycle Safety

Funds received under these sections supported projects in the following program areas: Impaired Driving, Youth Alcohol, Police Traffic Services, Planning and Administration, Occupant Protection, Community Programs, Traffic Records, Non-occupant Protection, Traffic Engineering, Motorcycle Safety, Paid Media and the recent program area established, Distractive Driving.

Funds granted together with the private and nonprofit sector partners have contributed the PRTSC in been successful achieving a significant reduction in traffic-related fatalities. Puerto Rico had 452 fatalities in 2007 with a reduction trend to 362 in 2011. Preliminary data shows 331 fatalities as of December 12, 2012. PRTSC is confident to keep the reduction for this year. However, the PRTSC will continue reviewing the performance measures to determine whether additional initiatives are needed to improve.



TRAFFIC CRASH TRENDS BY YEAR

INDICATORS	2007	2008	2009	2010	2011
Registered Vehicles	3,165,543	3,129,561	3,026,815	3,020,455	3,084,543
Licensed Drivers^[1]	2,078,841	2,017,055	2,628,207	3,102,941	3,619,499
Roadway Miles^[2]	16,398	16,576	16,680	16,693	16,694
VMT^[3]	192.2	194.3	190.1	185.7	183.9
Total Crashes^[4]	239,446	237,798	210,721	202,335	190,170
Total Injuries^[5]	23,218	28,504	28,281	Not available	Not available
Fatal Crashes	430	386	343	330	343
Total Fatalities	452	406	365	340	362
Fatality Index	2.35	2.08	1.92	1.83	1.96

Vehicle Miles Traveled per 100 million miles traveled.

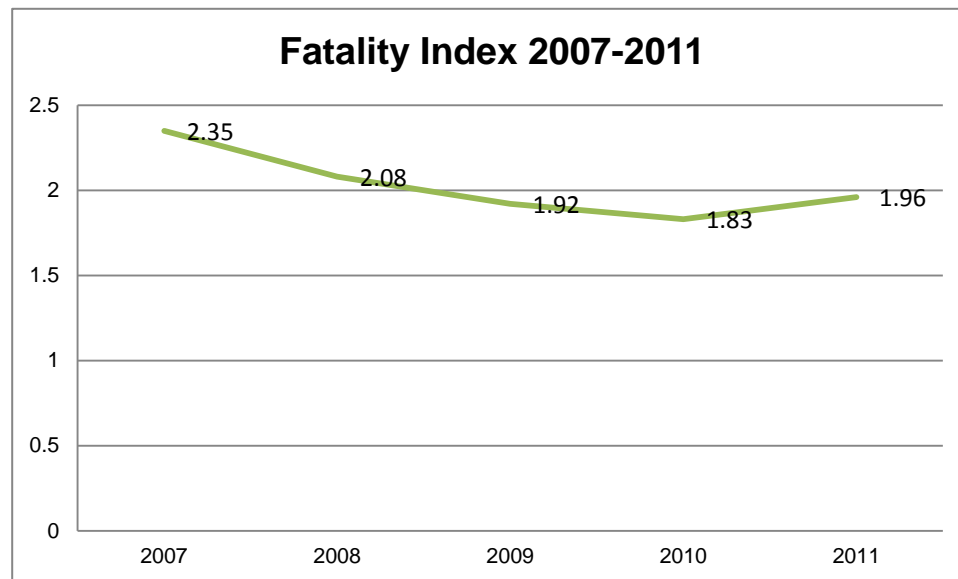
Data provided as follows:

Licensed Drivers^[1] - Driver Services Directory

Roadway Miles^[2] and VMT^[3] - Highway System Office

Crashes^[4] - Puerto Rico Police Department

Injuries^[5] - Accidents Analysis Office



LEGISLATIVE INITIATIVES

Law num. 201 of October, 2011 –To add new Sections 1.42-A,-B 1.97 and 10.25 to Act 22-2000, as amended, known as "Vehicle and Traffic Law of Puerto Rico," in order to ban the use of mobile phones or wireless while driving a motor vehicle, except in cases where a user attends or generate a call using a hands-free device. Also, ban the use of handheld devices or electronic devices to send or receive messages, meaning receipt, reading, received messages while driving a motor vehicle; establish that in the case of bus drivers and school buses exception will not apply.



Law num. 75 of April, 2012 - To amend Section 11.06 of Act No. 22-2000, as amended, known as "Vehicle and Traffic Law of Puerto Rico", in order to add new governmental entities to the effort to educate citizens about Cyclist's Bill of Rights other related issues.

Law num. 108 of June 7, 2012 - To amend Sections 7.04, 7.05 and 7.06 of the Act 22-2000, as amended, known as "Vehicle and Traffic Law of Puerto Rico", in order to include as part of the Sentence imposed by the court in drunk driving cases, the mandatory assistance to a Victims Impact Panel.

Law num. 176 of August, 2012 - To amend Section 11.06 of the Act 22-2000, as amended, known as "Vehicle and Traffic Law of Puerto Rico", in order to create a cyber-link in the PRTSC's web page about the Cyclists Bill of Rights and the obligation of motor vehicles drivers.

Law num. 235 of September, 2012 - To amend Sections 13.03 and 13.04 of the Act 22-2000, as amended, known as "Vehicle and Traffic Law of Puerto Rico", in order to regulate and enforce mandatory use of booster seats for children ages 4-9 or until 57" tall (what comes first).

Law num. 254 of September, 2012 - To add a fourth paragraph to Article 13.03 of Act No. 22-2000, as amended, known as the "Vehicle and Traffic Law of Puerto Rico", in order to be included among the causes for adding points of the driver's license, driving a motor vehicle with an unrestraint child up to (4) years old.

Law num. 259 of September, 2012 - To amend Sections 3, 4, 5, 6, and to add a new Section 7 to Act 201-2010, to Declare Public Policy the Adoption of Complete Streets concept.



IMPAIRED DRIVING

Overview

Puerto Rico's alcohol related fatality rates have shown a consistent drop for the last five years. However, Puerto Rico remains in the high fatality rate state list.

YEAR	FATAL CRASHES	ALCOHOL RELATED	PERCENTAGE
2007	452	193	43%
2008	406	172	42%
2009	365	138	38%
2010	340	110	32%
2011	362	103	29%
Total	1,923	716	37%

* Data source: FARS updated December 2012

But drunk driving is not just a traffic problem; behind this action are factors such as cultural traits and a social ambivalence on this issue. To make matters worse, Puerto Rico is a country where most of the people move from place to place in their motor vehicles due to a massive transportation infrastructure still in development. So we can establish that in Puerto Rico alcohol consumption is very high and those who are drinking also are driving.

The PRTSC has worked tenaciously to support impaired driving intervention efforts with funding for overtime payment for Puerto Rico Police Department and Municipal Police Program. By incorporating these enforcement agencies we have covered the whole island with National Crackdowns and other educative efforts planned by the PRTSC and coordinated with the Puerto Rico Police Department.

During year 2012 PRTSC offered a Mini Grant Workshop in order to orientate Municipal Police and PRPD about this process to participate in alcohol HVE. The first mini grant conducted was during Semana Santa 2012 period and 23 municipalities have participated.



**PRPD DWI interventions, arrests and checkpoints for
FY 2012 Alcohol Mobilizations**

MOBILIZATION	DWI INTERVENTIONS	DWI ARRESTS	CHECKPOINTS	CITATIONS		
				SEAT BELT	CAR SEAT	SPEED
Holiday 2011-2012	614	582	19	2,724	90	1,867
Semana Santa 2012	333	303	17	1,486	76	955
Summer 2012	1,415	1,415	0*	2,646	65	2,127
Labor Day 2012	422	422	0*	970	15	778
TOTAL	2,784	2,722	36	7,826	244	5,727

*No checkpoints were conducted during this period due to the reorganization of the PRPD and until General Order 90-04 be revised and amended.

Mini Grant Alcohol Semana Santa 2012 (March 30 – April 9 2012)

PARTICIPATING MUNICIPALITIES	DWI INTERVENTIONS	DWI ARRESTS	CHECKPOINTS	CITATIONS			
				SEAT BELT	CAR SEAT	SPEED	OTHER
23	1,236	341	176	1,301	60	980	3,729

Performance Goals

- Reduce alcohol related fatalities by 10% from 110 in 2010 to 99 in 2012
- Increase the number of police agencies participating in the High Visibility Enforcement Activities
- Conduct training for judges and prosecutors during 2012

Achievements

- Alcohol related fatalities- During year 2011 a total of 103 alcohol related fatalities were reported. A difference of -7 in comparison with the 110 alcohol related fatalities reported on 2010. Because year 2012 hasn't ended yet, data on miles traveled and BAC are not available to calculate the alcohol related fatality index.
- DWI interventions- Preliminary data until October 2012 shows that DWI interventions were around 12,443 made by Puerto Rico Police Department and Municipal Police.



- Trainings- during FY 2012 several trainings were conducted by PRTSC funded project such as Office of Courts Administration. The trainings objectives were to enhance the skills of professionals like judges, prosecutors, police agents and community representatives in themes related to the prosecution of alcohol impaired drivers, Law 22 and recent amendments, blood samples and toxicology, effective management of alcohol cases in court, crashes involving alcohol, among others. PRPD have conducted five alcohol trainings including Law 22 amendments and at least 135 officers were trained. Also 261 state and municipal police officers have renovated their alcohol licenses during 2012 in 8 sessions provided by PRPD.
- Laws- The Government of Puerto Rico has approved important laws as part of the amendments to Law 22 of Vehicles and Traffic related to impaired driving issues:
 - Law 108 of June 2012, to include as part of the sentence imposed by the court in drunk driving cases the mandatory assistance to a Victims Impact Panel
 - Law 33 of March 2011, Ignition Interlock
- DWI Prevention Activities-
 1. During FY 2012, the PRTSC has conducted and participated in many mass activities for the prevention of impaired driving and alcohol related fatalities. These events have reached directly over 350,000 people in activities such as round tables, community centers, town squares, schools, colleges, government events, Safe and Health Fairs, awareness walks, sporting and cultural events, among others.
 2. During FY 2012 the Luis A. Señeriz Foundation/MADD Puerto Rico Chapter, funded by the PRTSC, has been active promoting awareness about legislation changes related to impaired driving such as Victims Panels. Also, court monitoring, community and school workshops and impaired driving awareness campaigns such as “Tie One On/ Red Ribbon Campaign” throughout the Holiday Season.

Fiscal Review

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
164AL	\$454,947.49		
154AL	\$203,156.23		
410FR	\$1,100,000.00		
TOTAL	\$1,758,103.72		



YOUTH IMPAIRED DRIVING

Overview

A survey of school students in Puerto Rico conducted by the Mental Health and Anti-Addiction Services Administration, known as Youth Consultation showed that 34.6% of fifth graders (10 and 11 years) and sixth graders (11 to 12) have tried alcohol in family activities and 48% of middle school students (13-15 years) have consumed alcohol in the year prior to the study.

Unfortunately, society promotes alcohol intake for being permissive in terms of encouraging early alcohol use by minors although is unhealthy and illegal. It is a common sight during social activities, parties and gatherings to see many generations sharing alcohol drinks and beer. In a society with chauvinist tendencies some parents lead their sons into relatively early alcohol consumption.

In Puerto Rico the legal drinking age is 18 contrary to most of the states where legal age drinking is 21. Alcohol can be bought in many places such as: supermarkets, gas stations, restaurants, etc.; making it very accessible to young people (younger than 18), with the aggravating circumstances that not everyone who sells it request proper identifications.

During the past 5 years a total of 893 alcohol related crashes occurred. In the same period of time and for the age range of 16 to 25, alcohol related fatalities crashes average 25%. Although this percentage has been decreasing, awareness and prevention efforts must continue in order to keep educating youngsters in the consequences of alcohol impaired driving.

16-25 YEARS OLD ALCOHOL-RELATED FATALITIES

YEAR	TOTAL FATALITIES	ALCOHOL RELATED FATALITIES	PERCENTAGE	ALCOHOL RELATED FATALITIES BY AGE	
				16-21 YEARS OLD	16-25 YEARS OLD
2007	452	193	43%	30	67
2008	406	172	42%	25	38
2009	365	138	38%	11	36
2010	340	116	34%	14	25
2011	361	103	29%	12	19
Total	2,432	893		108	225
AVERAGE	405	149	37%	26	52
				12%	25%



Performance Goals

- To reduce alcohol related fatalities by 10% from a five year (2006-2010) average of 24% to 23% by 2011.

Achievements

- Alcohol related fatalities- During year 2011 a total of 19 alcohol related fatalities were reported among age group 16 to 25. A difference of -6 in comparison with the 25 alcohol related fatalities reported on 2010. Final data for year 2012 is not available.
- DWI Prevention Activities:


1. The Holidays awareness and prevention campaign was extended until mid-January 2012 because of “Las Fiestas de la calle San Sebastián”. This is a main cultural and festive event that takes place in Old San Juan where a multitude of people, especially youngsters, assist during four days to sing, dance and drink. Over 30,000 people were reached with educational materials to prevent alcohol related fatalities. Also, in coordination with sponsors, PRTSC successfully conducted “Fiestando y Picando” in the vicinity of the train station in San Juan. This is a very healthy concept that provides youngsters the opportunity to



consume water and high protein snacks before returning home, also, this oasis provided youngsters and adults the opportunity to hang out with music while getting sober and serves PRTSC, PRPD, Medical Emergency, Children and Family Services personnel the chance to provide orientation about drunk driving and intervene with drunk minors.

2. In February 2012, *Ford Driving Skills for Life* in coordination with the PRTSC and PRPD conducted four interactive workshops where 400 students from public and private schools learned techniques in four key areas: alcohol impaired driving, speed, distractive driving and vehicle control and hazard recognition.



3. During FY 2012, many mass activities were held by PRTSC for the prevention of impaired driving and alcohol related fatalities among young people. A very intense campaign was conducted during spring break time, before and during the “Justas Interuniversitarias”. This is a main sports event that gathers students of all major colleges and universities for a week of sports competitions. Town squares, beaches, sporting and cultural events were visited by PRTSC personnel, Fiesta personnel and volunteers providing orientations about alcohol impaired driving consequences, safety and legal issues, handing out educational brochures and educative items to youth to prevent alcohol related fatalities and promoting a safe return home after the events. Over 30,000 college students were reached during this person to person campaign.
- 
4. Other massive activities were conducted during the summer in beaches, sporting and entertaining events reaching over 15,000 people with alcohol impaired driving prevention messages.
5. The PRTSC and its funded projects such as the twelve FIESTA Projects and the Luis A. Señeriz Foundation/MADD Puerto Rico Chapter, have reached over 247,000 children, teenagers and college students throughout the island with workshops, seminars, round tables and educational brochures of alcohol impaired driving consequences and information. The Luis A. Señeriz Foundation/MADD Puerto Rico Chapter has continued its work in schools with the “Protecting You, Protecting Me Curriculum” and Mrs. Sonia Señeriz testimonial talks, as a parent of a DWI fatal victim, in colleges, churches and community centers.

Challenges

- Although many of citizens are in favor of a 21 MDA Law, this continues to be a difficult matter that will take time and a lot of awareness and educational efforts to achieve.

Fiscal Review

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
154AL	\$875,310.99		
TOTAL	\$875,310.99		



POLICE TRAFFIC SERVICES

Overview

Speeding and aggressive driving continue to be main elements in traffic crashes in Puerto Rico. In 2011 speeding was a major factor in 138 fatalities equivalent to 38% of total fatalities, an increase of +3 in contrast from the 135 of 2010. Clearly speeding still is a huge traffic related fatalities' component.

As of October 2012, PRPD has reported preliminary numbers of 195,605 traffic crashes with 18,750 injuries. And total amount of 123,640 speed citations. Efforts to reduce traffic related fatalities are a combination between the PRTSC and other agencies in charge of educating and disseminating of educational and prevention messages, law and order agencies to enforce the law and non-governmental entities that support community efforts and promote changes in public policies. Police Traffic Services emphasized on speed impaired driving, and occupant protection enforcement. Emphasis of preventive patrol has been established among PRPD. The payment of overtime hours has been an additional incentive for police officers committed in maintaining the law and security in the roads. Also, trainings conducted by PRPD have provided police officers and municipal officers with skills in patrol techniques, alcohol, radar and photometer equipment, traffic law amendments, among others.

Performance Goals

- To reduce speed related fatalities from 135 in 2010 to 125 in 2011
- To conduct training for police officers regarding traffic laws

Achievements

- Speeding related fatalities- Although a total of 138 speeding related fatalities were reported during 2011, three more than 2010 and higher than expected, still this is the second lowest rate in the last ten years. Because year 2012 hasn't ended yet data is not available. Efforts in this direction will be enforced through year 2013.
- Trainings- during FY 2012, personnel of the Chemical Analysis Laboratory of the Department of Health have provided technical assistance to police officers, covering the aspects of use and certification of equipment such Intoxilyzers 5000EM. Also, PRPD have conducted 8 trainings in the proper use of radars to measure motor vehicle speed, 229 state and municipal police officers were trained. In addition, 30 trainings in the proper use of photometer were conducted and 30 police officers were trained.



FATALITIES SPEEDING FACTOR 2002-2011*

YEAR	TOTAL FATALITIES	FATALITIES SPEEDING	PERCENT	FATALITIES BY TIME OF THE DAY				
				2:00am to 5:59am	6:00am to 9:59am	10:00am to 5:59pm	6:00pm to 9:59pm	10:00pm to 1:59am
2002	519	256	49%	59	28	55	48	66
2003	495	234	47%	63	13	52	51	55
2004	495	237	48%	56	21	46	49	65
2005	457	216	47%	55	19	49	48	45
2006	508	220	43%	48	28	50	51	43
2007	452	228	50%	65	14	43	40	66
2008	406	162	40%	34	11	43	35	31
2009	365	156	43%	32	13	39	33	39
2010	340	135	40%	26	14	38	32	25
2011	362	138	38%	38	9	24	31	36
Total	4,399	1,982		476	170	439	418	471
AVERAGE	440	198	45%					
*Data Provided by PRPD as of December 19, 2012				24%	9%	22%	21%	24%

Fiscal Review

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
402PT	\$186,675.00		
TOTAL	\$186,675.00		



PLANNING AND ADMINISTRATION

Overview

The PRTSC is responsible for the planning and administration of the Highway Safety Plan and oversees the day-to-day operations, development, planning, evaluation and monitoring of the activities described in the Highway Safety Plan. For the success of these specific tasks, we are continuing receiving from NHTSA technical assistance.

For the federal fiscal year 2012, the allocation of funds to our sub grantees was as follow:

FUNDS SECTION	ASSIGNED	PROJECTS
402 State and Community Highway Safety	\$1,851,699	33
405 Occupant Protection	298,406	19
154/164 Transfer Funds for Hazard Elimination and Alcohol	6,100,980	49
408 Data Program	84,849	2
410 High Fatality Rate and High Visibility	1,900,000	2
2010 Motorcycle Safety	98,781	2

Performance Goals

- Prepare an Annual Highway Safety Plan by September 1, 2012
- Prepare an Annual Evaluation Report by December 31, 2012
- Close out fiscal activities by December 31, 2012

Achievements

PRTSC has developed a comprehensive 2012 Highway Safety Plan that was approved by NHTSA. It complied with the requirements of the Program Section 402 and the strategies, countermeasures and projects included. This Plan is the platform for the traffic safety goals. Required single audits were performed this year.

As a learning experience, PRTSC participated in 2012 Lifesavers Conference, an important national highway safety meeting in the United States dedicated to reducing the tragic toll of deaths and injuries on roadways. Staff also had the opportunity to attend to the 2012 Governors Highway Safety Association Meeting where members and partners explored highway safety strategies to continue improving safety on roadways. In this meeting we had the opportunity to have a Regional Meeting and to receive a brief introduction of the new law Moving Ahead Progress in the 21st Century (MAP-21).



During August 2012, NHTSA provided the *Highway Safety Program Management* training to the PRTSC staff and financial personnel from ACAA and the PRPD, which is our major sub grantee.



In order to improve our sub grantee funding process, staff from Region 2 helped us in developing a new Application Review Process, delivering a meeting-workshop to our coordinators, monitors and internal project directors. This new process is effective for federal fiscal year 2013 proposals.

Fiscal Review

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
154PA	\$109,410.94		
164PA	\$55,276.76		
402PA	\$167,162.75		
TOTAL	\$331,850.45		



OCCUPANT PROTECTION

Overview

Puerto Rico achieved a 90.2% seat belt usage rate in 2012. 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 enforcement and educational message.

Child restraint seat use reached 94.7% in 2012 in Puerto Rico. These seats, when used properly, can reduce fatal injury for infants (less than 1 year old) by 71% and for 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

JURISDICTION	2008	2009	2010	2011	2012
Puerto Rico	90.5%	90.6%	n/a	91.9%	90.2%
Nationwide	83%	84%	85%	84%	94.7%

During May 21, 2012 to June 3, 2012, Puerto Rico took part in the National Occupant Protection Mobilization, *Click It or Ticket*. See table below:

PARTICIPATING MUNICIPALITIES AND PRPD	CITATIONS		DWI		CITATIONS	
	SEAT BELT	CAR SEAT	INTERVENTIONS	ARRESTS	SPEED	OTHER
14	8,355	111	52	52	666	5,549

To date, there are 57 fire stations (out of 92) and 14 Community Programs (out of 16) that have established fitting stations. Inspection clinics are also conducted periodically with the cooperation and partial sponsorship of commercial chains such as Wal-Mart, K-Mart, McDonald's, Burlington and Kia Motors.





Efforts will continue to open more fitting stations, to certificate more technicians and to make the public aware of the locations of the stations. And important part is to increase enforcement. During October the PRTSC's Occupant Coordinator attended the 10th CPS Regional Technical & Training Conference which was held in Atlantic City.

ENFORCEMENT EFFORTS AND USAGE RATE BY YEAR 2008-2012

YEAR	SEAT BELT TICKETS	USAGE RATE	CAR SEAT TICKETS	USAGE RATE
2008	257,861	90.5%	5,219	88.3%
2009	215,172	90.6%	4,380	88.3%
2010	199,699	90.6%	4,796	88.3%
2011	1,135	91.9%	31	88.3%
2012	6,838	90.2%	98	94.7%

Performance Goals

- To increase safety belt use from 91.9% in 2011 to 92% in 2012
- To increase child restraint seat use from 88.3% in 2011 to 90% in 2012

Achievements

- A 90.2% of seat belt use during 2012.
- Child restraint use has increased from 86% in 2006 to 94.7% in 2012.
- Law 235 of September 13, 2012 to regulate and enforced the mandatory use of booster seats for children ages four to nine years of age or until 57 inches tall (what comes first).

Challenges

- Although enforcement and awareness efforts have been very steady, safety belt usage rate in Puerto Rico has decreased over the past five years, from 92.7% in 2006 to 90.2% in 2012.

Fiscal Review

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
402OP	\$66,509.00		
405OP	\$278,406.00		
TOTAL	\$344,915.00		



COMMUNITY PROGRAMS

Overview

Puerto Rico has had a fluctuation in traffic fatalities in the last five years. However, PR continues to be one of the US jurisdictions with the higher crashes and fatalities rate. Measures and strategies have been taken to reduce these numbers. One of the most important is to integrate law and order agencies with public and private entities. State Agencies such as the Traffic Safety Commission, Motor Vehicle Accident Compensation Administration and the Puerto Rico Police are responsible for establishing education campaigns to prevent collisions and fatalities on the roads, to promote public policy changes to save lives and to increase traffic safety, but without community support the task will be a lot harder. Community efforts to promote awareness and public policy changes have proven to be a major fact in the success of State's programs.

The PRTSC has established coordinated efforts with Community Programs to address traffic issues affecting our citizens and to promote changes in attitudes toward safety measures regarding drinking and driving, occupant and non-occupant, pedestrians, cyclists and motorcyclists. Community based programs provide an important complement to the Commonwealth's Traffic Safety Program by developing materials and activities at local level. These programs also coordinate with community leaders, Municipal Police, non-governmental and non-profit organizations, local commercial motorcycle and bicycle stores and regional press. This local coordination serves as support networks for the state's efforts and is necessary for the success of the overall program. This collaboration between agencies and community programs is vital to reinforce the same prevention messages, to provide information tools, testimonials and trainings.

Each community program has a project director/coordinator and assistant. They served as point of contact between the PRTSC and the programs. Among their tasks are to support State awareness campaigns and prevention efforts by developing and distributing educational materials, to conduct workshops about traffic safety issues and local campaigns. Child safety seats are loaned and installed and events are coordinated with the fitting stations and hospitals at firehouses in their respective areas. When the PRTSC wants to reach the entire population with a certain activity, mobilization or message, it enlists the Community Programs.

Performance Goals

- To maintain the Traffic Safety awareness programs in municipalities through the Community Traffic Safety Programs (CTSP's).



Achievements

- Community programs have continued to provide educational material and traffic safety activities in coordination with the PRTSC and other governmental and non-governmental entities to reach people Island wide.
- During 2012, the Community Programs offered over 2,080 presentations at schools, community centers, colleges, churches and other events reaching a combined, direct audience of over 210,000.
- Over 500,000 people were reached through printed educational information like brochures, posters and other materials.

PRTSC COMMUNITY PROGRAMS

COMMUNITY PROGRAMS			
CODE	PROGRAM	CODE	PROGRAM
CP-06-02	Juncos	CP-06-18	Humacao
CP-06-04	Luquillo	CP-06-19	Juana Díaz
CP-06-06	Florida	CP-06-20	Lares
CP-06-07	Morovis	CP-06-21	Isabela
CP-06-09	Caguas	CP-06-22	Sabana Grande
CP-06-14	Ponce	CP-06-23	Trujillo Alto
CP-06-15	Barceloneta	CP-06-28	San Germán
CP-06-16	Comerío	CP-06-29	Naranjito
CP-06-17	Toa Alta		

Fiscal Review

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
402CP	\$659,155.62		
TOTAL	\$659,155.62		



TRAFFIC RECORDS

Overview

Traffic Records Coordinating Committee members have continued meeting in order to seek solutions to assess the problem of the backlog related to data traffic collisions. These situations has impaired Puerto Rico from receiving federal funds and develop more data oriented strategic plans in order to seek and adopt more effective problem oriented solutions.

The agencies involved in working directly with obtaining up-to-date traffic crash data, have submitted corresponding proposals to deal with the problem. This affects the agencies that work directly with the law enforcement. Focusing on data must be integrated, updated and accessible.

Performance Goals

- To extract data of the Traffic Crash Report by the end of the calendar year.
- To evolve to a state wide project that will provide a universal and uniform of traffic data gathering.
- To develop new tutorials in Spanish and English.
- To conduct Traffic Records Assessment.

Achievements

- During February and March the required Traffic Records Assessment was conducted. On November 2012, the final report was received.

Participating Agencies: Puerto Rico Traffic Safety Commission, Department of Transportation and Public Works, Drivers Services Directorate, Highway and Transportation Authority, State police, Guaynabo Municipal Police, Emergency Medical Systems, Forensic Science Institute,

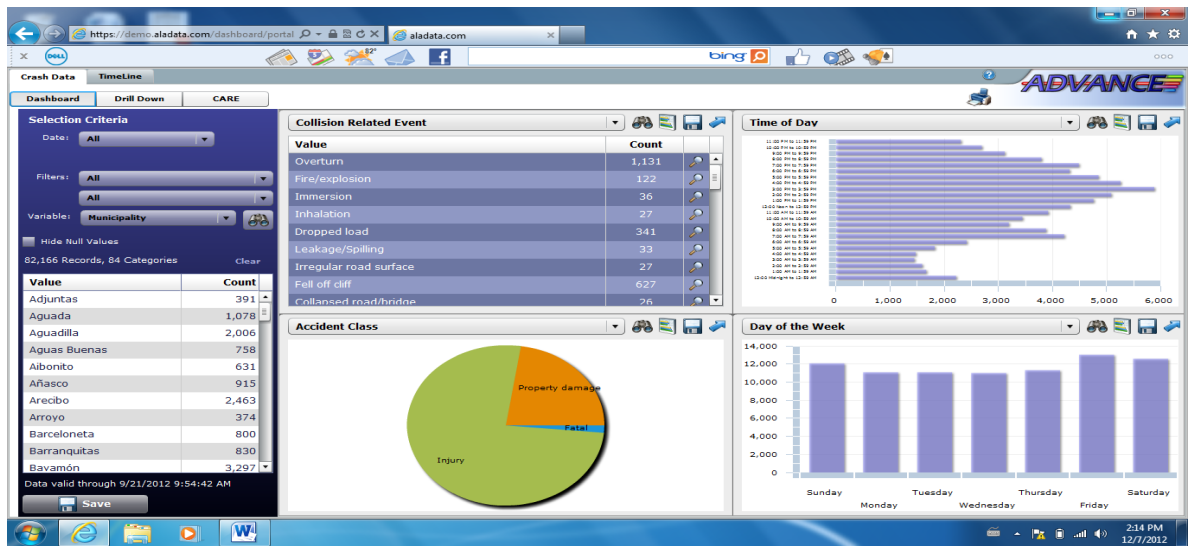
Administration of Compensation for Accidents, Courts Administration, Department of Justice, Public Service Commission, University of Puerto Rico, Federal Highway Administration, Homeland Security and Medical Services Administration.



- Final approval of the Police Accident Report (long form and short form) by the TR committee.



- Traffic Records Backlog Update – A reduction on the amount of time in which the Police Accident report data was logged in to the system by the Analysis Accidents Office. Using the years 2007- 2008-2009 to compare, a reduction of 1,387 to 916 days. This was possible through a grant of \$500,000.00.
- In coordination with the University of Alabama, a new tool in which we can get a variety of statistics is available for data of years 2007-2009. This data will be helpful in developing analysis, work plans, in order to prevent and reduce traffic fatalities, injuries and property damages.



- The Department of Transportation and Public Works web page continues providing interactive courses of: Behavior Modification on the Roads, Orientation of Law 22 and the Point System. During fiscal year 2012, 2,101 courses were provided for drivers, in accordance with the Law 22, Article 3.22.

Fiscal Review

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
408	\$84,849.50		
TOTAL	\$84,849.50		



NON-OCCUPANT

Overview

Non occupant fatalities have been rising in the last three years. These are the most vulnerable users of the roads since they have almost nothing to protect them of injuries and death when something or someone crash against them. Hit and run are particularly frequent among this susceptible group. To educate and humanized people about the dangers that pedestrians and non-occupants face every day has proven to be very challenging and not well taken by many motorists. Also, non-occupants have to be educated in order to propitiate an understanding of their duties and responsibilities regarding their safety and others.

FATALITY TYPE	2006	2007	2008	2009	2010	2011
Cyclists	20	6	12	16	15	7
Horse Riders or others	2	1	1	2	2	1
Pedestrians	140	144	127	109	101	112
Skaters	0	0	0	0	0	0
Non-Occupant Fatalities	162	151	140	127	118	120
Total Fatalities	508	452	406	365	340	362
Non- Occupant Percentage	33%	34%	35%	35%	35%	33%

Non Occupant Program has focused on identifying all situations and circumstances confronted daily by pedestrians. The PTSC will continue to improve pedestrian's safety initiatives to know the necessities of all municipalities throughout Puerto Rico. The current situation of pedestrians should be seen in perspective, as there are factors that benefit or jeopardize their mobility safely.

For the past fourteen months, efforts have been made to the development, management and expansion of the key issues regarding to safety non-occupants. Work has been done to improve, integrate and develop safe mobility initiatives, individually and collectively.

Sadly, in many non-occupants fatalities, it was established by police investigators that they showed poor judgment and do not follow proper safety rules. Among these common mistakes are: crossing in areas of high traffic flow, not using proper crosswalk zones or pedestrian bridges, wearing dark clothing on night hours and areas with little or no lighting, abrupt and unexpected crossings performed without taking into consideration the distance of the vehicles, among others.



The PRTSC has the task of educating school groups, community, elderly people, soldiers and their families (Yellow Ribbon Reintegration Program), radio programs and interventions in all kinds of activities focused on the groups identified in the pedestrian program.

The work done by different entities is an essential key in achieving the goals and objectives of the program. We have worked with Department of Transportation and Public Works, Highway Authority, Municipalities, AARP – Complete Streets, MAPFRE-A Safe Passage, PR Cycling Federation, State and Municipal Police and the Public Service Commission. In order to have a working group and focus on this issue that concerns all sectors of the country. We have submitted comments on draft legislation introduced in the House of Representatives and Senate of PR for this purpose and seek to have new laws that protect the safety of pedestrians, cyclists and school zones.

Performance Goals

- To reduce non-occupant fatalities by 5% from 118 in 2010 to 112 in 2012.
- To reduce cyclists fatalities by 20% from 15 in 2010 to 12 in 2012.
- To conduct educational campaigns on pedestrian and bicycle safety.

Achievements

- Partnerships have been formed among community groups such as AARP, Cycling federations, state and municipality polices and school zones with the PRTSC to strengthen programs for the elderly, children and cyclists.
- Fatalities among cyclists have reduced from 15 in 2010 to 7 in 2011.
- Law 75 of April 2012, to amend Law 22 to add other government agencies in the responsibilities to the educate citizens about the cyclists bill of rights and other related issues.

PESET ARECIBO VISITORS DURING 2012	
Children	3,158
Adults	1,371
Independents	14
Public Schools	60
Heads Starts	8
Private Schools	38
Summer Camps	21

Traffic Safety Education Park provides orientation and interactive activities for children between the ages of 7-10. In a classroom environment, the children are given current information, entertaining instructions and to follow traffic safety. PESET staff is oriented towards educating children so they can apply the gained knowledge in the future as drivers, pedestrians and cyclists and responsible citizens. During this period PESET attended 63 kids with special needs.



Administrated by the Municipality of Caguas with direct support from the PRTSC, this educational Park offers services to the local communities of Caguas and surrounding Municipalities from the eastern-center municipalities.

PESET CAGUAS VISITORS DURING 2012	
Children	3,506
Adults	800
Independents	7
Public Schools	11
Heads Starts	73
Private Schools	12
Summer Camps	6



Challenges

Pedestrian fatalities have increased from 101 in 2010 to 112 in 2011. Educational efforts and campaigns must be re -asses in order to be more effective toward this issue.

Fiscal Review

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
402PS	\$454,500.00		
TOTAL	\$454,500.00		



TRAFFIC ENGINEERING

Overview

The island of Puerto Rico has a surface of 100 x 35 miles and is divided into seventy-eight (78) municipalities. According to the 2010 census, in Puerto Rico there are around 3.8 million inhabitants living on the island of which 75% have a driver's license issued by the state. These people are the ones that drive on a daily basis on our road system which consists of 16,700 miles in 2012.

REGISTERED VEHICLES IN PUERTO RICO					
INDICATORS	2006	2007	2008	2009	2010
Registered Vehicles	3,015,227	3,165,543	3,129,561	3,026,815	3,020,455
Licensed Drivers	2,045,120	2,078,841	2,017,055	2,628,207	3,102,941
Roadway Miles	16,271	16,399	16,576	16,681	16,693

The Traffic Engineering Program is a joint effort between the Puerto Rico Traffic Safety Commission (PRTSC) and the Puerto Rico Department of Transportation and Public Works. It focuses on improving or eliminating objects, situations or conditions that may pose danger to the safety of drivers passing through the roadways. As part of the functions and strategies that are used in Traffic Engineering, field inspection is the most important. This allows a proper identification of security problems such as lack of signage, pavement marking and damaged roads. Also, the field visits allow the team to conduct specific assessments of each area and make recommendations designed for every single problem. All information gathered during field visits is carefully revised and analyzed at the office to perform all designs that will be implemented at the site to improve safety aspects. These can include road signage, pavement marking and attenuators, among others. In addition, our program contributes to the Highway and Transportation Authority (ACT) with coordinated road safety projects.

The Traffic Engineering Program consists of two working groups: the Impact Team and the Road Safety Audit Team. The Impact Team (IT) is a program created to develop low-cost and fast implementation projects that provides safety measures to prevent traffic crashes. The IT requires an expedite assessment of sites to address road safety issues quickly and efficiently. On the other hand, the Road Safety Audit Team (RSAT) is responsible for developing security projects in the country's road network on a larger scale and complexity.



The RSAT projects are designed by the ACT to improve the country's road system. Both groups work projects from the initial phase; however the RSAT is responsible of inspecting and recommending security measures in all phases of the project. This includes safety design, field inspection from the beginning of construction until its completion.

Performance Goals

- Increase the percent of hazard elimination construction funds liquidated
- Implement roadside improvements (Impact Attenuators, NCHRP 350 upgrades)
- Implement island wide road countermeasures
- Increase the amount of projects completed by the Impact Team

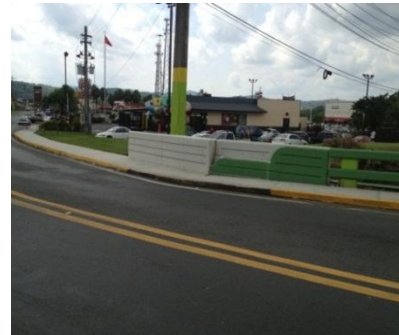
Achievements

During this year the Traffic Engineering Program has developed various projects that improve the safety in the Vial System of Puerto Rico.

- Roadside Improvements Projects
 - Implementation of an effective program of Maintenance of Transit (MOT) for Federal Projects Island Wide.
 - Geometric improvement in the Intersection of the PR-100 and PR-308 at the Municipality of Cabo Rojo.
 - Safety Improvement to the School Zones at Municipalities on the center the Island (over 50 schools).
 - Geometric and Safety Evaluations at PR-52, PR-53, PR-20 and PR-66 Toll Stations.
 - Inspection of Rumble Strips projects at four different highways around the Island.
 - Inspection of modifications of the reversible barrier in the PR-18 & PR-22 Highways.
 - Development and Inspection of Improvement made to the main Intersection at Puerto Rico Medical Center.
- Construction Projects Continuation during 2012
 - PR-2 Municipality of Quebradillas - Works were performed by a consultant selected by the Highway and Transportation Authority (ACT) to work with geometric design and safety improvements to a section of this road between the Municipalities of Quebradillas and Isabela. This section had a history of traffic crashes and fatalities which support the need for an improvement project. After the design phase is complete, the Highways and Transportation Authority will proceed to the bidding and construction phase.



- PR-185 Municipality of Canóvanas - Puerto Rico Highways and Transportation Authority identified as a location where the amount of traffic crashes was alarming. For this reason the ACT took the initiative to develop a geometric design improvements, signage, pavement marking, and installation of Raised Pavement Marking “ojos de gato” among others, to create a more secure and efficient road for high volume vehicle that passes through this place.



- PR-114 Municipality of San Germán - In the municipality of San Germán PR-114 (7.6-14.2 km) is considered as one of the rural roads that reports more traffic flow. This project consists of pavement scarification, paving, marking, and signage. In addition this is considered as a “PILOT PROJECT” because the ACT and FHWA recommended three different additional extra works to improve the safety in the road that have never been used in the island. These are: rumble strip in the middle of the road, all weather thermoplastic pavement marking and flood warnings signs.



- PR-100 Municipality of Cabo Rojo - Collection and analysis of fatal crashes at intersections without traffic lights of the PR-100 Km 2.75, Plan Bonito Sector, The Puerto Rico Highways and Transportation Authority opted for a design to improve the safety of drivers. This design consisted in the installation of a modern traffic signal system, pavement marking, signage and safety barriers and replacement of "guard rails" in some sections. As of August 2012, this project was completed and is in the final inspection process.



- PR-167 Municipality of Naranjito - Several assessments made by the Puerto Rico Highways and Transportation Authority reflected the need of road improvements. As a result, a design that incorporates control devices to improve safety on this stretch road was made. Two sets of traffic lights for the two intersections that currently lack it will be build and install.



- Educational Activities

- Workzone Awareness Week - On April 23, 2012 a commemorative event at the conclusion of the week of "Workzone Awareness Week". This activity impacted many people from different government agencies and visitors during the morning hours. The Committee went to different public buildings surrounding the building of the Highway and Transportation Authority and the PRTSC. The people received upon entering the building a commemorative orange ribbon and a brief orientation of the importance to be aware, while driving a motor vehicle near a construction zone, of the safety of workers. Later, a talk to 50 people in the field of highway security was given to provide key tools on this issue. These talk was given by staff of the Highway Authority (ACT) and the Federal Highway Administration (FHWA).



- Safe Routes Designing For Vulnerable Users - This seminar of three (3) days was presented by a traffic safety expert that works with the ATTSA and brought together 40 engineers and staff of the Highway Authority (ACT), the Federal Highway Administration (FHWA) and the PRTSC. During the seminar, several workshops were conducted regarding issues related to the design of safe routes for vulnerable road users. Vulnerable user is defined as any person who carries on a public road outside of a motor vehicle. The purpose of this seminar was to raise awareness among key people who run the public transportation network in the country.



Fiscal Review

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
164HE	\$3,798,377.77		
TOTAL	\$3,798,377.77		



PAID MEDIA

Overview

Studies based on Puerto Rico's demographic profile have proven that it is not effective to depend only on public service announcements in order to reach a target audience. To complement an enforcement effort and to communicate with the public, Paid Media is necessary to assure that the greatest number of people in the target audience is reached. Evidence-based studies and statistics have proven that PRTSC Media Campaigns are effective. It reaches the majority of the population by educating, promoting and reminding the target audience our awareness messages.

During this year the Electoral Ban hindered Media Projections. In 2012 took place the Electoral Ban State Law that covered the period from January 1, 2012 to November 6, 2012. This law states that all Government's advertising must be authorized by the State Election Commission (SEC) which includes all specific media plans, with investment, frequency and station. Although each media plan was submitted in advance to the SEC for approval, they weren't approved as presented, in the process campaigns were delayed, decreased and in some occasions denied for airing. However, the educational message went across through the educational impacts and public interest activities.

Performance Goals

To accomplish that our Target Market adopts the PRTSC road safety messages and make them part of their lifestyle.

- To increase recognition of the PRTSC focusing our messages according to the specific and diverse target of each campaign program.
- To obtain a positive change in attitudes toward traffic safety measures.
- To implement educational messages in the media such as: TV, Radio, Press, Magazines, Internet, Outdoor Media, Cinema, Social Networks, among others.
- To obtain more exposition in alternative media so that we can reach the public that cannot be reached throughout the traditional media, such as radio or press.
- To increase Earned Media: TV and Radio bonus spots, Editorials in Newspapers, Magazines, other printed media, and exposition through TV and Radio interviews.



Achievements

- PM 12-01 Impaired Driving Campaign - \$1,108,665.60
 - Thanksgiving Crackdown - November 22 to 27, 2011 - \$79,177.50
With the purpose of preventing alcohol fatalities during this period we implemented the Thanksgiving Campaign with our alcohol slogan “Guiar Borracho es un crimen, serás arrestado” (Drunk Driving, Over the Limit, Under Arrest). The campaign alerted of the risks of drinking and driving. 200 Advertisements were strategically placed on restaurants, bars and 150 on gas stations all through the metropolitan area.
 - Christmas Crackdown - December 1, 2011 to January 8, 2012 - \$396,214.42
During the Christmas period we implemented an educational campaign giving continuity to our alcohol slogan “Guiar borracho es un crimen, serás arrestado”. The campaign ran simultaneously with the US National Crackdown. This campaign plan was supported by the Police HVE thru the Island. Advertisements were placed 200 Zoom Media panels on restaurants and bars, 150 Fuel Stations panels on gas pumps, 724 TV Spots, 12 TV Sponsorships, 1,499 Radio Spots, 472 Radio Sponsorships, 4 packages (spots & sponsorships) on Christmas and New Year’s Eves Radio Specials, 6 Newspapers Ads, 7,560 on 45 cinemas Movie Theaters Ads and 3 (24/7) Internet Web banners.
 - Easter Crackdown - March 29 to April 8, 2012 - \$46,062.86
During this period we continued the usage of our alcohol slogan “Guiar borracho es un crimen, serás arrestado”. The educational effort was focused on alerting of the consequences of drinking and driving. The campaign ran simultaneously with the US National Crackdown, and supported the Police Traffic Mobilization thru the Island. We circulated 2 Newspapers Ads, 3 (24/7) Internet Web Banners and 366 Radio Spots.
 - Summer Crackdown - July 3 to 29, 2012 - \$177,320.22
During this period we continued the usage of our alcohol slogan “Guiar borracho es un crimen, serás arrestado. The campaign ran simultaneously with the US National Crackdown, and supported the Police Traffic Mobilization thru the Island. For this mobilization 125,000 Pizza Boxes Flyers on 25 restaurants, 5 Newspapers Ads, 3 (24/7) Internet Web Banners and 125 gas pumps were advertised.
 - Labor Day Crackdown - August 23 to September 3, 2012 - \$399,544.6
During this period we continued the usage of our alcohol slogan “Guiar borracho es un crimen, serás arrestado”. The educational effort was focused on alerting of the consequences of drinking and driving. The campaign ran simultaneously with the US National Crackdown, and supported the Police Traffic Mobilization thru the Island. Advertisements ran 13 (24/7) on websites, 2,123 Radio Spots and 1,456 TV Spots.



- PM 12-06 Child Restraint & Permanent Fitting Station Campaign - \$8,589.27

The PRTSC ran the National Child Car Seat Campaign during the month of September 2012. We innovated the campaign with an educational slogan “No lo dejes en el aire”, which means, “Don’t leave him hanging”. Accordingly to its targeted audience Paid Media issued 73 Radio Spots and 2 (24/7) Internet Web Banners.

- PM 12-07 Seat Belt Campaign - \$8,911.65

During the month of May PRTSC integrated the National Seat Belt Mobilization with the educational campaign “Comerás Cristal” which means “You’ll Eat Glass”. A total of 61 radio spots with our seat belt usage message and 2 (24/7) Internet Web Banners aired.

- PM 12-10 Pedestrian Safety Campaign

Funds for this program were re-scheduled for next Fiscal Year. However, a combined effort with other educational areas was created; that will be detailed on Paid Media Educational Programs Combined Efforts described below.

- PM 12-12 Motorcycle Safety Campaign - \$8,797.50

This year’s campaign consisted on targeting our audience through the 2012 Basketball Olympics’ Last Qualifying Round TV Special with 10 spots with our educational message “Motociclista Seguro” (Motorcycle Safety) from July 2 to 8, 2012.

- PM 12-12S Motorcycle Share the Road Campaign - \$74,293.64

PRTSC launched the educational campaign from September 19 to 30, 2012 with its educational message “Comparte la Carretera” (Share the Road). A total of 16 newspapers ads and 34 (24/7) Internet Web Banners aired.

- Paid Media Educational Programs Combined Efforts - \$5,503.70

The educational message of all of our Road Safety Campaigns was also integrated as part of the international campaign Decade of Action for Road Safety 2011-2020 which initiated on 2011 and continued on May 2012. An awareness and invitation to adopt the initiative advertisement was published on a National Newspaper Ad and 3 (24/7) Internet Web Banners aired.



- Earned Media Results

Bellow the results of a combined effort obtained from the PRTSC team, contractors, non-profit organizations, government agencies and civic groups that together share the social commitment of road safety.

EARNED MEDIA RESULTS	
Paid Media	\$1,364,759.45
Earned	862,124.96
Earned Exposure	63%

- Bonus and Publicity

As we have established previously, our educational advertisements leave a permanent impression modifying conduct behavior. With the bonuses obtained as the result of Paid Media we kept our educational messages running and delivering our traffic safety message. Interviews, news reports, and exposition received as part of the Publicity, complemented our achievements as result of Paid Media.

EARNED MEDIA		
MEDIA	SPOTS	AMOUNT
Television	676	\$177,625.00
Radio	847	70,234.00
Zoom Media	800	154,500.00
Gas Pumps Ads	100	17,500.00
Web Sites	53	77,050.00
Social Networks	27	105,000.00
Newspapers Publicity	44	179,805.96
Radio Publicity	78	44,720.00
Television Publicity	88	35,690.00
TOTAL	2,713	\$862,124.96

Data Source: Advertising Agency KOIGC & Monitoring Agency



- 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 the Media.

IMPRESSIONS FY 2012	
Pedestrian Safety Campaign	851,000
Halloween Educational Effort	2,120,700
Thanksgiving Crackdown	1,500,000
Christmas Crackdown	4,522,775
Fiestas de la calle San Sebastián Educational Effort	3,484,192
Speed & Aggressive Driving Campaign	2,246,754
Easter Crackdown	2,423,311
Justas Interuniversitarias Educational Effort	1,753,011
Seat Belt Campaign	295,711
Summer Crackdown	8,617,900
Labor Day Crackdown	6,443,255
Child Seat Campaign	498,700
Motorcycle Campaign	31,027,613
AUDIENCE IMPRESSIONS ACHIEVED	65,784,922

*Data Source: Advertising Agency, KOI GC

Fiscal Review

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
154PM	\$200,000.00		
164PM	\$400,000.00		
2010	\$85,000.00		
402PM	\$185,000.00		
405PM	\$20,000.00		
410HV-PM	\$800,000.00		
TOTAL	\$1,690,000.00		



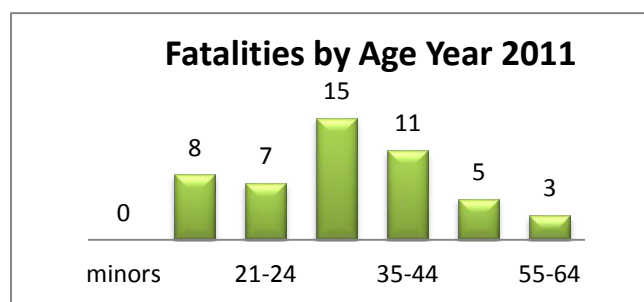
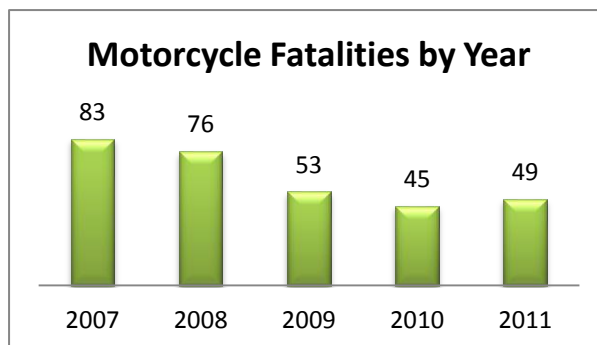
MOTORCYCLE SAFETY

Overview

Data indicates that in Puerto Rico motorcycles registrations have increased from 164,181 in 2010 to 167,033 in 2011. Although a reduction of motorcyclists' fatalities was consistent during the last five year, motorcycle safety issues still are a main concern.

In Puerto Rico there are several laws regarding licensing and required gear for motorcyclists but statistics reflects another reality:

motorcyclists keep avoiding helmet usage or DOT approved helmets and proper gear to ride. Injuries and fatalities keep occurring. Riders between 25 and 34 years of age are the most likely to be involved in motorcycle crashes.



Motorcycle law enforcement has been directed mostly on helmet usage, proper gear and impaired riding. However, new trends of education and road safety awareness have emerged. The PRTSC and its Motorcycle safety Coordinator has made some recommendations regarding training to motorcyclists' examiners to maintain them with accurate law information and

motorcycle techniques when riding. Also, to explore the possibilities to offer safety interactive workshops to motorcyclists like, "*First there, first care.*" In addition offer the MSF ERC (experience rider course) to riders that want to upgrade their knowledge.

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

The implementation of new ranges is necessary and law 107 specifies that the DOT obligated to maintain eight ranges around the island. Back in 2008 the DOT had four ranges, but with at the present only one is in use. More coordinated efforts should be made by the PRTSC and the PRDTPW in order to improvement of the ranges and to revise the uniformity of the curriculum of exercises to be provided as part of the program.

As a result of the law 107 impact, a fluctuant decrease in motorcycles fatalities has been shown in the last five years.



Performance Goals

- To reduce motorcycle fatalities by 10% from 45 in 2010 to 40 in 2011.

Achievements

- Preliminary data reports 43 motorcycle fatalities as of November 2012. That number showed, up to that date, a reduction of six fatalities so far.
- The PRTSC coordinator has conducted several educational activities providing orientation focusing on the requirements of the 107 Law and the safety of motorcyclists. Also, maintains courses of the MSF, Basic Rider Course, to military forces..
- A mandatory conference of the new law requirements is given to the police cadets upon request at the Police Academy in Gurabo as a graduation requirement.
- Educational materials on motorcyclist safety tips and law requirements have been distributed. Also, impaired riding and share the road brochures, focusing on both drivers and motorcyclists, were distributed island wide.

Challenges

- Although educational and media efforts have been conducted, Motorcycle Fatalities raise from 45 in 2010 to 49 in 2011.

Fiscal Review

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
2010	\$13,781.39		
402MC	\$85,029.00		
TOTAL	\$98,810.39		



DISTRACTIVE DRIVING

As of September 2012, the PRTSC has appointed a Coordinator for this program. As part of the responsibilities on educating about primary Law 201 that goes in effect January 1st, 2013, several media interviews has been given to orientate the public, in specific about anti-texting and distracted driving while driving a motor vehicle. Mainly it prohibits texting while driving and the mandatory use of hands free devices while using a cell phone in a motor vehicle. This applies to all motorists regardless of age.



Although no goals and performance measures were established in the 2012 HSP, a jointed education effort was conducted with PRPD according to Law 201 requirements. Over 30,000 educational brochures were distributed by PRPD and Municipalities islandwide. Also, PRPD issued complimentary tickets to all drivers who violated the law as part of the educational efforts.

Fiscal Review

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
402DD	\$1,099.56		
TOTAL	\$1,099.56		



DRIVER ATTITUDES, AWARENESS AND BEHAVIOR

Safety Belts

- The study shows that 92.3% of the participants reported that they “Always” used the seatbelt when driving an automobile.
- Thus, a very small proportion (less than 3%) indicated to use the seatbelt “Sometimes, Almost Never or Never”.
- Consequently, almost eight out of ten participants (79.8%) have not received a traffic ticket for not using the seatbelt in their driving experience.
- Over forty one percent (41%) of respondents stated that it’s very likely to get a ticket if they do not wear the seat belt. In fact, three fourths (3/4) of respondents mentioned they would definitely get a ticket for not wearing a seat belt.
- Three out of ten participants got aware through TV commercials, while 24% heard from radio announcements.
- 17% of the participants mentioned the slogan “Hold on to life” as the one they remember, followed by “The seatbelt saves your life” mentioned by seven out of ten participants.

Car Seat

- Of the 6,800 observed vehicles in the 60 roads segments, 111 occupants of 0 to 4 years were observed using the car seat.
- In 110 of the 111 cases a proper use of the car seat was observed and one case could not be determined, with a non-response rate of 0.9 percentage points.
- All of these aspects, a 94.7% of car seat usage is estimated.
- Local roads measured the lowest car seat use rate with 73.1%. Almost no difference was observed between arterial and expressways and limited access highways, with a car seat use rate of 99.9 and 98.8 respectively.
- The 100% of SUVs and Minivans with occupants of 0 to 4 years were observed using the car seat.
- Time intervals of 7:00 AM to 9:14 AM and 11:30 AM to 1:44 PM measured a car seat usage of a 100%. The 1:45 PM to 3:59 PM time interval registered a car seat use of 99.8%, while the 4:00 PM to 6:00 PM and 9:15 AM to 11:29 Am intervals registered a car seat usage lower than 90%.



FINANCIAL SUMMARY
FISCAL YEAR 2012

