

Puerto Rico Traffic Safety Commission  
Government of Puerto Rico

# Puerto Rico Annual Report FY 2020

Hon. Wanda Vázquez Garced  
Governor of Puerto Rico

Ingrid S. Bofill Morales  
Interim Executive Director

Hon. Carlos Contreras Aponte  
Chairman of the Board



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GOVERNMENT OF PUERTO RICO  
Puerto Rico Traffic Safety Commission

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Governor of Puerto Rico

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Puerto Rico Traffic Safety Commission  
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Puerto Rico Police Department  
Department of Health  
Department of Education  
Office Administration of the Courts  
Automobile Accident Compensation Administration (ACAA)  
Administration of Mental Health and Anti-Addiction Services (ASSMCA)  
Public Service Commission  
Representative of Public Interest  
Youth Representative

Acknowledgments

The Puerto Rico Traffic Safety Commission would like to thank Governor Wanda Vázquez Garced, Chairman of the Board Carlos Contreras Aponte, the National Highway Traffic Safety Administration, the Federal Highway Administration, local officials and coordinators, law enforcement and other traffic safety partners and organizations for their support of Traffic Safety Commission programs and initiatives during the past year. These partnerships are vital to our success in reducing crashes, fatalities and injuries in Puerto Rico’s roads, streets and highways.

Message from Executive Director  
of the Puerto Rico Traffic Safety Commission  
Ingrid S. Bofill Morales

It has been a challenging year; there is no doubt about it. 2020 will pass through time as one of the most demanding years in recent human history. In Puerto Rico, we have had to deal with a series of earthquakes that shook the island in January, an event that caused instability in people’s minds, as well as their behavior towards traffic. Also, as we all know, COVID-19 pandemic came to change our way of living, including lockdowns and social distancing as efforts to eradicate the spreading of the virus. This reality made us work even harder to decrease fatalities due to bad behavior in our streets, and we cannot be more proud of ourselves.

Nevertheless, a lot is yet to be done to keep saving lives in our streets, even though numbers have shown a decrease in fatalities when comparing them with last year’s results. For all of the Puerto Rico’s Traffic Safety Commission employees, and for myself as its Interim Executive Director, the goal is simple: to keep working hard towards reaching zero deaths in our roads due to the misbehavior of people who do not follow traffic safety laws.

For this to be done we managed to publish our educational campaigns, including our Impaired Driving and Youth impaired Driving Media Campaigns, both to educate drivers about the consequences of driving under the influence of alcohol. Also, we kept our Speed and Aggressive Driving Campaign, as well as the Occupant Protection Media Campaign to increase the use of seat belt and child passenger safety.

The Non-Occupant Protection Media Campaign that is focus in pedestrian and bicyclist safety was published, along with the Motorcycle Safety Media Campaign and the Motorcycle Share the Road Media Campaign to reduce motorcyclist fatalities by promoting the proper use of suitable clothing before riding a motorcycle and to raise awareness of the importance of sharing the road between drivers and motorcyclists.

As for the Distractive Driving Media Campaign, we were able to produce a new campaign to promote the message about the consequences of texting while driving. Likewise, even though social distancing and Executives Orders has kept the *Parque Educativo de Seguridad en el Tránsito (PESET)* closed, we promoted the park in all of our social media platforms, being positive and looking forward to the day that we will be able to open it again.

On the other hand, a work plan was drawn up by both, Planning and Communications areas, to maximize the strategies to reach the target audiences presented in each of our media projects,

as an effort to prevent and reduce fatalities, injuries and property damage caused by traffic crashes. This plan also integrated partnerships with nongovernment organizations, as well as private sector corporations to create a much bigger impact and to find new outlets to maximize the spread of all of our messages. Also, we continued our collaboration with the Puerto Rico Police Department and Municipal Police all around Puerto Rico and kept doing the hard work that has been done by our Community Programs and *FIESTA* Projects.

National and regional media, radio, TV, digital adds, cinemas, out of home outlets and social media networks were used to increase the reach to our target audiences, mostly through our advertising agency and social media manager. To maximize the outreach effort, the public relations area also coordinated different media tours where we had the opportunity to provide updated information about all our campaigns, providing official statistics to clarify the questions of the journalists and guide the citizens to a new attitude towards traffic safety.

As I said at the beginning, 2020 was a year of many challenges, but it is also safe to say that, even with the new boundaries that came with COVID-19 pandemic, 2020 was also a year of accomplishments. We have saved lives in our streets and knowing that is enough to keep working hard to see the Puerto Rico's Traffic Safety Commission's vision and mission accomplished.

## Preface

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This report is for the Federal Fiscal Year 2020 from October 1, 2019, through September 30, 2020. It contains a variety of crash data statistical references. The latest crash data currently available from the NHTSA FARS database (Fatality Analysis Reporting System) is the calendar year 2019. The latest crash/fatalities data available from the State of Puerto Rico crash database is the calendar year 2019. Due to corrections made in the FARS database which are not reflected in the Puerto Rico database, there are often significant statistical differences related to use rates and percentages between FARS and State data. Therefore, any data provided and identified as Puerto Rico data should be considered, for comparison purposes in goals and targets, as preliminary in nature only.



## Introduction

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The Puerto Rico’s Traffic Safety Commission is well known in the island as the entity that has been doing efforts towards traffic safety since it was created in 1972. By teaching people through educational campaigns about traffic laws, this Commission has but one goal: to save as many lives as possible, reducing injuries and fatalities that are caused due to bad behavior when using public streets. Either you are a pedestrian, a cyclist, a motorcyclist or a motor vehicle driver or passenger, these educational campaigns are developed strategically for every program individually, each and every one of them with their own target audience.

Even though this year has been incredibly challenging, beginning with the earthquakes that hit the island in January and then the COVID-19 pandemic, we manage to include the following efforts and priorities:

- ▲ **Impaired Driving Media Campaign**

  - Focus on the importance alcohol related traffic issues
- ▲ **Youth Impaired Driving Media Campaign**

  - Educational efforts regarding alcohol consumption of young people
- ▲ **Distracted Driving Media Campaign**

  - Creates awareness of distracted driving and its consequences
- ▲ **Speed and Aggressive Media Campaign**

  - Reduce fatalities caused by speeding and aggressive driving
- ▲ **Occupant Protection Media Campaign**

  - Increase the use of seat belt and child passenger safety
- ▲ **Non-Motorized Protection Media Campaign**

  - Pedestrian and bicyclist safety
- ▲ **Motorcycle Safety Media Campaign**

  - Reduce motorcyclist fatalities by promoting the proper use of suitable clothing before riding a motorcycle
- ▲ **Motorcycle Share the Road Media Campaign**

  - Raise awareness of the importance of sharing the road between drivers and motorcyclists
- ▲ **Up-to-date share of traffic fatalities data.**
- ▲ **P&E on road safety issues, traffic crash prevention and enforcement.**
- ▲ **Alliances and community programs to strengthen highway safety prevention.**

It is imperative to say that the results that are presented in this Annual Report, are also a combination of important partnerships that the Puerto Rico Traffic Safety Commission has done

with the Puerto Rico Police Department, Municipal Police Departments, and other road safety partners that believe in our mission and help us reach all of our target audiences by doing their part to reduce traffic crashes and deaths.

There is no doubt that lot is yet to be done if we want to reach zero fatalities in Puerto Rico’s streets, but t is also safe to say that we are headed in the right direction to fulfill that goal. Education is the key; the more people know about traffic safety, the better they will behave whenever they decide to use our streets. We look forward to all the new strategies and campaigns that will be done to save lives, and to keep the partnerships and support of every component of society.

## Legislative Update

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**Law No. 1 - January 1, 2020:** To add a subsection (23), to section (c) of Article 2.25 of Law 22-2000, as amended, known as the "Puerto Rico Vehicles and Traffic Law"; to add the hemophilia condition in its moderate and severe modality in the list of conditions to grant permits to park in designated areas for people with disabilities; and for other related purposes.

**Law No. 23 - February 7, 2020:** To add an Article 1.03-A and amend Article 1.97; sections (b), (c), (d) and (f) of Article 2.05; Article 2.09; Article 2.13; Article 2.14; Article 2.15; sections (a), (c) and (e) and add subsections (i), (j) and (k) to Section 2.40; amend sections (o) and (p) of Section 2.47; subsection (f) of Section 3.02; amend Section 23.01; amend subsection (43) of Article 23.02; sections (d), (e), (k) and (l) of Article 23.05; and add Article 23.10, of Law No. 22-2000, as amended, known as the "Puerto Rico Vehicle and Traffic Law", and amend Article 7 of Law No. 8 of August 5, 1987, as amended, known as the "Law for the Protection of Vehicle Property", in order to temper them with the purposes of Law 2-2016; and for other related purposes.

**Law No. 141 – September 30, 2020:** To amend the first paragraph of Article 1.54; add a new Article 3.13-A, and renumber the current Article 3.13, as 3.13-B; and amend the first and fifth paragraphs of Article 3.14 of Law 22-2000, as amended, known as the "Puerto Rico Vehicle and Traffic Law", with the purpose of authorizing the issuance and use of the "virtual driver licenses", by designing a mobile application (app) that will contain the aforementioned license, and which must be compatible with all mobile operating systems available on the market; order the Secretary of the Department of Transportation and Public Works to develop the computer programs, procedures, rules, documentation and associated data (software) that are necessary to certify the identity of the users, whether it is the owner of the driver's license virtual or government authorities that require it, through the use of numerical codes and technology focused on privacy and confidentially; and for other related purposes.

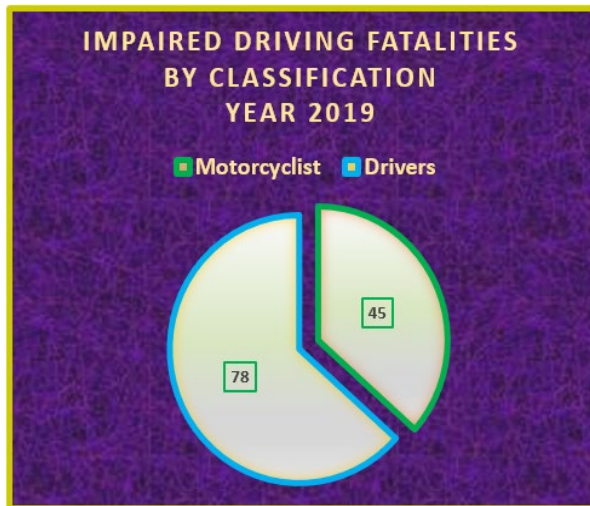
## Traffic Safety Core Performance Measures

FY 2020 Annual Report					
Performance Report on All Measure					
NHTSA Core Performance Measures	Target period (Performance Target)	Performance Target from FY 2020 HSP	Current Final 2019 (NHTSA FARS database)	Status (As of December 28, 2020)	Comments
C-1) Traffic Fatalities (FARS)	5 Year	292	289	240	<b>In Progress:</b> The target set for the end 2020 is likely to be met.
C-2) Number of Serious Traffic Injuries in traffic crashes (ACAA)*	5 Year	3,983.0	5,377	Data Not Available	Data is not available but PR is expecting to achieve the target.
C-3) Traffic Fatalities VMT (FARS & FHWA)	5 Year	1.91	Data Not Available	Data Not Available	Data is not available but PR is expecting to achieve the target.
C-4) Unrestrained Passenger Vehicle Occupant Fatalities	Annual	76	99	79	<b>Target not met:</b> YTD, there were 3 more unrestrained passenger fatalities that target established in FY 2020 HSP.
C-5) Impaired Driving Fatalities	Annual	92	80	23	<b>In Progress:</b> The target set for the end 2020 is likely to be met.
C-6) Speeding-Related Fatalities	5 Year	86	93	45	<b>In Progress:</b> The target set for the end 2020 is likely to be met.
C-7) Motorcyclist Fatalities	5 Year	38	34	45	<b>Target not met:</b> IYTD, there were 7 more motorcyclist fatalities that target established in FY 2020 HSP.
C-8) Unhelmeted Motorcyclist Fatalities	5 Year	25	24	14	<b>In Progress:</b> YTD, has 11 fewer unhelmeted motorcyclist fatalities than the target set; is likely to be met.
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	Annual	27	23	14	<b>In Progress:</b> The target set for the end 2020 is likely to be met.
C-10) Pedestrian Fatalities	Annual	94	100	64	<b>In Progress:</b> The target set for the end 2020 is likely to be met.
C-11) Bicyclist Fatalities	Annual	9	9	8	<b>In Progress:</b> The target set for the end 2020 is likely to be met.
C-12) Number of youth impaired driving fatalities	5 Year	19	5	1	<b>In Progress:</b> The target set for the end 2020 is likely to be met.
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupant	Annual	87%	88.3%	84.75%	<b>Target not met:</b> In 2020, the seat belt use rate is 84.75%.
B-2) Percentage of people that reported making cell phone calls while driving	Annual	67%	67%	0%	<b>Target not met:</b> In 2020, the survey was not conducted.
B-3) Mean number of days from crash date to date crash report is entered into database	Annual	35%	0%	90%	<b>Target met:</b> In 2020, the mean number of days from crash date to date crash report is entered into database is one week.
*Data provided by ACAA					
Areas tracked but with no targets set					
Grant Funded Activity Measures	2017	2018	2019	2020	
Seat Belt Citations	59,219	21,801	31,364	12,753	
DWI Arrests	2,657	2,103	1,922	834	
Speeding Citations	24,088	13,743	23,666	16,699	

## Impaired Driving

### Problem Statement

According to NHTSA Fatality Analysis Reporting System (FARS) In 2018 there were 10,511 fatalities in motor vehicle traffic crashes in which at least one driver was alcohol impaired. This totaled 29 percent of all traffic fatalities for the year. In Puerto Rico for year 2019 a total of 80 alcohol impaired driving fatalities occurred.



#### FARS 2019 impaired driving data showed:

- ▲ Prevalence of impaired driving fatalities among males was 93% and females 7%. A slight increase from the 92% reported on 2018.
- ▲ Age group 25-36 represented 33% of total impaired driving fatalities. If age group 37-49 and 50-62 are combined, they represent 42% of total alcohol impaired driving fatalities. However, if analyzed separately, age group 37-49 represented 23% of total impaired driving fatalities, followed by age group 50-62 with 19%. We can observe again that Baby boomers' group is rising in fatalities as population is getting older, 50+ reported 25% of total impaired driving fatalities. Age group 16-24 comprised 8% of total impaired driving fatalities.
- ▲ Day of the week analysis showed that Sunday reported most of the id fatalities with 33%, followed by Saturday which reported 25% and Friday with 15%. Weekends comprised 73% of total impaired driving fatalities which showed an increase of 15.9% when compared with 2018 weekends.
- ▲ Nighttime (between 6:00pm-6:00am) accounted for 75% of total impaired driving fatalities a decrease of 1.33% when compared to year 2018.
- ▲ 74 % of impaired drivers killed during the crash were unrestrained an increase of 14% is observed when compared to 2018.
- ▲ 75% of impaired motorcyclists killed were un-helmeted at the time of the crash. This represents a decrease of 17% when compared to 2018.
- ▲ 60% of impaired driving fatalities showed a speeding contributing factor to the crash an 8% decrease from 2017.
- ▲ A total of 33 of 78 municipalities reported at least one impaired driving fatality with San Juan and Carolina both with five each followed by Ponce with three.

- ▲ Impaired driving fatalities mainly occurred on secondary roads with 38% followed by primary roads with 35% and tertiary with 27%.
- ▲ Impaired driving fatalities were reported in all the months of 2019. Some peaks are identified on the months of December and January followed by March with 13%. Summer months comprised 26% of impaired driving fatalities.

### Performance Target

- ✦ **C-5) To decrease the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 4.3 percent from the 2017 calendar base year of 96 in 2017 to 92 in 2020.** – *Based on the latest crash data from NHTSA FARS database for year 2019, the target achieved; alcohol-impaired driving fatalities in 2019 were 80 alcohol-impaired driving fatalities.*

### Planned Activity

**20-01-72**

**Puerto Rico Department of Health – Alcohol Toxicology Lab**

For fiscal year Project completed the contracting and hiring of staff, but the legal consultant contracting process was interrupted by the government lockdown.

For the period covering since October 1<sup>st</sup>, 2019 until March 13<sup>th</sup>, 2020, the Alcohol Tox Lab was operating at its fullest capacity preparing chemical solutions and determining performance in all measuring instruments, proficiency samples, monthly calibration of intoxilyzers were conducted, blood samples analyzed, chemists attended courts as key witnesses on alcohol impaired driving cases. In addition, suppliers of specialized solutions and laboratory supplies weren't able to provide goods and services for many months.

After lockdown was in placed by Governor Vázquez starting on March 15<sup>th</sup>, 2020 , all tasks took a slower pace: no calibrations were conducted in April and May, zero blood samples were analyzed during April and were resumed in May 2020, intoxilyzers calibrations were resumed on mid-June 2020 as well as courts appearances as key witnesses. State Police and Municipal Police trainings were delayed for fiscal year 2021. By the end of fiscal year 2020, Project was operating almost normal.

**20-01-77**

**Drug Impaired Driving Screening Lab**

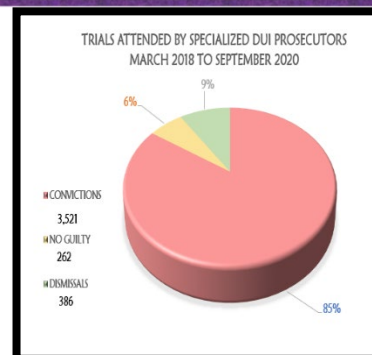
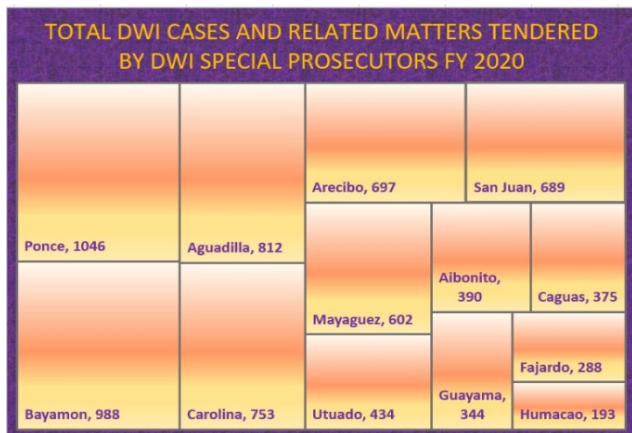
Year 2020 was the first for this Project. However, implementation has been delayed due to administrative concerns, bureaucracy obstacles and management changes. The main problem that affected the development of the Project was the recruitment of personnel for several reasons: first, the positions described in the original proposal of toxicologist and chief toxicologist are not existing positions nor approved by the Puerto Rico Office of Management and Budget nor the State Office for Human Resources. After many meetings with the agencies interested in this project; Bureau of Forensic Sciences, Department of Public Safety, and the Puerto Ric Traffic Safety Commission, it was decided to submit an amendment to the proposal to change the positions in line with those already existing in the BFS. However, the resource bank has been affected by the restrictions on closures due to the pandemic. The new notice to request interested professionals was published at the end of fiscal year 2020.

Hopefully, with the new autonomy of the Forensic Science Institute and a management more understandable of the necessity of identifying drug impaired driving some progress should be made.

**20-01-06**

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

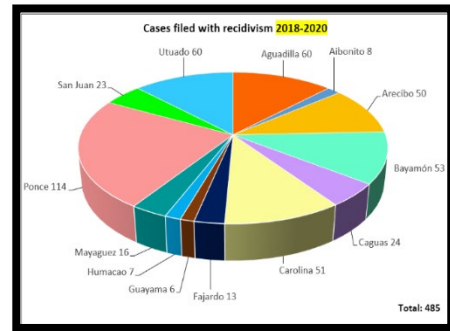
For the third year of the Project, guilty pleas in alcohol DWI cases have increased a 3% from 1,799 in year 2018-2019 to 1,900 in year 2019-2020. Although government lockdown hindered project productivity for several months, DWI special prosecutors worked 7,611 cases on different stages of the DWI prosecution process such as: consultations with the police officers who intervene with the accused, crash scene investigators, authorizations for the filing of criminal charges, preparation of discovery of evidence, answers to motions for discovery the evidence, suppression of evidence and any other motion, preliminary hearings, hearings to suppress evidence, trials and readings of sentences. During the full lockdown months special prosecutors keep their paperwork and attended twelve



webinars offered by the National District Attorney’s Association, Washington State Traffic Safety Office, and Florida Traffic Safety Resource Prosecutor Program.

In addition, the auxiliaries conducted 12,190 tasks regarding DWI case management such as preparation of files, filing of documents to the court, creating digital files in the Integrated Criminal Record, file of motions, orders and sentences, preparation of documents as part of Rule 95, search, and file of records for the Courtroom.

TSRP & Project Director Rosaura González in conjunction with three DWI special prosecutors presented at the Puerto Rico Impaired Driving Program Assessment in February 2020. The TSRP and the prosecutors were available during the four days of the assessment to answer any doubt or question of the panel. In addition, TSRP provided two trainings, two presentations, several case discussions, and has been key during the development of regulations for the SFST Program. She also attended 12 webinars and provided assistance to the Project under Traffic Records Module, Strengthening Prosecutors Management System to ensure DWI cases contain BAC, demographics, and current recidivism data.



**20-01-13  
Impaired Driving Coordinator – PRTSC**

PRTSC Impaired Driving Coordinator promoted impaired driving activities among PRPD, Municipal Police, and FIESTA Projects and other agencies and stakeholders. Coordinators continued to have an active role among the SHSP committee and the impaired driving emphasis area. During 2020, coordinator Betty Rivera was a member of the DOT auction board for the new SHSP contractors for the next five years.

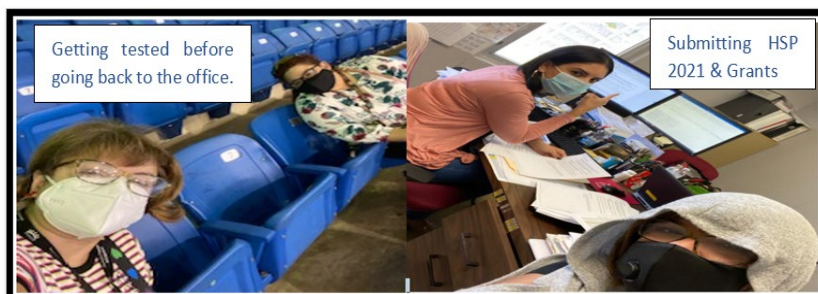


As early as October 2019, Coordinator and FP Manager started coordinating all aspects of the Puerto Rico Impaired Driving Program Assessment. It was conducted from February 23<sup>rd</sup> -28<sup>th</sup>, 2020. Just before pandemic lockdown. Although a lot of work and extra hours, it went very smooth and all parts agreed it was a success and all objectives were achieved.



For the first 5 and a half months of FY 2020, coordinators worked as usual: closing FY 2019 and opening FY 2020. Meetings were held, Impaired Driving Mobilizations for Thanksgiving and Winter Holidays period were conducted, Annual Report 2019 was completed, and a very special emphasis and time was provided to the Program Assessment and then to the Management Review. As of December 28<sup>th</sup>, 2019, many earthquakes begin to shake our island, primary affecting the south west of the isle. A stronger one shake all the island on January 7<sup>th</sup>, 2020 causing lost of electric power, lives, and property damages.

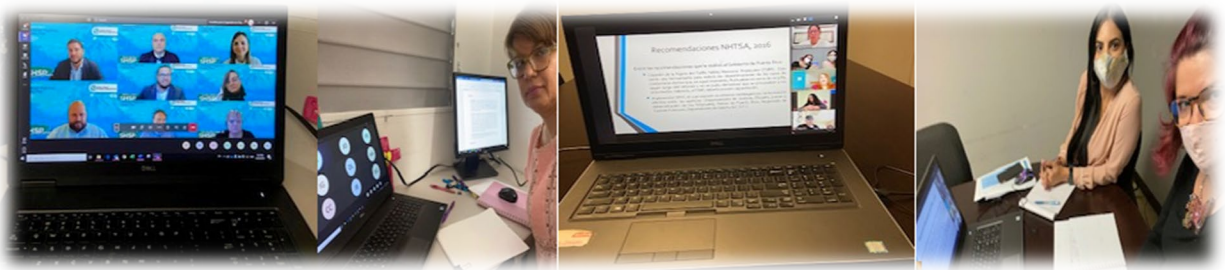
As of March 15<sup>th</sup>, 2020, a total lockdown was declared by the Governor of Puerto Rico Wanda Vázquez-Garced. As in the mainland and the world, we were in complete shock and afraid of what was coming and what will happen. Disobeying instructions, the FP Manager and some



Program Coordinators went to the PRTSC office on Tuesday March 17<sup>th</sup>, to gather proposals, documents, reports, and laptops to keep working until further notice. Several emails were sent to provide instructions to guide

subrecipients through these times. Quarterly reports were evaluated, ideas for social media educational campaigns were and webinars, a lot of webinars. Throughout all this time our Federal Program Manager kept in touch with NHTSA-R2 and she kept us all aware of the guidance's that were dictate by Headquarters and the Federal Government.

Online meetings were attended, Projects FIESTA developed a series of online workshops and coordinators participated active collaboration was provided during Highway Safety Plan 2021 and 405 grants preparation. Meetings were held with social distancing norms in backyards and the office. A total of 21 project proposals for FY 2021 were revised, rejected, or recommended and technical assistance was provided to projects; 72 quarterly reports and 18 annual reports were evaluated and over 50 detailed plan changes. A few on-site visits were conducted because most contact were by email or phone. The coordinators worked closely with LEL and FP Manager to identify issues and decision making. Emails and conference calls were conducted with PRTSC Communications and Public Relations staff to aid in art and content of campaigns.



**20-01-25  
Impaired Driving Media Survey**

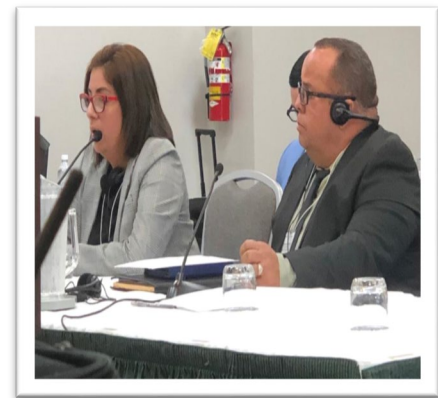
Due to complications as result of the earthquakes and then the lockdown, Media Survey wasn't performed. It is schedule to be conducted FY 2021.

**20-01-71  
SFST Program Coordinator**

During FY 2020, SFST Program was supposed to enter its training phase. However, the Spring trainings were postponed until FY 2021. Much work was done by PRTSC staff and legal advisor to comply with the laws and regulations.

Eleven meetings were held with personnel from the following agencies: Department of Health, Administration of Courts, PRPD, Department of Justice and, Bureau of Forensic Sciences.

Participation in public hearings in the Department of Health regarding the new regulations. Multiple phone calls, writing and sending emails for follow-up and updating to agency staff. Review of the SFST Regulations,



submitted by Captain Carlos Figueroa (PRPD Reformation Officer). Revisions and corrections of the Instructor Development Manual. Analysis of the Regulations to Administer the standardized field sobriety test in other jurisdictions. Review of the Administrative Order of the Puerto Rico Police to discussed with Agent Castro, PRPD traffic head trainer. The AO integrates new blood samples regulation and SFST Police Regulation. Coordination with Mr. Luis López, IPTM, about government contracting and request for proposal for SFST trainings services with costs. Review of the translation of the Regulations of the Department of Health.

Preparation of a presentation on the status of the SFST Program in PR for the Impaired Driving Program Assessment. Meeting of March 9, about Chain of Custody of Blood Containers for Detection of Drugs or Controlled Substances. In addition, some corrections were made to the draft of the Administrative Order.

Meeting with PRTSC Impaired Driving Program staff and FP Manager, by video conference, related to the work plan to be executed given the circumstances of the government shutdown due to COVID-19 pandemic. Various written communications to IPTM about postponement of SFST trainings. Analysis of US jurisprudence about the process, constitutional implications, and search warrants. Conference call with Coordinator Christian González and the Institute of Forensic Sciences, Sa. Mariel Candelario to discuss the proposed amendments to the SFST project and the implementation of the toxicology laboratory for the detection of drugs and other controlled substances. Analysis of US jurisprudence on the evidentiary right of the evidence that makes up the SFST Program. This case summary will be provided to prosecutors and judges during the SFST trainings. Video conference with TSRP Gonzalez and Tnte. Estrada on SFST jurisprudence to hand over to prosecutors. Preparation of the presentation for the SFST Committee meeting and conducted the meeting.

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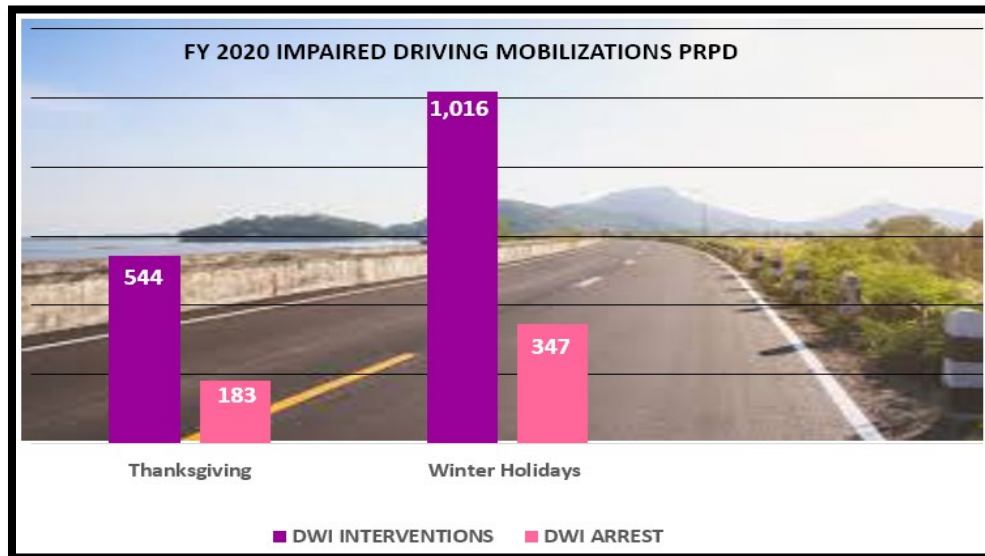
**20-01-01**

**Impaired Driving Overtime Enforcement**

Year 2020 have been challenging to all people, but foremost to health services providers and first responders such as police forces. Almost 1/3 of the Puerto Rico state force have been infected or affected by COVID-19, meaning that sick leave and quarantine had hindered the availability of officers to work. Every week the closure of police stations throughout the island are reported due to COVID-19 fast spreading among the agents.

Due to the nature of alcohol impaired driving interventions, its physical proximity to the drivers to evaluate impairment signs and the requirement to use breathalyzers, no impaired driving mobilizations were conducted after March 15<sup>th</sup>, 2020.

Two Alcohol Impaired Driving Overtime Mobilizations were conducted during FY 2020 in coordination with the PRPD Traffic Bureau and a few Municipal Police corps. Saturation patrols, overtime patrols and checkpoints were part of strategies coordinated by the PRTSC with PRPD Traffic Bureau and its 21 Units during high alcohol consumption periods.



- ▲ Thanksgiving - Mobilization was conducted from the 22<sup>nd</sup> of November to December 1<sup>st</sup>, 2019. This period is commonly known as the beginning of the winter holidays season. It consisted of 9 work nights in overtime from 6:00 PM to 6:00 AM. A total of 106 agents of the PRPD Traffic Bureau worked during the campaign. After evaluating the performance and subtracting the estimated time it takes to intervene and process the drunk drivers, on average it took 8 hours to arrest an impaired driver during the mobilization.
- ▲ Winter Holidays/Christmas - started on December 13th, 2019 until January the 1st, 2020 the impaired driving Mobilization consisted of 19 nights, but the PPR worked 16 nights overtime from 6:00 PM to 6:00 AM. A total of 127 agents worked. After evaluating performance PRPD carried out a drunk driver arrest every 7.5 hours.

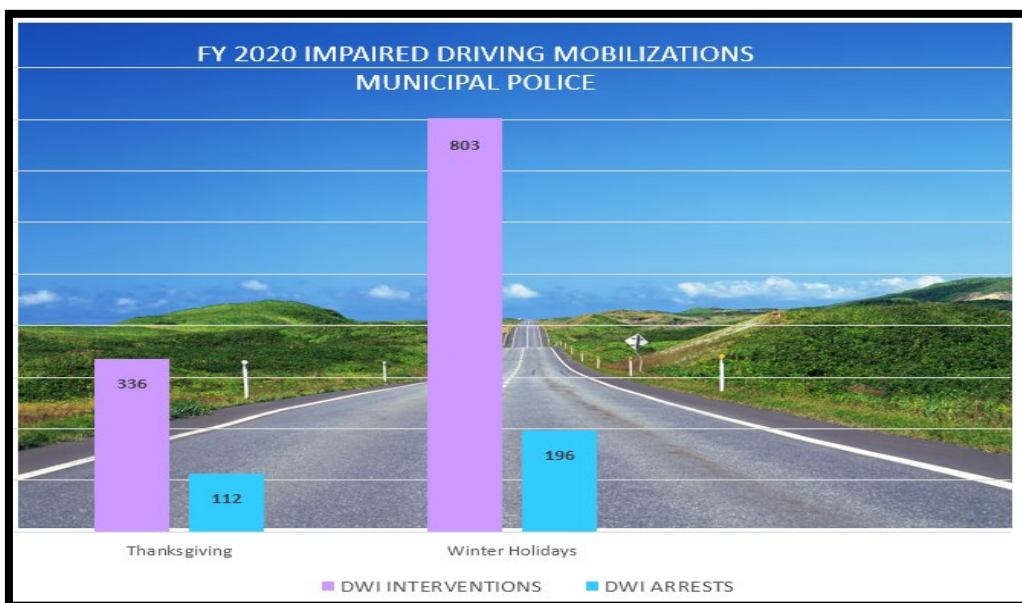
In addition, Traffic Bureau Officers participated actively during the Puerto Rico Impaired Driving Program Assessment. Their knowledge and skills aid the team in understanding alcohol impaired driving law enforcement.



**20-01-XX**

**Impaired Driving Overtime Enforcement**

A total of 15 Municipal Police participated in two (2) impaired driving overtime mobilizations. Municipalities in general have been struggling with a precarious finance limiting their enforcement hours. A total of 308 impaired driving arrests were made.



**20-01-67**

**Victims Impact Panel for DWI Offenders**

FY 2020 was the second one for the project. Although the centers of Mayagüez and Ponce were hardly affected by the earthquakes and the lockdown affected the meetings schedule, project conducted 15 panels reaching 94. All the people referred by the Courts Administration were served. Meetings were conducted in three major metropolitan areas: San Juan north and east, Mayagüez west and Ponce south west.

Project held 11 meetings with judges around the island to explain the benefits of the Program. In addition, Drs. Toro and Garcia attended de Impaired Driving Program Assessment explaining the project and the treatment aspect of DWI cases.

### PRTSC DWI Prevention Activities

Almost all prevention activities were conducted through mass and social media. During high alcohol consumption periods such as: Halloween night, Thanksgiving, Winter Holidays, Spring Break, Summer and Labor Day. From October to December 2019 a total of 28,842 alcohol and DWI informative brochures were distributed through Community Programs, to people around the island.

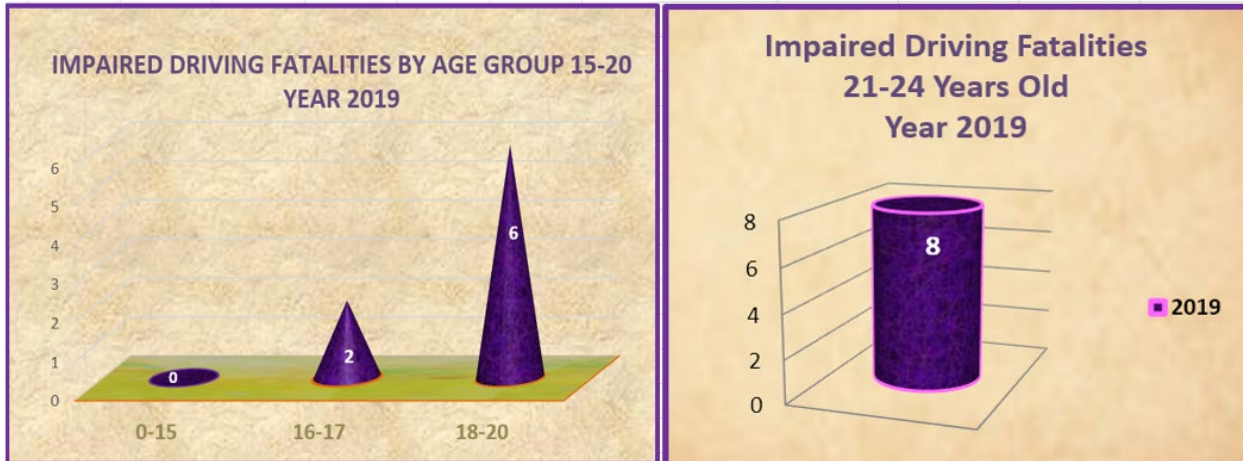
### Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
20-01-01	DWI Patrol Unit - 0101	Pol de PR - 10	608,708.00	150,616.96	458,091.04
20-01-06	DWI Prosecutor Unit - 0106	Dep Justicia - 16	288,366.07	288,366.07	-
20-01-06	DWI Prosecutor Unit - 0106	Dep Justicia - 16	594,146.93	180,053.46	414,093.47
20-01-13	ID Coordinator - 0113	CST - 00	163,374.32	163,374.32	-
20-01-13	ID Coordinator - 0113	CST - 00	93,246.68	55,914.51	37,332.17
20-01-28	TE ID Bayamon - 0128	Bayamon - 011	13,370.13	13,208.68	161.45
20-01-36	TE ID Guaynabo - 0136	Guaynabo - 305	27,228.15	25,558.16	1,669.99
20-01-43	TE ID Ponce - 0143	Ponce - 74	9,254.16	8,298.26	955.90
20-01-47	TE ID San Juan - 0147	San Juan - 098	24,658.78	24,658.43	0.35
20-01-48	TE ID San German - 0148	San German - 628	11,889.09	6,861.43	5,027.66
20-01-53	TE ID Yauco - 0153	Yauco - 105	15,996.12	13,752.42	2,243.70
20-01-67	Panel de Impacto a Victimas - 0167	ASSMCA - 122	152,717.94	27,247.00	125,470.94
20-01-68	TE ID Vega Baja - 0168	Vega Baja - 88	7,455.87	7,281.91	173.96
20-01-69	TE ID Cidra - 0169	Cidra - 135	4,366.05	4,164.56	201.49
20-01-71	SFST - 0171	CST - 00	119,000.00	21,637.50	97,362.50
20-01-72	Alcohol Toxicology Lab - 0172	Depto Salud - 18	350,000.00	179,541.91	170,458.09
20-01-77	Drug ID Screening Lab - 0177	ICF - 36	413,816.86	-	413,816.86
20-01-78	TE ID Humacao - 0178	Humacao - 125	4,101.03	4,101.03	-
<b>Total 01 - Impaired Driving</b>			<b>\$ 2,901,696.18</b>	<b>\$ 1,174,636.61</b>	<b>\$ 1,727,059.57</b>

## Youth Alcohol

### Problem Statement

FARS data indicates there were 16 youth impaired driving fatalities for age group 15-24 years old during 2018. This represents a decrease of 30% in comparison to 2018.



Many studies about teenager and young people attribute alcohol consumption to many factors:

- ⤴ Learned behavior
- ⤴ Peer pressure
- ⤴ Influence of social networks
- ⤴ Rebelliousness
- ⤴ Stress
- ⤴ Conflicts/Emotions
- ⤴ Easy access to alcohol
- ⤴ Advertisement

Alcohol consumption prevalence in Puerto Rico, as early as elementary school, and its deadly consequences, such as impaired driving, must continue to be address with creative ways to ensure the impaired driving prevention message is kept alive and current for youngsters and young adults.

When examining FARS 2019 data, we concluded:

- ⤴ Prevalence of impaired driving among young males between 15-24 years of age was 100%
- ⤴ Sunday reported most youth impaired driving fatalities with 50%.

- ▲ Nighttime hours (between 6:00pm-6:00am) accounted for 75% of youth impaired driving fatalities.
- ▲ 67% of youth impaired driving fatalities were unrestrained.
- ▲ 75% of young impaired motorcyclists weren't wearing helmets at the time of the fatal crash.
- ▲ 8 out of the 12 months of the year reported a young impaired driving fatality; January reported most with 19% followed by June, August and September with 13% each.
- ▲ 81% of total youth impaired driving fatalities had a .08+ BAC.
- ▲ 63% reported a speeding factor.

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### Performance Targets

- ✦ **C-12) To decrease the five-year moving average of the number of youth impaired driving fatalities in 17.4 percent from 23 in 2017 to 19 in 2020.** - *Based on the latest crash data from NHTSA FARS database for year 2019, the target achieved; youth impaired driving fatalities from 24 in 2018 to 5 in 2019.*
- ✦ **C-5) To decrease the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 4.3 percent from the 2017 calendar base year of 96 in 2017 to 92 in 2020.** – *Based on the latest crash data from NHTSA FARS database for year 2019, the target achieved; alcohol-impaired driving fatalities in 2019 were 80 alcohol-impaired driving fatalities.*

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### Planned Activity

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

During FY 2020, PRTSC had 9 FIESTA Projects; reaching college campuses and youngsters island wide to educate and prevent about alcohol consumption and DWI. Main target of these projects are teenagers and college students from 16-24 years old. In addition, there is a FIESTA Project that serves an alcohol and drug rehabilitation Program 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. Also, projects conducted educational booths at Safety Fairs, Sports events and maintain an intense prevention and education presence on social media. As the rest of the programs, FIESTA Projects had to re-arrange their action plans to incorporate new ways to do their P&E alcohol and impaired driving due to the pandemic.



**20-02-02**

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

FIESTA-Río Piedras is located at the metropolitan area of San Juan. During the first 2 quarters of FY 2020 the project was able to carry out and complete about 50 DWI prevention and education activities. Project staff work at the register table during the Impaired Driving Project Assessment. Mid-March brought the total lockdown due to the COVID-19 pandemic. Project started to design creative ways to continue their DWI prevention and education mission among youth. Project meetings, forums and workshops were offered using several platforms such as Facebook, Twitter, Instagram, Zoom, Google Meet, Team, You Tube. On these platforms, the project carried out approximately 219 activities targeting people 17-24 years old. The Project impacted directly approximately 20,000 young people and indirectly 60,000.



**20-02-05**

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

FIESTA- Mayagüez is located at west side of the island. For the first quarter of FY 2020, the project was able to conduct projected 35 activities. However due to the closeness of the earthquakes epicenters it was highly affected by them. The campus buildings had to be inspected in 6 different occasions in order to admit staff and students.

Mid-March brought the total lockdown due to the COVID-19 pandemic. Project started to design creative ways to continue their DWI prevention and education mission among youth. Project meetings, forums and workshops were offered using several platforms such as Facebook, Twitter, Instagram, Zoom, Google Meet, Team, You Tube. On these platforms, the project carried out approximately 200 activities targeting people 17-24 years old. The project impacted directly approximately 20,000 young people and indirectly 60,000.

**20-02-10**

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

FIESTA-Cayey is located at the central mountain range of the island. For the first quarter of FY 2020, the project was able to conduct projected 50 activities. However due to the high altitude and closeness of the earthquakes epicenters it was highly affected by them. The campus buildings had to be inspected on several occasions in order to admit staff and students.

Mid-March brought the total lockdown due to the COVID-19 pandemic. Project started to design creative ways to continue their DWI prevention and education mission among youth. Project meetings, forums and workshops were offered using several platforms such as Facebook, Twitter, Instagram, Zoom, Google Meet, Team, You Tube. On these platforms, the project carried out approximately 318 activities targeting people 17-24 years old. The Project impacted directly approximately 19,200 young people and indirectly 57,000.

**20-02-14**

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

UPR-Ponce campus is located in Ponce at the south of the island. During the first quarter of fiscal year 2020 the project was able to conduct approximately 79 educational activities for the prevention of alcohol consumption and driving. But the beginning of the second quarter was unusual due to the strong earthquakes that affected primarily the south area including Ponce.

Mid-March brought the total lockdown due to the COVID-19 pandemic. Project started to design creative ways to continue their DWI prevention and education mission among youth. Project meetings, forums and workshops were offered using several platforms such as Facebook, Twitter, Instagram, Zoom, Google Meet, Team, You Tube. On these platforms, the project carried out approximately 110 activities targeting people 17-24 years old. The project impacted directly approximately 26,300 young people and indirectly 78,900.

**20-02-15**

**FIESTA-Creativo**

Hogar CREA, Inc. is a non-profit organization that offers drug and alcohol addiction rehabilitation to people who voluntarily seek treatment or are referred by the courts. FIESTA Promoters are participants in the program. They are supervised and trained by a project coordinator to carry out alcohol and drunk driving awareness campaigns and educational workshops for CREA members, families, visitors, and neighboring communities in 6 districts of the island.

During FY 2020 the project developed 1,682 educational activities related to alcohol and impaired driving prevention directly reaching 15,764 and indirectly to 47,292. Many activities were carried out in person, small groups, open spaces and physically distant, and several using the technology.

**20-02-16**

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

PUCPR is located in Ponce at the south of the island. During the first quarter of fiscal 2020 the project was able to conduct approximately 74 educational activities for the prevention of alcohol

consumption and driving. But the beginning of the second quarter was unusual due to the strong earthquakes that affected primarily the south area including Ponce.

Mid-March brought the total lockdown due to the COVID-19 pandemic. Project started to design creative ways to continue their DWI prevention and education mission among youth. Project meetings, forums and workshops were offered using several platforms such as Facebook, Twitter, Instagram, Zoom, Google Meet, Team, You Tube. On these platforms, the project carried out approximately 346 activities targeting people 17-24 years old. The project impacted directly approximately 38,858 young people and indirectly 109,000.




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**20-02-17**

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

FIESTA- Utuado is located at the center of the island in a very mountainous area. For the first quarter of FY 2020, the project was able to conduct projected 48 activities smoothly. However due to the high altitude and the closeness of the earthquakes epicenters it was highly affected by them. The campus buildings had to be inspected in 5 different occasions in order to admit staff and students.

Mid-March brought the total lockdown due to the COVID-19 pandemic. Project started to design creative ways to continue their DWI prevention and education mission among youth. Project meetings, forums and workshops were offered using several platforms such as Facebook, Twitter, Instagram, Zoom, Google Meet, Team, You Tube. On these platforms, the project carried out approximately 80 activities targeting people 17-24 years old. The project impacted directly approximately 1,100 young people and indirectly 3,400.

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**20-02-21**

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

FIESTA-Aguadilla is located at the northwest side of the island. For the first quarter of FY 2020, the project was able to conduct projected 95 activities. However due to the closeness of the earthquakes epicenters it was highly affected by them. The campus buildings had to be inspected in 5 different occasions in order to admit staff and students.

Mid-March brought the total lockdown due to the COVID-19 pandemic. Project started to design creative ways to continue their DWI prevention and education mission among youth. Project meetings, forums and workshops were offered using several platforms such as Facebook, Twitter, Instagram, Zoom, Google Meet, Team, You Tube. On these platforms, the project carried out approximately 217 activities targeting people 17-24 years old. The Project impacted directly approximately 23,000 young people and indirectly 83,000.

**20-02-25**

**FIESTA-PISTA – Ana G. Méndez University-Cupey Campus**

FIESTA-PISTA is located at the metropolitan area of San Juan. During the first 2 quarters of FY 2020 the project was able to carry out and complete about 34 DWI prevention and education activities. PISTA was the first project to conduct an alcohol and DWI prevention workshop to high schoolers.

Mid-March brought the total lockdown due to the COVID-19 pandemic. Project started to design creative ways to continue their DWI prevention and education mission among youth. Project meetings, forums and workshops were offered using several platforms such as Facebook, Twitter, Instagram, Zoom, Google Meet, Team, You Tube. On these platforms, the project carried out approximately 235 activities targeting people 17-24 years old. The project impacted directly approximately 10,300 young people and indirectly 30,800.

**20-02-32**

**POLI-FIESTA- Polytechnic University**

POLI-FIESTA is located at the metropolitan area of San Juan. During the first 2 quarters of FY 2020 the project was able to carry out and complete about 50 DWI prevention and education activities.

Mid-March brought the total lockdown due to the COVID-19 pandemic. Project started to design creative ways to continue their DWI prevention and education mission among youth. Project meetings, forums and workshops were offered using several platforms such as Facebook, Twitter, Instagram, Zoom, Google Meet, Team, You Tube. On these platforms, the project carried out approximately 123 activities targeting people 17-24 years old. The Project impacted directly approximately 7,600 young people and indirectly 22,000.

20-02-33

Check ID Southwest of PR

It was not developed during FY 2020. The proposal did not meet federal requirements for approval.

20-02-34

Check ID

It was not developed during FY 2020. The proposal did not meet federal requirements for approval.

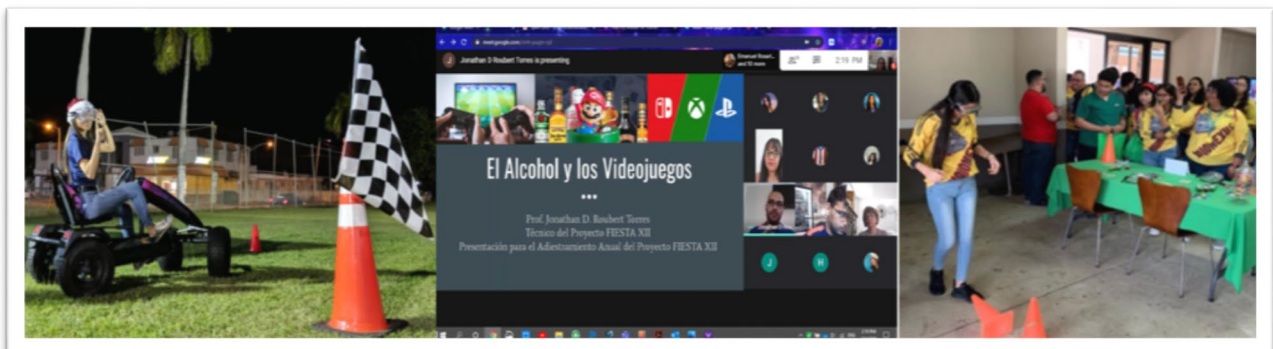
20-02-35

A trip without alcohol

It was not developed during FY 2020. The proposal did not meet federal requirements for approval.

**PRTSC Youth DWI Prevention Activities**

1. *Las Fiestas de la Calle San Sebastián (SANSE)*. Not conducted due to the damages and suffering lived by our fellow citizens from the south, south west of the island stroke directly by many earthquakes. Although the mayor of San Juan decided to continue the festivities at a minor scale, solidarity and the fear of another strong earthquakes and the emergency aid was the priority.
  
2. On spring break 2020 *Justas Interuniversitarias LAI*, the biggest college sports competition was cancelled due to the COVID-19 Pandemic. No youth DWI campaign was conducted.



Fiscal Review

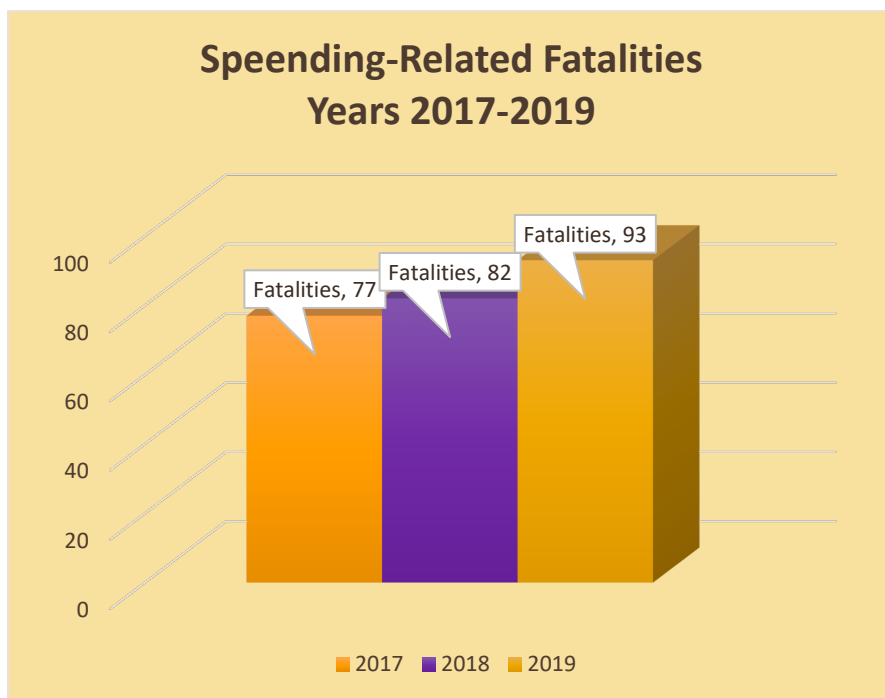
Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
20-02-02	fiesta UPR Rio Piedras - 0202	UPR Rio Piedras - 24	149,640.00	112,818.21	36,821.79
20-02-05	fiesta upr mayaguez - 0205	UPR Mayaguez - 26	77,339.00	23,121.07	54,217.93
20-02-10	fiesta cayey - 0210	UPR Cayey - 120	69,681.00	47,509.21	22,171.79
20-02-14	FIESTA upr ponce - 0214	UPR Ponce - 114	75,300.00	74,616.04	683.96
20-02-15	fiesta crea - 0215	hog. Crea - 129	77,937.00	74,332.39	3,604.61
20-02-16	Catolica Ponce - 0216	catolica ponce - 33	106,439.00	88,650.52	17,788.48
20-02-17	UPR utuado - 0217	UPR Utuado - 23	68,110.00	34,636.41	33,473.59
20-02-21	fiesta upr aguadilla - 0221	UPR Aguadilla - 29	80,366.00	49,946.29	30,419.71
20-02-25	PISTA - 0225	UMET - 225	54,572.60	39,328.81	15,243.79
20-02-32	Fiesta Univ Politecnica - 0232	Univ Politecnica - 232	47,545.00	22,415.03	25,129.97
<b>Total 02 - Youth Impaired Driving</b>			<b>\$ 806,929.60</b>	<b>\$ 567,373.98</b>	<b>\$ 239,555.62</b>

## Police Traffic Services

### Problem Statement

PRTSC, together with the Puerto Rico Police and 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 2019, speeding was a major factor with 93 fatalities; equivalent to 32% of total fatalities reported. This reflects 11 fatalities more when compared to speed-related fatalities reported in 2018.



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 includes agencies such as the Puerto Rico Police Department (PRPD), Municipal Police, Automobile Accident Compensation Administration (PRAACA), Puerto Rico Department of Transportation and Public Works (PRDTP), Puerto Rico Highway and Transportation Authority (PRHTA) and PRTSC, among others.

As part of these plans, during 2019, PRTSC’s Police Traffic Services Program granted funds to 26 Municipal Police Corps and the Puerto Rico Police Department (PRPD) with 19 transit units 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, trainings conducted by PRPD, 28 trainings for 528 police officers, more trainings couldn’t be provided this year for state police officers and municipal officers because of the situation of

COVID-19 pandemic. Those trainings included patrol techniques, alcohol, and radar and photometer equipment, among others, they will be calendarize for the next year. In addition, PRTSC LEL’s and staff did not conduct any trainings due to the situation 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
2016	110,953	7821	6,189	145,512	2,489	67,795	361,325
2017	93,697	5,096	4,225	92,189	1,670	47,217	202,649
2018	113,163	6,854	5,876	124,134	2,388	63,941	250,474
2019	72,193	4,198	3,291	73,090	1,188	37,662	352,848
2020*	54,073	1,096	918	31,925	530	17,234	136,279

\*Preliminary Data for 2020

**Municipal Police Efforts**

YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
2016	5,338	2,620	723	13,423	73	6,855	Data Not Available
2017	8,332	3,571	929	12,342	114	8,635	41,040
2018	9,187	3,578	1,176	16,344	152	10,964	30,106
2019	21,393	3,394	840	11,942	98	10,093	45,942
2020*	12,844	1,139	308	12,732	125	19,699	24,640

\*Preliminary Data for 2020

Puerto Rico Police Department and Municipality Police have been demonstrating a decrease of traffic citations over the past years, which may be attributed to various factors. Due to Puerto Rico’s fiscal situation, many police officers have been forced to migrate to other parts of the world looking for better opportunities and better salaries to support their families, reducing the number of officers patrolling the streets. Outdated and lack of proper equipment to carry out traffic interventions is also a determining factor. Lastly, the police force has also suffered a reduction of personnel caused by the retirement of a considerable number of officers, and the difficulty the department has had to recruit new members due also to the high number of citizens migrating. The different municipalities have also the same problem recruiting Municipality Police Officers due to the fiscal situation of the government of Puerto Rico and the different



municipalities. Also, Puerto Rico when thru a mayor earthquake during January 2020 and after that the COVID-19 pandemic, that impact the enforcement pudding the police officers in risk of contagious, even with that they maintain day to day enforcement and mobilizations participation.

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### Performance Target

- ✦ **C-6) To decrease the five-year moving average of the number of speeding-related fatalities in 23.2 percent from 112 in 2017 to 86 in 2020.** – *Based on the latest crash data from NHTSA FARS database for year 2019, the PRTSC did not met this target; speeding-related fatalities in 2019 were 93. Good progress has been made in speeding-related fatalities; the target is likely to be met to 2020. Preliminary data for 2020 report a total of 45 speeding-related fatalities.*

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### Planned Activity

**20-03-78**

**Traffic Enforcement Coordinator**

Traffic Enforcement Coordinator and the PRTSC concentrate the efforts in coordination with PRPD and Municipal Police and expertise of the Law Enforcement Liaison (LEL), to reduce speed and aggressive driving around the island.

With the support through safety education and informational materials, are also being provided in conjunction with enforcement. The PRTSC will continue to support enforcement projects designed to increase compliance with speed limits on all types of roadways. Various speed enforcement strategies are being used, including dedicated roving patrols and saturation enforcement details within Municipalities and regions at risk. Enforcement in high crash areas, have be encourage, routine day to day enforcement was used for public perception on the risk of apprehension.

The primary target of the Speed and Aggressive driving coordinator is to make sure the efficient use of all the resources to obtain better strategies to be implanting to get a reduction in fatalities for Speed and Aggressive driving behavior.

The PRTSC and the Program Coordinator, in adjoining with the LEL''s has been supervising and coordinating all the mini grants for the mobilizations and purchase of equipment for Puerto Rico Police Department and Municipality Police.

Before the Speed Enforcement Mobilization, the Program Coordinator held internal meetings with the Law Enforcement Liaisons (LEL's) to discuss all documents and reports to be submitted. No meeting was held with the Municipal Polices, as the COVID-19 pandemic, made this impossible.

The PTS Coordinator prepared the operational plan for the Speed Enforcement Mobilization that the PRTSC worked on with the PRPD and Municipal Polices. Also, compiled and saved all records and statistics of the speed mobilization. It made follow-up visits to the various agencies, which worked on the mobilization.

Coordinated and worked with the Communications Area of the PRTSC to produce the educational material needed to convey the safety message and continue the education and enforcement of speeding and aggressive driving. Participated in meetings, webinars and trainings as required. In addition, she worked with the Police Traffic Services and Motorcycle Safety module for problem identification, HSP FY 2021 and Annual Report.

**20-03-03**

**Law Enforcement Liaison**

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

- ⤴ Participated in monthly meetings with 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.
- ⤴ LEL's visited Municipal Police to offer advice related to mobilization paperwork, enforcement techniques, and requirements. Also, time sheets were intervened and evaluated.
- ⤴ Assist the PRTSC staff in the evaluation of all equipment acquired for State and Municipal Police.
- ⤴ Conducted approximately 300 field visits to different State and Municipal Police.
- ⤴ Participated in webinars offered by NHTSA and the Puerto Rico Impaired Driving Assessment held in February 2020.

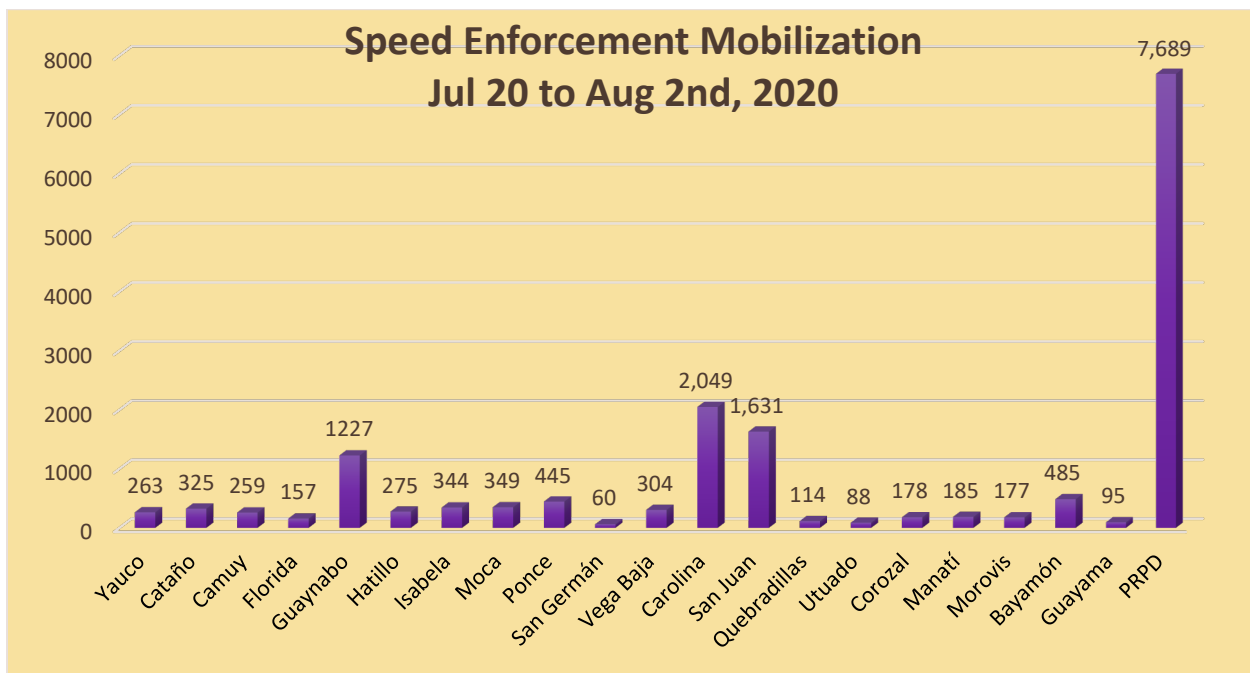


**PR Impaired Driving Assessment – LEL's and PTS Coordinator**

**20-03-XX**

**Speed Enforcement Mobilization  
State and Municipal Police**

Despite the great challenges we have faced due to the COVID-19 pandemic, we managed to carry out the Speed Enforcement Mobilization. This was carried out from July 20 to August 2nd, 2020. Initially, a total of 26 Municipal Police were going to participate, but due to positive cases of COVID-19 pandemic in the police, only a total of 20 municipal polices and the Traffic Bureau Police Department of Puerto Rico participated. In addition, for the second year they used the handheld moving radars and fixed patrol unit radars that were purchased with federal funds last year. During the mobilization, a total of 16,699 speeding tickets were issued.



**20-03-00**

**Speed and Aggressive Driving Media Survey**

From September 19, 2019 to October 11, 2020, a survey was conducted to evaluate the 2019 Speed and Aggressive Campaign.

The final report was received and some of the results are the following:

- The methodology used was a telephone survey, in which residents of Puerto Rico over 16 years old with an active license participated. This type of survey considers a (+) (-) 4.4% and a level of reliability of 95%.

- The sample were 247 men (49.4%) and 253 women (50.6%). The median age was 49 years, the minimum was 18 years and the maximum were 88 years.
- Participants indicated that on weekends, they go out mostly to visit friends, family, mall and entertainment.
- Respondents indicated that the media where they see our f Speed and Aggressive Educational Campaign are local television and social media.
- 75% of those surveyed do not recall having heard, read or seen any type of campaign about speeding.

### Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
20-03-00	Speed, Aggressive and DD Survey - 0300	CST - 00	20,750.00	6,750.00	14,000.00
20-03-03	LEL - 0303	CST - 00	135,800.00	109,916.10	25,883.90
20-03-04	TE Speed - 0304	San Juan - 098	12,693.19	11,377.44	1,315.75
20-03-05	TE Speed - 0305	Guaynabo - 305	21,938.83	19,008.05	2,930.78
20-03-09	TE Speed - 0309	Bayamon - 011	8,072.25	5,822.61	2,249.64
20-03-12	TE Speed - 0312	Isabela - 84	11,088.52	4,765.14	6,323.38
20-03-13	TE Speed - 0313	Morovis - 313	4,034.64	1,706.31	2,328.33
20-03-17	TE Speed - 0317	Vega Baja - 88	3,982.65	3,806.65	176.00
20-03-19	TE Speed - 0319	Policia - 10	149,770.00	106,887.18	42,882.82
20-03-26	TE Speed - 0326	Carolina - 94	11,407.87	9,178.81	2,229.06
20-03-29	TE Speed - 0329	Canóvanas - 161	4,879.76	-	4,879.76
20-03-31	TE Speed - 0331	Moca - 112	2,576.03	1,731.95	844.08
20-03-33	TE Speed - 0333	Cataño - 145	8,366.69	6,603.21	1,763.48
20-03-39	TE Speed - 0339	Quebradillas - 104	3,257.89	1,512.00	1,745.89
20-03-40	TE Speed - 0340	Yauco - 105	5,885.32	2,756.27	3,129.05
20-03-42	TE Speed - 0342	San German - 628	4,671.34	850.92	3,820.42
20-03-45	TE Speed - 0345	Florida - 60	4,670.33	2,815.20	1,855.13
20-03-48	TE Speed - 0348	Hatillo - 115	4,382.00	4,090.66	291.34
20-03-55	TE Speed - 0355	Manati - 103	4,612.55	2,650.41	1,962.14
20-03-60	TE Speed - 0360	Ponce - 74	5,606.76	4,662.90	943.86
20-03-61	TE Speed - 0361	Utuaedo - 101	2,568.91	1,336.47	1,232.44
20-03-78	TE Coordinator - 0378	CST - 00	41,609.00	37,504.14	4,104.86
20-03-88	TE Speed - 0388	Camuy - 388	4,662.14	3,426.52	1,235.62
20-03-94	TE Speed - 0394	Corozal - 167	3,093.51	2,661.93	431.58
20-03-95	TE Speed - 0395	Guayama - 70	2,615.99	1,535.06	1,080.93
<b>Total 03 - Police Traffic Services</b>			<b>\$ 482,996.17</b>	<b>\$ 353,355.93</b>	<b>\$ 129,640.24</b>

## Planning and Administration

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### 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 police and implementing hazard 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.

The Planning and Administration area achieved its objectives by prioritizing tasks and assigning resources, funds were used according to requirements and norms established. 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. The Planning area received 64 proposals, they were evaluated and approved a total of 60 highway safety programs, 6 Mobilizations with a total of 76 Mini-grants which had been identified and included in the 2020 HSP.

Professional services contracted carried out the following tasks: Single Audit and computer systems technical support.

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### Performance Target

Implement and maintain policies and procedures through internal control that provide an effective and efficient financial operation, and program evaluation of the Highway Safety Program and projects. Continuity and compliance with the Policies and Procedures Manual.

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### Legislative Targets

Provide support to all legislative amendments that will strengthen existing traffic safety law and regulations. Special attention will be provided to create severe penalties and procedures to unauthorized and/or suspended licensed drivers; increase penalties for second time offenders distracted drivers and increase penalties for unrestrained vehicle occupants and cell phone use

while driving. Application of regulations for the SFST Program in Puerto Rico and the proper use of protective seats in any vehicle that requires it.

**Planned Activity**

**20-04-03 & 20-04-09**

**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, purchase of equipment, office supplies necessary for program’s administration, and other costs regarding administration.

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

**Trainings, such as:**

- ▲ Auxiliary Buyer in the Administration of Generals Serv.
- ▲ Domestic Violence Training
- ▲ Motivations and Actions Symposium
- ▲ Expert Level Certificate in Preparation and Management of Federal Proposals
- ▲ Psychological Aspects of Domestic Violence and Protocol
- ▲ Act No. 106
- ▲ Law No. 11 of 2006 Labor and Discrimination
- ▲ Assertiveness and Resilience
- ▲ Microsoft Teams

**Activities such as:**

- ▲ “Fiestas de Reyes”, Old San Juan
- ▲ “De Cataño pa la Sanse”, Youth Alcohol Champaign “Si bebes, no guíes”, “Pasa la llave”.
- ▲ And child safety seat inspections in Municipalities all around Puerto Rico.

The declaration of an emergency throughout Puerto Rico regarding the outbreak of the COVID-19 pandemic, that afflicts the world population has been a challenge that we continue to work to remain operating. With the acquisition of new equipment and changing our way of working to a remote way, we continue at work to achieve our goals.

**20-04-02, 20-04-07 & 20-04-12**

**Evaluate HSP Tasks**

Three 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. One of these monitors works exclusively on the Impaired Driving programs. Salaries, local and stateside training, travel expenses, and purchase of materials and equipment were funded.

<b>Fiscal Activities</b>	<b>Total</b>
<b>Worked Fund Petitions</b>	1,006
<b>Records Monitored</b>	136
<b>Field Visits</b>	33
<b>Worked Quarterly Reports</b>	356
<b>Reviewed Proposals</b>	69

**20-04-13 & 04-14ID**

**Federal Program Manager**

In FY 2020, the Federal Programs Manager and her work and projects team faced several challenges with the situation of earthquakes on the Island, the electrical blackouts and then the COVID-19 pandemic. However, she managed to coordinate and oversee all project initiatives. The responsibilities of the Federal Program Manager included organizing, managing, and supervising the activities and strategies of monitors and coordinators to monitor projects and coordinate countermeasures activities with local, state, and community organizations.

The Federal Program Manager promoted the activities and strategies of Police Traffic Services, Occupant Protection, Non-Motorized, Impaired Driving, Traffic Records, Motorcycle Safety among State and Municipal Polices, Community Programs and FIESTA Projects, among others. Also, during FY 2020, the Federal Program Manager



Strategic Highway Safety Plan - Emphasis Area Meeting

had an active role among the committee working in the Strategic Highway Safety Plan, TRCC and Impaired Driving Task Force. In addition, its prepared Highway Safety Plan FY 2021, and the

applications of the grants and, participated in different events of PRTSC. Moreover, participated de meetings, webinars, teleconference, virtual monitoring, educational video recording and other activities. Too prepared and participated in the PR Impaired Driving Assessment in February 23 to 29, 2020. The Federal Program Manager also participated from March 2 to 6, 2020, during the Management Review for the years 2018-2020.



**PR Impaired Driving Assessment**

The Federal Program Manager reviewed quarterly reports, changes to the detailed plan, project proposals for FY 2021, and provided technical assistance to projects for approval. She also worked closely with the Executive Director, LELs, Monitors and Coordinators and all PRTSC staff in identifying strategies to improve road safety in Puerto Rico. Also, conducted meetings and discussions were conducted with PRTSC Communications and Public Relations staff.

**HOW THE PLANNED ACTIVITY CONTRIBUTED TO MEETING THE TARGET:**

PRTSC developed a comprehensive 2021 Highway Safety Plan and submitted it on August 03, 2020. HSP was approved by NHTSA on September 14, 2020. It complied with the requirements of 23 CFR Part 1300. 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	Agency	Obligated Funds	Expended Funds	Unexpended Balance
20-04-02	Evaluate HSP task - 0402	CST - 00	45,069.00	42,458.22	2,610.78
20-04-03	Administer Program - 0403	CST - 00	128,142.00	83,416.23	44,725.77
20-04-07	Evaluate HSP - 0407	CST - 00	60,001.00	44,466.47	15,534.53
20-04-09	Administer - 0409	CST - 00	60,147.00	37,774.76	22,372.24
20-04-12	Evaluate HSP task - 0412	CST - 00	59,775.00	55,746.06	4,028.94
20-04-13	Federal Program Manager - 0413	CST - 00	50,736.00	43,572.03	7,163.97
20-04-14	Federal Program Manager - 0414	CST - 00	29,763.00	23,415.27	6,347.73
<b>Total 04 - Planning &amp; Administration</b>			<b>\$ 433,633.00</b>	<b>\$ 330,849.04</b>	<b>\$ 102,783.96</b>



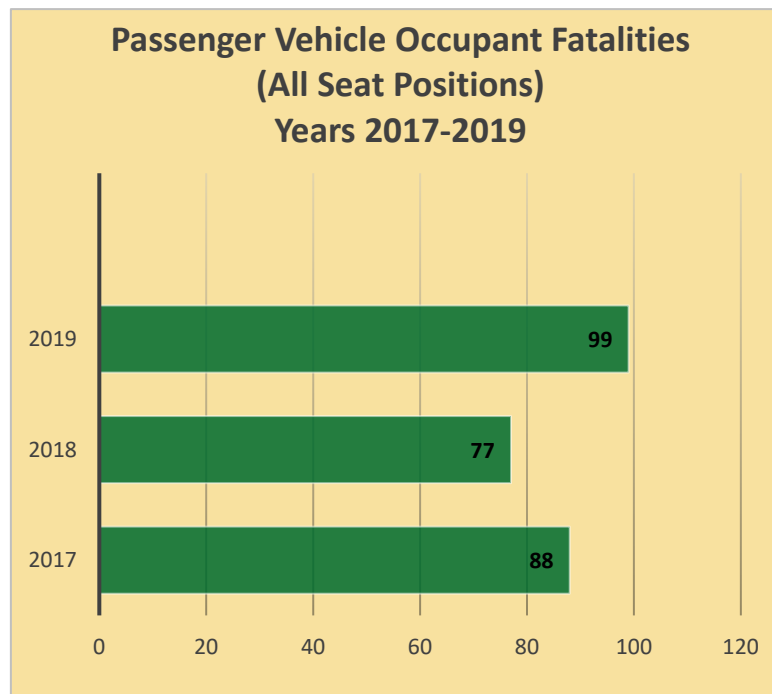
## Occupant Protection

### Problem Statement

In Puerto Rico, this fiscal year 2020 has been an atypical year in all aspects. We began the year 2020 with the terrible earthquakes that affected a large part of our Island. Everything on the Island changed, the priorities and the emergency that arose was the main thing. Without having fully recovered from the earthquakes and subsequent aftershocks day after day, COVID-19 pandemic hit us. Due to these emergencies, all the activities, strategies, goals, and objectives planned and coordinated for this fiscal year 2020 for the Occupant Protection Program were not completed or suffered drastic changes in the way of carrying them out.

The Occupant Protection Program was designed to increase seat belt usage by educating the public about the proper use of seat belts and child restraint use, coupled with law enforcement efforts to enforce the occupant protection laws in Puerto Rico. In 2019, there were 99 unrestrained passenger vehicle fatalities. The number of unrestrained passenger fatalities in 2019 increased compared to 2018. The increase in fatalities unrestrained is reflected in the Observational Seat Belt Survey 2020.

During the FY 2020, the PRTSC contracted a specialized firm to conduct an observational seat belt survey to determine usage rates for drivers and passengers of all seat position, using the new methodology approved by NHTSA on May 30, 2017, which includes local, primary, and secondary roads to be observed. Also, as part of the new methodology, the rural roads of the municipalities of the center of the island that were included in the sample of the study, are those not patrolled by the police because they concentrate their efforts on the high-crash roads, and these are not. It is likely that all these factors played a role in the recent numbers of the observational rate of 84.75%.



Seat Belt & Child Safety Seat Usage Rates					
Years 2016-2020					
	2016	2017	2018	2019	2020
<b>Seat Belt</b>	93.8%	87.9%	85%	88.3%	84.75%
<b>Child Safety Seat</b>	No Survey	82.3%	81.7%	93.5%	95.1%

Child restraint seat usage reached 95.1% in 2020. 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.

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. In 2020, the National CPST Certification Training Courses was no held, because of COVID -19 pandemic. Some people infected with the virus have no symptoms

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### Performance Targets

- ✦ **C-4) To decrease the number of unrestrained passenger vehicle occupant fatalities 13.6 percent from the 2017 calendar year of 88 to 76 by December 31, 2020.** – *Based on the latest crash data from NHTSA FARS database for year 2019; PRTSC did not met the 2019 target, with decreased unrestrained passenger vehicle fatalities from 77 in 20118 to 99 in 2019. Preliminary data for 2020 report a total of 79 unrestrained passenger vehicle fatalities. For FY 2021 and FY2022 we will work a pilot project with the State Police which will be a combined mobilization (Seat Belt and Speed) and reinforce the work with the seat belt emphasis areas of the SHSP.*
  - ✦ **B-1) To increase statewide observed seat belt use of front out board occupants in passenger vehicles 2.00 percentage from the 2018 calendar year usage rate of 85.00 percent to 87.00 percent by December 31, 2020.** – *PRTSC did not meet the 2020 target; the seat belt use rate for 2020 is 84.75%. The PRTSC will focus its efforts on enforcement and education to increase seat belt use. In addition, it will work with R2 – NHTSA on innovative strategies to achieve increased seat belt use.*
-

**Planned Activity**

**20-05-43**

**PR Fire Department Fitting Stations – Fitting Stations**

According to data provided from the inspection’s centers in the Puerto Rico Fire Department 9 of 10 child restraint inspected by the personnel are improperly installed. Also, studies made by federal agencies whose priority is to ensure safety on the roads state that 3 to 4 child restraints are not installed correctly.



During this FY 2020 the Bureau of the Puerto Rico Firefighters Corps, like the other response agencies, are actively working on emergencies that have arisen in the country during this year; earthquakes and COVID-19 pandemic. All activities have been cancelled for staff safety and by Executive Orders due to the COVID-19 pandemic.

- ⤴ Orientations/Inspections in Fire Stations – **5932**
- ⤴ Educational activities – **11**
- ⤴ Conferences - **5**
- ⤴ Interviews TV programs - **2**
- ⤴ Coordination and operation of checkpoints – **7**
- ⤴ Renewal of **11** licenses (child technical)

**20-05-27**

**Increase Child Protection & Education**

During FY 2020, PRTSC conducted six (6) massive Child Safety Seat Checkpoints. The result, a total of 104 safety seats were inspected and certified by Child Safety Seat Technicians. One of these massive Child Safety Seat Checkpoint, was in September as National Seat Check in San German, a total of 12 safety seats were inspected and certified by Child Safety Seat Technicians, following the security protocols. For the FY 2020, 111 child safety seats were acquired to the loan program “Préstame un asiento” for low-income families.



For FY 2020, PRTSC not conducted CPST certification training courses for certified new technicians. In Puerto Rico from the beginning of the COVID-19 pandemic in March at present, a total of twelve (12) Executive Orders have been issued to reduce the risk of transmission of COVID-19 pandemic.

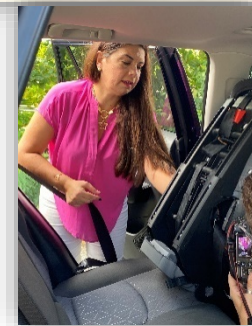
COVID-19 pandemic has changed the landscape of in-person education. CPST courses offered rarely and for fewer students.

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**20-05-03**

**Occupant Restraint Coordinator**

The OP coordinator managed projects and tasks that had to do with occupant protection and distracted driving. As well, 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 the seat belt mobilization that took place from October 28 to November 2, 2019 and in September 2020, he made an educational video with Metropistas on how to correctly install the car seat. The OP Coordinator is a Certified Instructor and recertify and renew the licenses for tech’s who expired for FY 2020. Also, during fiscal year 2020, he participated in the Occupant Protection emphasis area meeting of the Strategic Highway Safety Plan.




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**20-05-29**

**Occupant Protection Observational Surveys**

During the FY 2020, 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 number of observations per segment was 100 vehicles, for a total of 6,800 observed vehicles and 8,510 occupants (6,800 drivers and 1,710 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 an 84.75%, with a standard error of 1.48%.

The study conducted in FY 2020 was Observational Survey of Car Seat. In this study seventeen (17) counties were visited, for a total of 6,800 vehicle observations in 68 segments. All the procedures related with the estimated rate of car seat usage followed the sample design of the Puerto Rico Observational Survey Safety Belt Use 2020.

This study concluded, 95.1% of car seat usage is estimated, with a standard error of 1.7%.

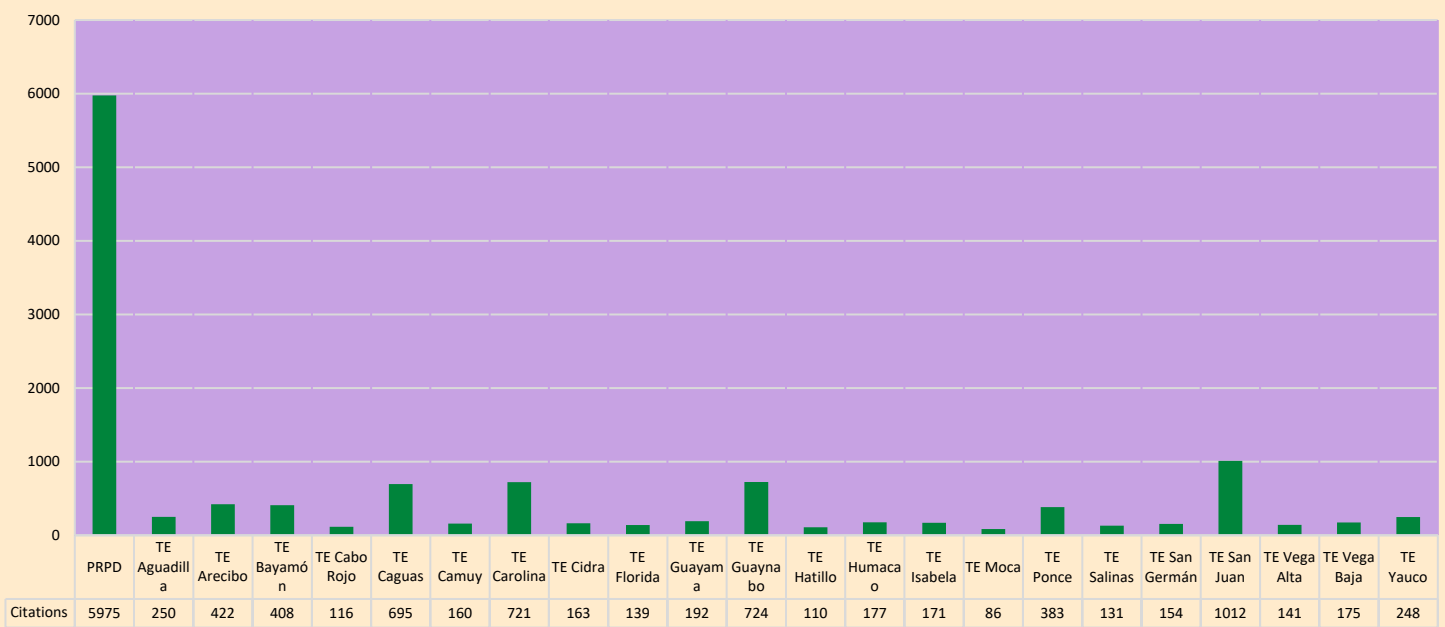
**20-05-XX**

**Seat Belt Enforcement – Mobilization Overtime**

From October 28 to November 2, 2019, the Seat Belt Mobilization Campaign was held. PRTSC, as in previous years, granted funds for overtime hours to the PRPD and Municipal Police Corps. This mobilization took place during the hours of 2:00 pm - 10:00 pm, since statistics show that fatalities involving non-use of seat belt occur in this period.

NHTSA rescheduled (*Memorandum #2020-05-08*) from May 2020 National Click It or Ticket (CIOT) mobilization to November 16-29, 2020. This change is due for the National Emergency declared by the President on March 13.

Seat Belt Enforcement - Mobilization Overtime  
October 28 to November 2, 2019



Participating Municipalities and PRPD = 23  
Total citations (seat belt/child restraint) = 12,753

Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
20-05-03	OP Coordinator - 0503	CST - 00	52,836.80	44,485.50	8,351.30
20-05-09	TE Seat Belt - 0509	Guaynabo - 305	8,757.89	7,816.73	941.16
20-05-10	TE Seat Belt - 0510	Cidra - 135	2,329.20	2,138.31	190.89
20-05-12	TE Seat Belt - 0512	Vega Baja - 88	2,097.49	1,851.10	246.39
20-05-13	TE Seat Belt - 0513	Vega Alta - 54	3,165.83	2,262.68	903.15
20-05-14	TE Seat Belt - 0514	Aguadilla - 157	5,267.51	4,343.84	923.67
20-05-15	TE Seat Belt - 0515	Ponce - 74	4,258.06	3,899.71	358.35
20-05-17	TE Seat Belt - 0517	San Juan - 098	7,429.40	7,139.65	289.75
20-05-18	TE Seat Belt - 0518	Bayamon - 011	4,741.70	4,210.67	531.03
20-05-27	Increase Child Protection and education - 0527	CST - 00	38,197.48	19,393.34	18,804.14
20-05-29	OP Survey - 0529	CST - 00	13,500.00	10,500.00	3,000.00
20-05-29	OP Survey - 0529	CST - 00	51,500.00	51,500.00	-
20-05-43	Fitting Station - 0543	Bomberos de PR - 35	13,030.00	1,441.00	11,589.00
20-05-45	TE Seat Belt - 0545	San German - 628	2,761.26	2,129.49	631.77
20-05-46	TE Seat Belt - 0546	Moca - 112	999.51	885.15	114.36
20-05-47	TE Seat Belt - 0547	Yauco - 105	3,527.96	3,346.53	181.43
20-05-50	TE Seat Belt - 0550	Policia - 10	89,226.21	88,098.94	1,127.27
20-05-51	TE Seat Belt - 0551	Guayama - 70	2,331.75	2,103.15	228.60
20-05-53	TE Seat Belt - 0553	Hatillo - 115	1,552.00	1,543.48	8.52
20-05-54	TE Seat Belt - 0554	Caguas - 66	7,041.82	6,800.29	241.53
20-05-57	TE Seat Belt - 0557	Arecibo - 116	6,203.00	5,312.24	890.76
20-05-58	TE Seat Belt - 0558	Carolina - 94	7,791.99	6,702.04	1,089.95
20-05-61	TE Seat Belt - 0561	Camuy - 388	2,342.26	2,049.50	292.76
20-05-67	TE Seat Belt - 0567	Florida - 60	2,335.17	2,064.86	270.31
20-05-68	TE Seat Belt - 0568	Cabo Rojo - 133	2,391.71	1,985.00	406.71
20-05-69	TE Seat Belt - 0569	Isabela - 84	3,433.41	2,257.97	1,175.44
20-05-74	TE Seat Belt - 0574	Salinas - 158	1,983.90	1,821.57	162.33
20-05-79	TE Seat Belt - 0579	Humacao - 125	3,968.21	2,808.60	1,159.61
<b>Total 05 - Occupant Protection</b>			<b>\$ 345,001.52</b>	<b>\$ 290,891.34</b>	<b>\$ 54,110.18</b>

## Community Traffic Safety Program

### Problem Statement

**Community Traffic Safety Programs (CTSP)** work to decrease the number of traffic crashes that are recorded annually on our roads and to reduce the number of fatalities and citizens injured in traffic crashes. The CTSP work with projects managed by Municipalities. CTSPs identify road safety issues in their municipalities and educate citizens, in the road safety using the PRTSC Programs. These programs carry out different activities target PRTSC’s program areas including: Impaired Driving, Youth Alcohol, Occupant, Non-Motorized Safety, Distracted Driving and Motorcycle Safety. Also, the CTSPs reach previously unavailable segments of our population.

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 public. The nine community programs form an integral part of our efforts to assist and provide technical advice on all topics related to the PRTSC Safety Programs. These programs are: Barceloneta, Cataño, Guaynabo, Guayama, Isabela, Naranjito, Sabana Grande, San Germán and Traffic Safety Education Park (PESET known by its Spanish acronym). This park also serves as a Child Safety Seat Inspection Center, counting with one Certified Child Safety Seat technician. In addition, park personnel have given support in traffic safety activities, such as: Child Seat Checkpoints and Educational Talks. The CTSPs have been instrumental in contributing to the continued effort of reducing traffic crashes, fatalities, injuries and property damage.

However, during FY 2020, Community Programs as well as other projects have faced great challenges in achieving their goals. The earthquakes in December through February, electrical blackouts, and now the COVID-19 pandemic outbreak we have experienced are a global health challenge that prevents the work from being done in person. Bringing the educational message to citizens has been a great challenge this year, as we have had to reinvent strategies to achieve our targets.

### Performance Targets

- ✦ **C-1) To decrease the five-year rolling average of the number of traffic fatalities from 306 in 2017 to 292.00 in 2020.** – *Based on the latest crash data from NHTSA FARS database for the 5-year moving average 2015-2019, the target achieved; traffic fatalities in 2015-2019 were 289 traffic fatalities. Preliminary data for 2020 report a total of 241 traffic fatalities*
- ✦ **C-2) To decrease the five-year rolling average of the number of serious injuries from 4,353 in 2016 to 3,983 in 2020.** - *Based on the latest serious traffic injuries data from ACAA database for the 5-year moving average 2015-2019, the target wasn’t achieved;*

*serious traffic injuries in 2015-2019 were 5,377. The PRTSC will focus its efforts on enforcement and traffic safety education to decrease serious traffic injuries.*

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## Planned Activity

### 20-06-XX

#### Community Traffic Safety Programs

These programs provide education through orientations for occupant protection (seatbelt, child restrained, and distracted driving), non-motorized (pedestrians and cyclists) and speeding and aggressive driving. Also, youth alcohol consumption, alcohol-related, drunk driving and motorcycle safety, are areas of discussion during orientations. These workshops and educational conferences are targeted at children, teenagers, adults and seniors.

CTSP’s personnel also aid municipalities when their local law enforcement agencies participate on the different high visibility mobilizations scheduled by the PRTSC. They serve as direct contact with the municipality in cases on which PRTSC personnel can’t reach different areas.

These CTSP’s offices also work as child seat fitting stations, aiding local Fire Stations in this important task geared towards child safety. Multiple child restrained checkpoints are being conducted through the year.

Community Programs identify traffic safety training needs and collaborate in coordinating different trainings for municipal police officers in areas such as Emergency Medical Services, law enforcement, etc.

Because they are established in the middle of the municipalities they attend to and have direct knowledge, access and can easily identify many of the traffic safety necessities of their respected communities.

During FY 2020, CTSP’s had to amend and develop their strategies, as the earthquakes in December through February, electrical blackout, and the COVID-19 pandemic greatly impacted events, educational talks, activities, fairs, and other educational impacts. In Puerto Rico, from January to December, students did not return to schools or universities; in the first months (January to March) of the year it was because of the instability caused by the earthquakes and in the other months it has been because of the current pandemic that affects us.



The CTSP’s in the development of strategies to continue with road safety education have had educational impacts in shelters, delivering educational material house by house in coordination with activities of the municipalities. Also, they have developed virtual educational talks and distribution of educational material in businesses, stores and traffic lights, among others. In addition, they have used social networks to carry and share the message of road safety.



**20-06-15**

**Barceloneta Community Program**

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
35	1	37	44	12	0	35
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
98	3	15	5	0	1	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
5,934	1,746	3,086	4,776	4,300	1,731	3,656

**Total of people impacted**

Directly: 11,312

Indirectly: 33,936

Post Facebook: 113 publications (16,227 people reached)

20-06-46

Cataño Community Program

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
6	0	6	6	4	7	6
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
163	0	0	4	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
2,655	1,273	1,175	6,185	4,125	4,685	2,655

**Total of people impacted**

Directly: 14,775

Indirectly: 49,191

20-06-11

Guayama Community Program

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
5	1	5	5	2	0	5
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
39	0	0	0	3	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
1,018	814	1,666	500	1,201	136	1,356

**Total of people impacted**

Directly: 10,491

Indirectly: 31,473

20-06-21

Isabela Community Program

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
4	7	4	4	0	2	4
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
95	2	2	9	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
1,000	1,000	1,000	1,400	0	50	106

**Total of people impacted**

Directly: 5,081

Indirectly: 15,243

20-06-29

Naranjito Community Program

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
24	24	24	24	21	25	24
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
188	4	74	20	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
6,077	6,077	6,077	6,077	14,326	3,500	6,077

**Total of people impacted**

Directly: 40,830

Indirectly: 122,763

20-06-22

Sabana Grande Community Program

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
9	4	9	12	4	1	9
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
39	4	44	9	2	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
3,718	2,291	2,083	7,188	3,786	1,850	2,381

**Total of people impacted**

Directly: 19,882

Indirectly: 59,646

20-06-28

San Germán Community Program

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
10	6	10	10	1	0	5
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
56	3	10	16	7	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
11,322	4,585	11,108	16,108	11,283	4,371	4,562

**Total of people impacted**

Directly: 44,490

Indirectly: 158,301

TV. And Radio Programs “audience” 50,300

**20-06-52**

**Guaynabo Community Program**

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
12	8	8	8	16	4	5
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
23	2	15	1	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
850	400	1,400	2,750	3,274	750	200

**Total of people impacted**

Directly: 11,070

Indirectly: 33,210

**20-06-50**

**Traffic Safety Education Park**

The Traffic Safety Education Park (PESET) located in the municipality of Arcibo, provides an educational approach to all traffic safety issues. In a controlled environment, participants are educated as a driver, a pedestrian, and a bicyclist. PESET also offers an alcohol educational program and gives alcohol awareness workshops (now mandatory for all new drivers). The park educates children between the ages of 3 – 12 years of age using a replica of a typical Puerto Rican town and country roads. Likewise, the alcohol awareness program is offered to high school students and young adults from 13 to 18 years of age. The Park also serves as a Child Safety Seat Inspection Center with one Certified Inspector. PRTSC funds personnel costs (director, educators, and administrative staff), materials and office supplies, equipment, travel, and per diem.



For FY 2020 PESET has been a project that has been greatly affected by the earthquakes and the COVID-19 pandemic. PESET is designed for public outreach and learning by doing, however this year the impact to students has been minimal due to the earthquakes and the pandemic. During fiscal year 2020 the project has worked to amend its strategies and conduct virtual educational talks through the Teams platform and using Forms to measure learning.

Visitors	FY 2019	FY 2020
	8,187	4,876

FY 2020	
Held by PESET Personnel	72
Outside of the Park	3

Child Seat Inspections	FY 2019	FY 2020
	97	6

**20-06-31**

**Community Traffic Safety Programs Coordinator**

The Community Program Coordinator participated in the youth alcohol campaign on the traditional celebration “Fiestas de la Calle San Sebastián” during the month of January. This celebration was held in the municipalities of San Juan and Cataño. During the weekend of the Festival, the Cataño community programs participated, impacting over 4,185 inhabitants.

In addition, the coordinator collaborated in the areas of emphasis for the Strategic Highway Safety Plan (SHSP). The Community Program Coordinator performed tasks in overseeing programmatic compliance through continuous administrative follow up of the community program projects. Among tasks conducted during the FY 2020: 3 formal meetings, 2 face to face meetings and one virtual meeting, were conducted to maintain project performance at the highest level. Also, 2 trainings were offered to the community programs, and 12 monitoring visits were conducted. In addition, 9 changes of the approved proposal, 36 quarterly reports and 9 annual reports were evaluated. A total of 11 proposals were reviewed.

The CTSP Coordinator, was accredited as a Certified Instructor of child restraint in April 2018. For FY2020, new technicians could not be trained due to the worldwide COVID-19 pandemic nevertheless we participated in 4 check points, along with some of the community programs during fiscal year 2020, for a total of 64 seats installed.

The Community Program Coordinator conducted 3 formal meetings with the Community Programs including PESET. Participated in different activities of traffic safety education. The funds covered the coordinator's salary, supplies, and other related costs.

During FY2020, in Puerto Rico we had several factors that affected the productivity of all community programs, starting with several tremors and an earthquake in January 2020, which alarmed the public, affecting the planned tasks. In addition, in March the Covid-19 pandemic began worldwide, which affected and continues to greatly affect the world population, so that the planned strategies could not be carried out according to the proposals, some could carry out educational impacts in different intersections or activities to help citizens, in order to carry the message to citizens.



**Fiscal Review**

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Balance
20-06-11	CP Guayama - 0611	mun guayama - 70	59,146.00	56,459.75	2,686.25
20-06-15	CP Barceloneta - 0615	mun barceloneta - 126	64,969.00	58,656.25	6,312.75
20-06-21	CP Isabela - 0621	mun isabela - 84	42,091.50	35,350.28	6,741.22
20-06-22	CP Sabana Grande - 0622	mun s grande - 131	61,755.63	57,734.23	4,021.40
20-06-28	CP San German - 0628	San German - 628	70,192.00	69,548.17	643.83
20-06-29	CP Naranjito - 0629	Naranjito - 629	59,367.00	55,233.73	4,133.27
20-06-31	CP Coordinator - 0631	CST - 00	37,878.85	30,531.94	7,346.91
20-06-46	CP Cataño - 0646	Cataño - 145	59,095.60	43,937.95	15,157.65
20-06-50	PESET - 0650	CST - 00	257,472.80	172,396.39	85,076.41
20-06-52	CP Guaynabo - 0652	Guaynabo - 305	39,748.08	30,613.49	9,134.59
<b>Total 06 - Community Programs</b>			<b>\$ 751,716.46</b>	<b>\$ 610,462.18</b>	<b>\$ 141,254.28</b>

## Traffic Records

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### 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.

Historically, the problems with traffic records in Puerto Rico is the timely availability of data and the lack of data sharing system within the agencies. Although progress has been made in the past 7 years regarding accessibility and timeliness of the traffic crashes data through the SAFETY/CARE (Critical Analysis Reporting Environment) data analysis tool, still we face many challenges. But the tool is not compliant with our new Digital Crash Report. Therefore, it is necessary to develop a new tool that contains the crash database.

Puerto Rico Justice Department has two databases to collect conviction data. These are: Integrated Criminal Registry (RCI for his acronym in Spanish) and the Criminal Justice Information System (PR-CJIS). Both are connected through the intranet to share data related to people's criminal records and are used by prosecutors when drafting the alcohol complaint. RCI displays information efficiently, quickly and in real time. However, it does not have a quick and easily accessible mechanism to establish recidivism in case of impaired driving or a field with the percentage of alcohol.

During the months of January and February 2020, Puerto Rico was affected by a series of earthquakes and electrical blackouts. Due to which the work in the different government agencies was interrupted. Then on March 15, 2020, the Government of Puerto Rico decreed a total closure to combat the spread of COVID-19 pandemic infections. These events made it impossible to hold many meetings scheduled to advance the management of the Traffic Records program.

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:**

- ▲ Puerto Rico Department of Transportation and Public Works
- ▲ Puerto Rico Highway and Transportation Authority
- ▲ Automobile Accident Compensation Administration
- ▲ Department of Health
- ▲ Department of Justice
- ▲ Administration of Courts
- ▲ Bureau of Transportation and other Public Services
- ▲ Bureau of Puerto Rico Police
- ▲ 911 Services
- ▲ Emergency Medical System
- ▲ Municipal Police of Guaynabo
- ▲ Carlos Albizu University

↪ **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 Traffic Records Systems is electronic data of motor vehicle crashes. As recommended during the 2016 Traffic Record Assessment, the PRTRCC has achieved the approval of a digital Crash Report to be used by the Bureau of the Puerto Rico Police. The Digital Crash Report was implemented 100% in July 2019 with the classification of serious injuries. At present, only 20% of the agents assigned to the Highway Patrol Bureau have been trained in the use of the new digital report. At the beginning of the year, the Puerto Rico Police Bureau had to suspend all scheduled trainings, to provide security to the country. Subsequently, due to COVID-19 pandemic infections in their defense lines, they postponed training until next year.



Digital Crash Report Implementation Meeting

**Strategies:** (Based in coordination with Puerto Rico’s Strategic Highway Safety Plan – Emphasis Area #2 - Create a data warehouse integrating traffic records systems and improve the accessibility, timeliness and uniformity of the crash system).

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.

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### Strategies

- ▲ Maximize the scope of the six (6) traffic data system (integration, interface and storage).
- ▲ Support the implementation of PPR-621.4
- ▲ Improve the processes to obtain notification of the results of the Blood Alcohol Content (BAC).
- ▲ Improve the capacities and processes to identify repeat drivers for cases of alcohol.
- ▲ Improve the capacities and processes to identify repeat drivers due to negligence.
- ▲ Promote the collection of traffic data (ADDT).
- ▲ Support activities to achieve the MIRE Action Plan.
- ▲ Improve communication among the agencies that make up the TRCC committee.

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### Performance Targets

- ✦ **B-3) Mean number of days from crash date to date crash report is entered into database.** – *PRTSC met the 2020 target, we collected 90% of the digital data from the Police Accident Report for calendar year 2020. Also, in 7 days (1 week) we have the data available in the database.*

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### Planned Activity

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.

#### 20-07-01

##### Traffic Records Coordinator

Funds were provided to continues representing the interests of the PRTSC, agencies and stakeholders within the highway and traffic safety community. We hold meeting with the TRCC, the Directors of the different projects approved under the PRTRCC and the different subcommittees that make up the PRTRCC. Data was collected to update the Strategic Plan and prepare the Traffic Record module for the HSP.

This year still have the assistance of an IT consultant, who collaborates with the TR Coordinator to implement the assessment recommendations made in 2016.

We participated in the 46<sup>th</sup> Annual Traffic Records Forum 100% virtual for the first time ever, from August 10 to 14, 2020. As part of the forum, we have started talking about micromobility and how to prepare for this new modality. As part of the forum, we were able to learn about the experiences of other states that have implemented validation rules in the digital Crash Report 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.
- ▲ A total of 18 meeting with PRTRCC subcommittees.
- ▲ A total of 10 meeting with TR Consultant.
- ▲ A total of 17 meetings with the Project’s Coordinators 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.

**20-07-17**

**Strengthening the Prosecutor’s Case Management System**

The project "Strengthening the Prosecutor's Case Management System" aims to strengthen the handling and management of driving under the influence (DUI) cases, the RCI system of the Department of Justice of Puerto Rico and the Criminal Justice Information System (SIJC-PR). To meet this goal, one of the objectives is to strengthen the RCI system of the Puerto Rico Department of Justice by updating and validating 2,000 criminal records, prioritizing the case records of the Specialized Drunk Drivers Unit in fiscal year 2019-2020. Data entry clerks continue the process of updating the Specialized Drunk Drivers Unit records. From December 27, 2019 to May 15, 2020, they have managed to update a total of 6,922 records. Despite the pandemic caused by COVID 19 that has led to the total closure of all government entities, organizations, and agencies, including the Department of Justice and its divisions, SIJC-PR has continued its work remotely.

Therefore, the staff in charge of the project implementation, including the data entry office workers, have continued to work through telework to minimize the impact on the goals and objectives of the project.

Completed Tasks:

- ▲ Updating and validation of 12,578 Specialized Drunk Drivers Unit records

- ▲ Development of 100% of queries required by the DUI Criminal Records

**20-07-13**

**Implementation of SAFETYARE System to Puerto Rico Crash Data 7**

Funds were provided to create and develop a new crash database tool that is compatible with the new crash report. Design and deployment of single Police Crash Report search tool. Design and implement procedures to import daily Police Crash Report data, review and codify it, and integrate it to the Police Crash Report dataset. Design and initial deployment of interactive dashboards.



Training workshop for Programs

Completed Tasks:

- ▲ Redesign of relational database to accommodate new data structure and migration of 2012-2018 data to new database.
- ▲ Design of new dashboards based on user request (including FHA and NHTSA measures)
- ▲ Design and deployment of Single PCR search tool
- ▲ Design and implement procedures to import daily PCR data, review and codify it, and integrated it to the PCR dataset.
- ▲ Design of SQL statements to generate analytical flat data files for dashboards development.
- ▲ Design of generic dashboard.
- ▲ Design and initial deployment of interactive dashboards.
- ▲ Three (3) Trainings in the use of the portal.

**20-07-10**

**Analysis and Collection of Traffic Crashes 2019**

Funds were provided to contract 7 employees to work in the Accident Analyses Office of the Department of Transportation and Public Works. Puerto Rico Police Department (PRPD) has completed the process of revising the Crash Report (PPR-93 now PPR-621.4). However due to lack of technological equipment, only 20% of the agents assigned to the Highway Patrol Bureau have been trained to work with the new digital Crash Report.

Due to the implementation of a lockdown by the government in the face of the COVID-19 pandemic, the project was stopped for 4 months. This project could not continue remotely, as

the employees did not have the equipment or access to the computer system they use. This was reflected in a reduction in the amount of data that entered to the system.

However, the data entered into the system will be delivered to Dr. Hector M. Colón, Project Manager of Implementation of SAFETY/CARE System to Puerto Rico Crash Data and integrated into the new tool that contains the Puerto Rico crash database.

Completed Tasks:

- ▲ Partial data entry (injuries, fatalities and damage property) for year 2018-2019. In July 2019, the PRPD implement 100% of digital crash report and PRTSC develop a tool to access the final crash report.
- ▲ Total data entered: 82,099 traffic crashes records for the year 2019 and 16,170 for September 2020.
- ▲ Progress reports updated.
- ▲ Data uploaded in new tool that contains the Puerto Rico crash database.

**20-07-16**

**Traffic Records IT Consultant**

The consultant will provide support to the TR Coordinator, with the continuity of the assessment recommendations of 2016. Provide support to the TR Coordinator in the following activities:

- ▲ Evaluating the work plans to unify the six systems.
- ▲ Attending meetings with the TR Coordinator,
- ▲ Support in the elaboration of suggestions to be incorporated in the work plans of systems with deficiencies.

**Fiscal Review**

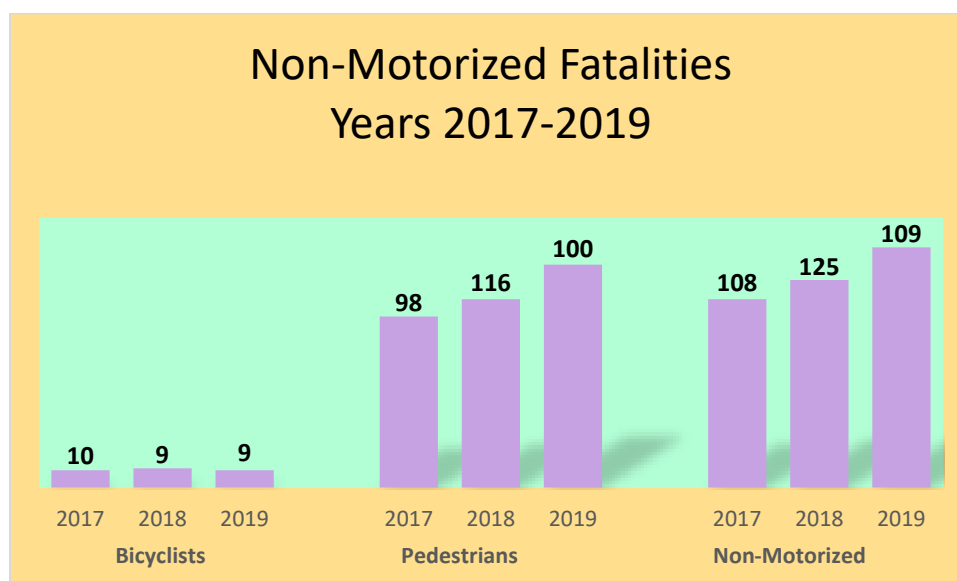
Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
20-07-01	Traffic Records Coordinator - 0701	CST - 00	54,597.00	42,281.77	12,315.23
20-07-10	Analysis and Data Collection - 0710	DTOP - 12	154,377.48	100,556.26	53,821.22
20-07-13	System to PR Crash Data Tool - 0713	Universidad Carlos Albizu - 200	261,768.00	259,041.73	2,726.27
20-07-16	TR IT Consultant - 0716	CST - 00	30,000.00	4,680.00	25,320.00
20-07-17	Strengthening Prosecutors Case Management System - 0717	Depto Justicia - 16	94,568.04	78,978.69	15,589.35
<b>Total 07 - Traffic Records</b>			<b>\$ 595,310.52</b>	<b>\$ 485,538.45</b>	<b>\$ 109,772.07</b>

## Non-motorized (Pedestrian and Bicyclist)

### Problem Statement

Non-motorized fatalities rank first in total traffic fatalities. Between the years 2017 thru 2019, non-motorized fatalities totaled 314, comprising 35% of the total of 897 fatalities. Of those, 314 were pedestrian fatalities comprising 92% and 28 were bicyclist fatalities comprising 8%.

During this period, efforts continued to reduce the deaths of our most vulnerable users. Cyclists remained at 28 fatalities from 2016 to 2018 and during 2017 to 2019 they remained the same. However, pedestrians reflected an increase in fatalities that went from 303 on 2016 thru 2018, to 314 from 2017 thru 2019. This increase is attributed to several factors; behavior of pedestrians when crossing the road, such as not using crosswalks, not wearing bright or reflective clothing when walking at night, not being attentive when crossing, being intoxicated, among others. In addition, other factors that greatly affect us are drunk drivers, speeding and distracted drivers, most of these unfortunate practices cause fatalities in our most vulnerable users. Therefore, it is necessary to continue our effort to reduce fatalities. In addition, we must maintain and strengthen our educational efforts to make our citizens aware that not only their safety is at stake, but also the safety of others.



### Performance Targets

- ✦ **C-10) To reduce pedestrian fatalities 4.1 percent from the 2017 calendar year of 98 to 84 by December 31, 2020.** – Based on the latest crash data from NHTSA FARS database for year 2019, the target wasn't achieved; pedestrian fatalities from 116 in 2018 to 100 in

*2019. Preliminary data for 2020 report a total of 64 pedestrian fatalities. The PRTSC will focus its efforts on enforcement and traffic safety education to decrease pedestrian fatalities.*

- ✦ **C-11) To reduce bicyclists fatalities 10 percent from the 2017 calendar year of 10 to 9 by December 31, 2020.** – *Based on the latest crash data from NHTSA FARS database for the year 2019, the PRTSC met this target; bicyclist fatalities in 2019 were 9. The bicyclist fatalities have been maintained; the target is likely to be met to 2020.*

### Planned Activity

#### 20-08-01

##### **Non-Motorized Program Coordinator**

The PRTSC Non-Motorized Coordinator promoted awareness activities on pedestrian and bicycle safety among Community Programs, PPR, Municipal Police and PESET. The main tasks consisted of monitoring programmatic compliance through continuous administrative monitoring of all projects in the program. Among the tasks performed during fiscal year 2020: I participated with the SHSP committee and its area of emphasis, 3 formal meetings were held with community programs, to maintain the performance of the projects at the highest level, 4 work meetings to coordinate the logistics of massive educational events with the SHSP committee and 3 with the communications office, to work on educational campaigns. 4 quarterly reports and one annual report were completed, 2 project proposals were evaluated. An Operational Plan was drawn up for two police mobilizations, one carried out in March and the other in August. Performance reports of the PRPD traffic units and the municipal police units that participated were evaluated and audits of issued fines was carried out to ensure compliance.

#### 20-08-10

##### **Non-Motorized Education Safety Zones**

It was not developed during FY 2020. The proposal did not meet federal requirements for approval.

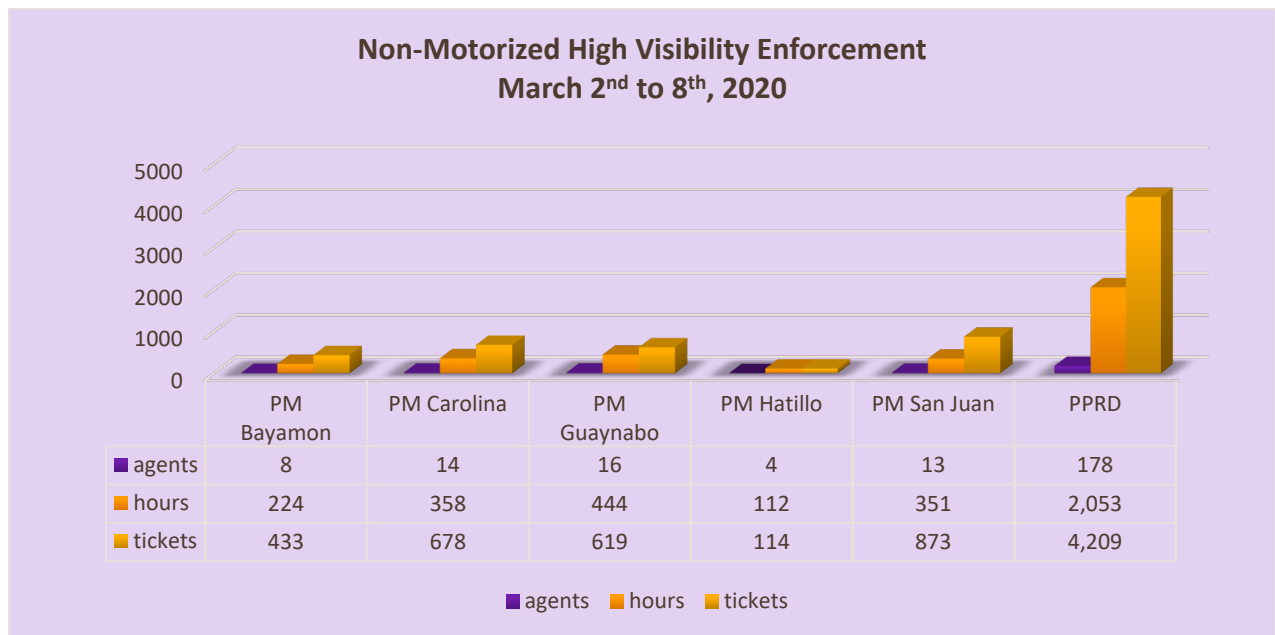
#### 20-08-XX

##### **Non-Motorized High Visibility Enforcement**

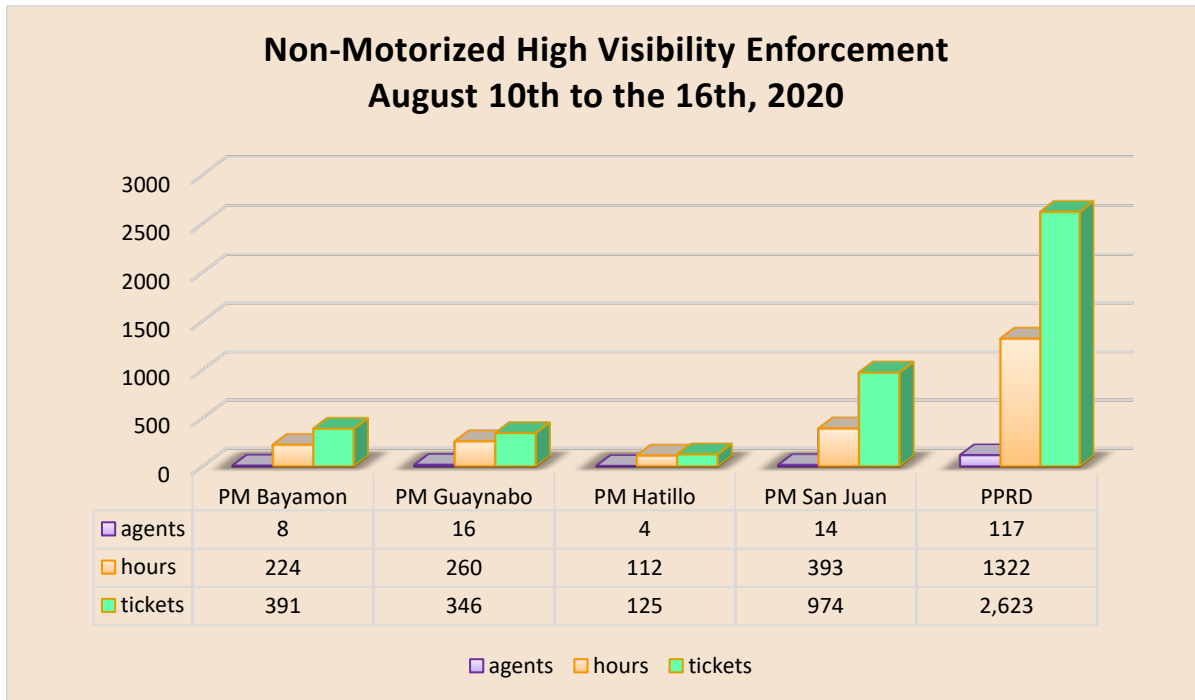
Two campaigns for the rights and responsibilities of non-motorized road users were carried out, one from March 2<sup>nd</sup> to 8<sup>th</sup>, 2020 and the other from August 10<sup>th</sup> to the 16<sup>th</sup>. The campaigns combined law enforcement efforts targeting motor vehicle drivers who blocked crosswalks and

an educational component aimed at raising awareness about pedestrian rights and how drivers' actions can affect the most vulnerable. PRTSC used the motto: "Peatón Responsable" the message of the road was intended for drivers and pedestrians to recognize each other's rights, responsibilities, and traffic laws to make informed decisions. P&E efforts were carried out through social media, television, radio, and newspapers. Additionally, PRTSC community programs distributed educational brochures at busy highway intersections.

Two law enforcement efforts included 19 PPRD traffic units and 5 municipal police units. These efforts were carried out on March. Also, on August 17 PPRD traffic units and 4 municipal police units participated on these efforts. The units worked overtime from 6 a.m. at 6 p.m. With their efforts, a total of 11,385 citations were issued, 6,926 in March and 4,459 in August. The receptivity of the public was overwhelming, including the media. A consensus was commented on the need to continue educating drivers to respect pedestrian rights in different scenery's such as daily tv news, radio talk show and social networks.







In the August mobilization, the Carolina Municipal Police did not participate. On the other hand, the COVID-19 pandemic affected the participation of agents and working hours.

### Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
20-08-01	Non-occupant Protection - 0801	CST - 00	16,105.20	11,942.49	4,162.71
20-08-19	TE PS - 0819	Pol. De PR - 10	169,577.00	102,150.70	67,426.30
20-08-20	TE PS - 0820	San Juan - 098	17,435.29	16,397.60	1,037.69
20-08-21	TE PS - 0821	Carolina - 94	9,957.22	8,010.81	1,946.41
20-08-22	TE PS - 0822	Bayamon - 011	9,428.61	8,594.90	833.71
20-08-23	TE PS - 0823	Guaynabo - 305	24,692.50	16,349.68	8,342.82
20-08-24	TE PS - 0824	Hatillo - 115	4,450.00	4,078.44	371.56
<b>Total 08 - Non-Motorized</b>			<b>\$ 251,645.82</b>	<b>\$ 167,524.62</b>	<b>\$ 84,121.20</b>

## Media

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### Problem Statement

According to the 2010's Census, Puerto Rico is an island with an estimated population of 3.4 million, having the capital city of San Juan as the most populated municipality with over 395, 326 habitants. Nevertheless, the metropolitan area is well known to be the most populated zone, there are other major cities across the island that suitable for Puerto Ricans to have an active life, which leads to crowded roads and bad behavior regarding traffic. These cities are Ponce, Bayamón, Mayagüez and Caguas.

The year 2020 will pass to history as one of the most challenging years of all times. Covid-19 pandemic has come to show all of us many lessons, including new ways of mass communications and strategies and tactics analysis that putted into test all of our skills and adaptation capabilities. An earthquake also hit Puerto Rico in January, an event that brought anxiety and kept people in a very unstable state of mind that reflected itself in bad behavior towards traffic.

It is well known by Puerto Ricans that there is still a lot to be done for the betterment of our roads, and even though government is currently working strategies to improve our streets and highways, we still see traffic lights and posts lights without proper functioning, as well as missing traffic signs and severe road damage. Also, tropical climate and the extensive hurricane season may create constant flooding that damages the roads, putting everyone's safety at risk since people do as they please when it comes to traffic.

Another key factor is a visible decrease of police patrol, which translates as a lack of police enforcement. Puerto Ricans drivers are aware of this reality, so it has led them to the believe that they will not get caught when they do something wrong at driving. The result of this way of thinking can be seen in every crash, injuries or fatalities that has been reported to this date.

Puerto Rico Traffic Safety Commission is fully committed in accomplishing the objective of increasing traffic safety awareness and to achieve positive results by educating Puerto Rico's population through campaigns and efforts that uplift the important message of saving lives by being responsible drivers, pedestrians, cyclists or motorcyclists. Each of these campaigns had its own strategies according to its statement problem. Educational and prevention campaigns were design, and some others were redesigned to add additional pieces. Also, in other programs, the previous campaign was relaunched. Although they all have their own target audience and media plans were created according to them, they all wanted to increase acceptance and recognition of the PRTSC educational messages of saving lives.

For all of this to happen, the services of an advertising agency were needed, along with social media and website management and media monitoring. They all were hired to maximize our efforts. The integration of Puerto Rico’s Police Department and Municipal Police were also crucial to communicate the active work they do and promote their work plan and how it enhances our strategies.

As part of its Public Relations’ Plan, the PRTSC coordinated and/or participated in events and activities to educate attendees and promote the educational messages. Partnerships and alliances were formed with private sector entities, government and non-profit organizations to promote the importance of working together to save lives and create a positive behavior towards traffic safety. Press conferences and media tours were held to communicate strategically new campaigns and partnership agreements. For these activities, the services of a professional photographer/videographer were needed, as well as the reproduction of educational pieces, brochures, general equipment needed for the creation of an activity, travel costs and the purchase of water and food, among others.

In an additional effort to create better educational campaigns, the Communications Division managed and conducted all applicable surveys that aim specific behaviors among vehicle occupants to evidence the strengths and weaknesses of our traffic safety communication strategies. A specialized agency with the required expertise in road safety was hired for these purposes. This, along with the Strategic Communications Plan (SCP), symbolized a major contribution to remain focus on what our target audiences are paying attention and how the PRTSC can adjust itself to get even better at spreading its educational messages. Each campaign strategy detailed in the SCP, which was developed solely through the identification of traffic safety problems and analysis of relevant data to identify target audience and best strategies to spread the message, was overall addressed.

### Performance Targets

- ✦ **C-1) To decrease the five-year rolling average of the number of traffic fatalities from 306 in 2017 to 292.00 in 2020.** – *Based on the latest crash data from NHTSA FARS database for the 5-year moving average 2015-2019, the target achieved; traffic fatalities in 2015-2019 were 289 traffic fatalities. Preliminary data for 2020 report a total of 241 traffic fatalities*
  
- ✦ **C-2) To decrease the five-year rolling average of the number of serious injuries from 4,353 in 2016 to 3,983 in 2020.** - *Based on the latest serious traffic injuries data from ACAA database for the 5-year moving average 2015-2019, the target wasn’t achieved; serious traffic injuries in 2015-2019 were 5,377. The PRTSC will focus its efforts on enforcement and traffic safety education to decrease serious traffic injuries.*

- ✦ **C-4) To decrease the number of unrestrained passenger vehicle occupant fatalities 13.6 percent from the 2017 calendar year of 88 to 76 by December 31, 2020.** – *Based on the latest crash data from NHTSA FARS database for year 2019; PRTSC did not meet the 2019 target, with decreased unrestrained passenger vehicle fatalities from 77 in 2018 to 99 in 2019. Preliminary data for 2020 report a total of 79 unrestrained passenger vehicle fatalities. For FY 2021 we will work a pilot project with the State Police which will be a combined mobilization (Seat Belt and Speed) and reinforce the work with the seat belt emphasis areas of the SHSP.*
- ✦ **C-5) To decrease the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 4.3 percent from the 2017 calendar base year of 96 in 2017 to 92 in 2020.** – *Based on the latest crash data from NHTSA FARS database for year 2019, the target achieved; alcohol-impaired driving fatalities in 2019 were 80 alcohol-impaired driving fatalities.*
- ✦ **C-6) To decrease the five-year moving average of the number of speeding-related fatalities in 23.2 percent from 112 in 2017 to 86 in 2020.** – *Based on the latest crash data from NHTSA FARS database for year 2019, the PRTSC did not meet this target; speeding-related fatalities in 2019 were 93. Good progress has been made in speeding-related fatalities; the target is likely to be met to 2020. Preliminary data for 2020 report a total of 45 speeding-related fatalities.*
- ✦ **C-7) To decrease the five-year moving average of the number of motorcyclist fatalities in 9.5 percent from 42 in 2017 to 38 in 2020.** – *Based on the latest crash data from NHTSA FARS database for year 5-year moving 2015-2019, the target achieved; motorcyclist fatalities from 44 in 2018 to 34 in 2019. However, preliminary data for 2020 report a total of 45 motorcyclist fatalities; this shows that the target wasn't met until 2020.*
- ✦ **C-8) To decrease the five-year moving average of the number of unhelmeted motorcyclist fatalities in 3.8 percent from 26 in 2017 to 25 in 2020.** – *Based on the latest crash data from NHTSA FARS database for year 2019, the target achieved; unhelmeted motorcyclist fatalities from 37 in 2018 to 24 in 2019. However, preliminary data for 2020 report a total of 14 unhelmeted motorcyclist fatalities; the target is likely to be met to 2020.*
- ✦ **C-10) To reduce pedestrian fatalities 4.1 percent from the 2017 calendar year of 98 to 84 by December 31, 2020.** – *Based on the latest crash data from NHTSA FARS database for year 2019, the target wasn't achieved; pedestrian fatalities from 116 in 2018 to 100 in*

2019. Preliminary data for 2020 report a total of 64 pedestrian fatalities. The PRTSC will focus its efforts on enforcement and traffic safety education to decrease pedestrian fatalities.

- ✦ **C-11) To reduce bicyclists fatalities 10 percent from the 2017 calendar year of 10 to 9 by December 31, 2020.** – Based on the latest crash data from NHTSA FARS database for the year 2019, the PRTSC met this target; bicyclist fatalities in 2019 were 9. The bicyclist fatalities have been maintained; the target is likely to be met to 2020.
- ✦ **C-12) To decrease the five-year moving average of the number of youth impaired driving fatalities in 17.4 percent from 23 in 2017 to 19 in 2020.** - Based on the latest crash data from NHTSA FARS database for year 2019, the target achieved; youth impaired driving fatalities from 24 in 2018 to 5 in 2019.
- ✦ **B-2) To decrease the percentage of people that reported making cell phone calls while driving from 67.10 percent on 2018 to 66.50 percent by December 31, 2020.** - In 2020, the survey was not conducted.

## Planned Activity

20-12-01

### Impaired Driving Media Campaign

#### Communications and Outreach

**1. Media Tactics** - target Audience - men 25-49 (327,000 estimated)

- The campaign under the concept of “Anfitrión Responsable” (Responsible Host) was relaunched to raise awareness among target audience.
- Pieces for this campaign are: five (5) videos: one (1) of 60 seconds for digital and cinema, four (4) 30 seconds for TV, digital and social media, one (1) for enforcement, and three (3) for social norming.
- Also have (4) 30-second radio ads: two (2) for enforcement period, and two (2) for social norming efforts. Additionally, this campaign has two (2) ½ page newspapers ads: one (1) for enforcement and one (1) for social norming, five (5) web and digital banners and a 5”x7” educational postcard/brochure.
- New strategy for this year was to create a gas pump art to be used in service stations thru the island.
- All pieces were reproduced with the Puerto Rico State Commission on Elections approval.







**2. Earned Media**

- Media Tours were carried out with PRTSC spokesperson Executive Director Darelis López to carry the alcohol preventive message addressed to the drunk drivers, earning 34 interviews on TV, Radio, Digital and Newspaper and impacting target market.
- Results including organic coverage based on PR daily topics were \$798,050.16, surpassing the goal by 59%.

**3. Owned Media**

Websites, Social Channels and Mobile Sites Engagement Results:

Facebook		225 posts	1,708 likes	195,047 reaches
Twitter		209 posts	151,252 engagements	375 retweets
Instagram		213 posts	1,392 likes	
YouTube		55 videos	2,468 views	

The table above indicates that the goal established in the strategy for obtaining at least 600 interactions through Owned Media surpass efficaciously.

**4. Events and Massive Impact Activities**

- Since Executive Orders prohibited all social gatherings due to COVID-19 pandemic, PRTSC personnel managed to participate in a total of 20 activities, impacting 3,632 citizens with this program educational message.
- COVID-19 pandemic health issues also prohibited physical contact, nevertheless a total of 28,842 brochures were handed out to PRTSC Programs and Coordinators, law enforcement agents, educators, institutions and general public.

**5. Strategic integration with PRPD and Municipality Police work plan**

- Thanksgiving and Holydays campaigns were supported by overtime enforcement mobilization throughout the Island.

**6. Paid Media**

- Thanksgiving Campaign was published from November 25 thru December 1<sup>st</sup>, 2019. A total of 1,096,173 impressions were obtained. The table below shows the campaign efforts by media stations:

		<b>Thanksgiving 170,453.93</b>	
<b>Date</b>	<b>Description</b>	<b>Assigned</b>	<b>%</b>
25-nov-19	TV	64,961.65	38%
	Radio	43,399.27	25%
	Print	17,543.66	10%
	OOH	30,802.75	18%
	Digital	13,746.60	8%
<b>Total</b>		<b>\$ 170,453.93</b>	<b>100%</b>

- Pre-Holydays Campaign was published from December 2<sup>nd</sup> thru December 16<sup>th</sup>, 2019. A total of 3,617,911 impressions were obtained. The table below shows the campaign efforts by media stations:

		<b>Pre-Holidays 99,611.58</b>	
<b>Date</b>	<b>Description</b>	<b>Assigned</b>	<b>%</b>
02-dic-19	TV	35,221.13	35%
	Radio	28,842.10	29%
	Print	8,539.50	9%
	OOH	11,350.50	11%
	Digital	15,658.35	16%
<b>Total</b>		<b>\$ 99,611.58</b>	<b>100%</b>

- Holydays Campaign was published from December 17 thru December 31<sup>st</sup>, 2019. A total of 10,670,593 impressions were obtained. The table below shows the campaign efforts by media stations:

		<b>Holidays 270,713.12</b>	
<b>Date</b>	<b>Description</b>	<b>Assigned</b>	<b>%</b>
16-dic-19	TV	93,921.14	35%
	Radio	74,171.55	27%
	Print	18,664.16	7%
	OOH	24,173.02	9%
	Digital	59,783.25	22%
<b>Total</b>		<b>\$ 270,713.12</b>	<b>100%</b>

- Pre-Summer Campaign was published from June 4 to the 30<sup>th</sup>, 2020. A total of 1,570,156 impressions were obtained. The table below shows the campaign efforts by media stations:

		<b>Pre-Summer 145,679.40</b>	
<b>Date</b>	<b>Description</b>	<b>Assigned</b>	<b>%</b>
03-jun-20	TV	71,896.59	49%
	Radio	45,306.51	31%
	Digital	27,268.80	19%
	Others	1,207.50	1%
<b>Total</b>		<b>\$ 145,679.40</b>	<b>100%</b>

- Summer Campaign was published from July 6 to 15, 2020. A total of 1,604,416 impressions were obtained. The table below shows the campaign efforts by media stations:

<b>Summer 197,429.89</b>			
<i>Date</i>	<i>Description</i>	<i>Assigned</i>	<i>%</i>
3-Jul-20	TV	105,063.15	53%
	Radio	56,103.90	28%
	Print	13,644.64	7%
	Digital	12,291.20	6%
	OOH	9,752.00	5%
	Others	575.00	0%
<b>Total</b>		<b>\$ 197,429.89</b>	<b>100%</b>

- Labor Day Campaign was published from September 2 to 7, 2020. A total of 2,594,105 impressions were obtained. The table below shows the campaign efforts by media stations:

<b>Labor Day \$ 186,067.28</b>			
<i>Date</i>	<i>Description</i>	<i>Assigned</i>	<i>%</i>
31-Aug-20	TV	73,368.53	39%
	Radio	45,291.60	24%
	Print	11,000.50	6%
	Digital	26,046.65	14%
	OOH	30,360.00	16%
<b>Total</b>		<b>\$ 186,067.28</b>	<b>100%</b>

**Objective**

The objective of this project was to reach at least 70% of target audience with the educational message of consequences of alcohol impaired driving and its legal effect as established on PR Act 22-2000 with a frequency 2+ and increase impressions by .5% from 3,061,887 to 3,077,196 at the end of the year 2020. The total amount obtained was 3,525,559 impressions, surpassing the goal for this project.

**Total Investment**

<b>2020 Funds Summary</b>				
<b>PM20-12-01 Impaired Driving Media Campaign</b>				
<b>GL</b>	<b>Category</b>	<b>Approved</b>	<b>Assigned</b>	<b>Surplus</b>
9400	Contractual Services	1,193,794.00	1,117,339.90	76,454.10
9442	Office Supplies	200.00	-	200.00
9440	Equipment	50.00	-	50.00
9443	Equipment - rent	-	-	-
9485	Travel - Local	100.00	-	100.00
9490	Travel - out of PR	1,000.00	1,000.00	-
9701	Other	-	-	-
<b>TOTAL</b>		<b>\$ 1,195,144.00</b>	<b>\$ 1,118,339.90</b>	<b>\$ 76,804.10</b>



20-12-02

Youth Impaired Driving Media Campaign

**Communications and Outreach**

**1. Media Tactics- target Audience- men 16-24 (188,597 estimated)**

- During this year, at a cost of \$1,800, we produced a new digital art to be used in Halloween as part of the efforts to educate young drivers about the consequences of drunk driving. With the slogan “Que tu Noche no Termine en Terror” (Don’t let your night to end in terror), the new art shows crashed cars and police officers investigating.
- A total of 25,000 of a 5”x7” educational postcard/brochure was reproduced featuring Tico’s message and most importantly the consequences of drunk driving.
- All pieces were reproduced with the Puerto Rico State Commission on Elections approval.



**2. Owned Media**

Websites, Social Channels and Mobile Sites Engagement Results:

1. Facebook	60 posts	321 likes	61,743 reach
2. Twitter	63 posts	43,948 engagements	106 retweets
3. Instagram	60 posts	508 likes	
4. YouTube	31 videos	545 views	

The table above indicates that the goal established in the strategy for obtaining at least 300 interactions through Owned Media was surpassed efficaciously.

**5. Paid Media**

- Halloween Prevention and Educational Effort – October 30 and 31<sup>st</sup>.

		Halloween	20,000.00
Date	Description	Assigned	%
29-oct-19	Digital	4,550.33	83%
	OOH- Billboard	920.00	17%
<b>Total</b>		<b>\$ 5,470.33</b>	<b>100%</b>

In summary, this campaign obtained 100,000 impressions.

**Objective**

- The objective of this project was to reach at least 80% of target audience ages 16-24 with the educational message of consequences of youth alcohol impaired driving and its legal effect as established on PR Act 22-2000 with a frequency 2+ and obtain at least 500,000 impressions at the end of year 2020.
- This objective was not completed, since 2020 has been a challenging year, beginning with the devastating earthquakes that shook the island in January, which led to the cancelation of the San Sebastián Street Fest Campaign as recommended by the State Government. Also, COVID-19 Pandemic, lockdowns and social distancing forced the Intercollegiate Sports Competitions Committee to cancel the events, resulting the cancelation of this effort as well.

**Total Investment**

<b>2020 Funds Summary</b>				
<b>PM 20-12-02 Youth Impaired Driving Media Campaign</b>				
<b>GL</b>	<b>Category</b>	<b>Approved</b>	<b>Assigned</b>	<b>Surplus</b>
9400	Contractual Services	32,500.00	13,429.03	19,070.97
9442	Office Supplies	-	-	-
9440	Equipment	-	-	-
9443	Equipment - rent	1,508.00	753.70	754.30
9485	Travel - Local	200.00	-	200.00
9490	Travel - out of PR	-	-	-
9701	Other	300.00	-	300.00
<b>TOTAL</b>		<b>\$ 34,508.00</b>	<b>\$ 14,182.73</b>	<b>\$ 20,325.27</b>

**20-12-03**

**Speed and Aggressive Driving Media Campaign**

**Communications and Outreach**

- 1. Media Tactics** - target Audience - men 37-64 (1.2 million estimated)

- Preexisting campaign “La vida cambia igual de rápido” (Life Changes Equally Fast), with the slogan of this program “Respetar los límites de Velocidad, si no obedeces, pagas” (Obey the Sign or Pay the Fine), was relaunched as part of the strategy to educate the target audience about the consequences of speeding.
- Pieces reproduced were banners with its adaptations for digital and social media, digital material, newspaper ½ page, radio and a video to air on TV, cinema, digital and social media.
- A 5”x7” educational postcard/brochure was also reproduced.
- All pieces were reproduced with the Puerto Rico State Commission on Elections approval.



**2. Earned Media**

- A Media Tour was carried out with PRTSC spokesperson Executive Director Darelis López Rosario to carry the speed and aggressive preventive message addressed to drivers, earning 13 interviews on TV, Radio, Digital and Newspaper during the campaign.
- Results including organic coverage based on PR daily topics were \$83,195.31, surpassing the goal by 66%.

**3. Owned Media**

Websites, Social Channels and Mobile Sites Engagement Results:

Facebook		62 posts	448 likes	75,490 outreaches
Twitter		59 posts	40,128 engagements	132 retweets
Instagram		64 posts	252 likes	
YouTube		6 videos	41 views	

The table above indicates that the goal established in the strategy for obtaining at least 300 interactions through Owned Media surpasses efficaciously.

**4. Events and Massive Impact Activities**

- Since Executive Orders prohibited all social gatherings due to Covid-19 pandemic, PRTSC personnel managed to participate in a total of 20 activities, impacting 3,632 citizens with this program educational message.

- COVID-19 pandemic health issues also prohibited physical contact, nevertheless a total of 22,050 brochures were handed out to PRTSC Programs and Coordinators, law enforcement agents, educators, institutions, and general public.

**5. Strategic integration with PRPD and Municipality Police work plan**

The mobilization campaign was supported by overtime enforcement mobilization throughout the Island.

**6. Paid Media – July 20 to 31<sup>st</sup>, 2020**

		<b>Paid Media 161,000.00</b>	
<b>Date</b>	<b>Description</b>	<b>Assigned</b>	<b>%</b>
17-jul-20	TV	80,589.02	50%
	Radio	47,130.44	29%
	Print	10,008.74	6%
	Digital	7,047.20	4%
	OOH	12,190.00	8%
	Others	3,277.50	2%
<b>Total</b>		<b>\$ 160,242.90</b>	<b>100%</b>

**Objective**

To reach at least 65% of the target audience with the educational message of the consequences of speed and aggressive driving and its legal effect as established on PR Act 22-2000 with a frequency 2+ and increase impressions by 2% at the end of the year 2020.

As part of the strategies, we aimed to obtain at least 1,682,642 impressions. We obtained 1,129,394, this, because COVID-19 pandemic, adversity has spiked, State, health, and commercial advertisements, affecting our target market purchasing for the best spots in media placement, resulting in lack of frequency, therefore, lack of impressions.

**Total Investment**

<b>2020 Funds Summary</b>				
<b>PM 20-12-03 Speed and Aggressive Driving Media Campaign</b>				
<b>GL</b>	<b>Category</b>	<b>Approved</b>	<b>Assigned</b>	<b>Surplus</b>
9400	Contractual Services	178,778.00	175,204.40	3,573.60
9442	Office Supplies	200.00	-	200.00
9440	Equipment	50.00	-	50.00
9443	Equipment - rent	1,000.00	-	1,000.00
9485	Travel - Local	300.00	-	300.00
9490	Travel - out of PR	322.00	148.00	174.00
9701	Other	350.00	-	350.00
<b>TOTAL</b>		<b>\$ 181,000.00</b>	<b>\$ 175,352.40</b>	<b>\$ 5,647.60</b>

20-12-07

**Occupant Protection Media Campaign**

***Seat Belt***

**Communications and Outreach**

**1. Media Tactics** - target Audience - men 18-36 (513,716 estimated)





- A new campaign was design to reach our target audience through a comparison that exemplifies how professionals from different branches buckle up before continuing with their respective activities. The main idea es to let people know that just like a NASCAR racer or an airplane pilot buckles up, we should do the same when we get into a motor vehicle. The slogan is “Los que saben se amarran, ¿y tú? “De día y de noche, si no te amarras, pagas” (Those who knows best, buckle up, how about you? Day or Night, Click It or Ticket).
- This campaign includes the general production of the TV ad, announcer, talents used, audio, video, photographer, uploads, sets and other components, for a total cost of \$68,897.96.
- An audio was created to be used in the radio media under the same campaign slogan. This ad had a cost of \$ 1,834.25.
- Also, this campaign included adaptations for digital and social media, digital material, newspaper, and cinema.
- A new educational brochure was created, and 51,000 pieces were printed.
- All pieces were reproduced with the Puerto Rico State Commission on Elections approval.

**2. Earned Media**

- During yearlong spokesperson, Executive Director Darelis López, participated in 5 interviews on TV, Radio, Digital and Newspaper to carry the preventive message for unrestrained drivers and passengers in all seating position.
- Results including organic coverage based on PR daily topics were \$113,361.88, surpassing the goal by 277%.

**3. Owned Media**

Websites, Social Channels and Mobile Sites Engagement Results:

Facebook		58 posts	385 likes	67,081 reaches
Twitter		49 posts	34,410 engagements	95 retweets
Instagram		55 posts	314 likes	
YouTube		7 videos	78 views	

The table above indicates that the goal established in the strategy for obtaining at least 300 interactions through Owned Media surpass efficaciously.

**4. Events and Massive Impact Activities**

- Since Executive Orders prohibited all social gatherings due to COVID-19 pandemic, PRTSC personnel managed to participate in a total of 20 activities, impacting 3,632 citizens with this program educational message.
- COVID-19 pandemic, health issues also prohibited physical contact, nevertheless a total of 31,400 brochures were handed out to PRTSC Programs and Coordinators, law enforcement agents, educators, institutions, and general public.

**5. Strategic integration with PRPD and Municipality Police work plan**

October campaign was supported by overtime enforcement mobilization throughout the Island.

**6. Paid Media**

- Seat Belt Mobilization – October 28<sup>th</sup> to November 3<sup>rd</sup>, 2019. A total of 2,129,341 impressions were obtained. The table below shows the campaign efforts by media stations:

<b>Seat Belt 100,000.00</b>			
<i>Date</i>	<i>Description</i>	<i>Assigned</i>	<i>%</i>
18-oct-19	TV	40,702.91	42%
18-oct-19	Radio	28,526.89	29%
18-oct-19	Print	11,488.16	12%
18-oct-19	OOH	10,344.25	11%
18-oct-19	Digital	5,952.09	6%
<b>Total</b>		<b>\$ 97,014.30</b>	<b>100%</b>

**Goal #1, Objective #1**

- The objective of this program was to reach at least 60% of the target audience with the educational message of the consequences of unrestrained vehicle occupant and its legal effect as established on PR Act 22-2000 with a frequency 2+ and increase impressions by 2%.
- The Strategies aimed to obtain at least 2,131,580 at the end of the period. We obtained 2,129,341, .20% less than the stated goal.

***Car Seat***

**Communications and Outreach**

- 1. Media Tactics** - target Audience- men and women 18-36 (1.5 million estimated)

- The campaign “Una sola muerte por no utilizar el asiento protector es demasiado” (A single death for not using a car seat is too much) was relaunched for this year with this program slogan “Asiento Protector, úsalo correctamente” (car seat, use it correctly).
- Pieces reproduced were a 30 second video ad to air on TV, digital and social media, a 30 second radio ad, eleven (11) banners with adaptations for digital and social media, newspaper ½ page and a 5”x7” educational postcard/brochure.
- All pieces were reproduced with the Puerto Rico State Commission on Elections approval.



**2. Earned Media**

- A Media Tour was carried out with PRTSC spokesperson Executive Director Darelis López to share the car seat usage addressed to parents, guardians, and family with infants ages 0 to 8, earning 11 interviews on TV, Radio, Digital and Newspaper during the year.
- Results including organic coverage based on PR daily topics were \$351,421.88, surpassing the goal by 600%.

**3. Owned Media**

Websites, Social Channels and Mobile Sites Engagement Results

Facebook		61 posts	388 likes	54,874 outreaches
Twitter		54 posts	31,513 engagements	121 retweets
Instagram		59 posts	430 likes	
YouTube		11 videos	150 views	

The table above indicates that the goal established in the strategy for obtaining at least 300 interactions through Owned Media surpass efficaciously.

**4. Events and Massive Impact Activities**

- Since Executive Orders prohibited all social gatherings due to COVID-19 pandemic, PRTSC personnel managed to participate in a total of 20 activities, impacting 3,632 citizens with this program educational message.
- COVID-19 pandemic, health issues also prohibited physical contact, nevertheless a total of 45,000 brochures were handed out to PRTSC Programs and Coordinators, law enforcement agents, educators, institutions and general public.

- At the first trimester of this project, we participated in one car seat checkpoint where the PRTSC landed and properly installed 10 car seats.

**5. Paid Media**

- Car Seat Campaign– September 20 to 26, 2020. A total of 1,895,564 impressions were obtained. The table below shows the campaign efforts by media stations:

		<b>Car Seat \$ 70,000.00</b>	
<b>Date</b>	<b>Description</b>	<b>Assigned</b>	<b>%</b>
18-Sep-20	TV	31,476.24	46%
	Radio	20,039.90	29%
	Print	10,422.74	15%
	Digital	5,226.59	8%
	OOH	828.00	1%
	Others	575.00	1%
<b>Total</b>		<b>\$ 68,568.47</b>	<b>100%</b>

**Goal #2, Objective #1**

- The objective of this program was to reach at least 60% of the target audience with the educational message of the consequences of not using a car seat and its legal effect as established on PR Act 22-2000 with a frequency 2+ and increase impressions by 2%.
- The Strategies aimed to obtain at least 2,131,580 at the end of the period. We obtained 1,895,564, this, because COVID-19 pandemic, adversity has spiked, State, health and commercial advertisements, affecting our target market purchasing for the best spots in media placement, resulting in lack of frequency, therefore, lack of impressions

**Total Occupant Protection Project Investment**

<b>2020 Funds Summary</b>				
<b>PM 20-12-07 Occupant Protection Media Campaign</b>				
<b>GL</b>	<b>Category</b>	<b>Approved</b>	<b>Assigned</b>	<b>Surplus</b>
9400	Contractual Services	339,936.00	274,322.97	65,613.03
9442	Office Supplies	200.00	-	200.00
9440	Equipment	50.00	-	50.00
9443	Equipment - rent	3,000.00	510.40	2,489.60
9485	Travel - Local	500.00	-	500.00
9490	Travel - out of PR	964.00	300.00	664.00
9701	Other	350.00	-	350.00
<b>TOTAL</b>		<b>\$ 345,000.00</b>	<b>\$ 275,133.37</b>	<b>\$ 69,866.63</b>



20-12-10

**Non-Motorized Safety Media Campaign**

***Pedestrian Safety***

**Communications and Outreach**

**1. Media Tactics - Target Audience - men 50+ (1.2 million estimated)**

- The Peatón-Conductor “Somos Responsable” advertising campaign called “Ponte en sus zapatos, detente antes del cruce peatonal. Evita ser multado” (put yourself in their shoes, stop before the crosswalk, avoid the fine) was relaunched.
- Pieces reproduced were a two (2) 30 second videos ads to air on TV, digital and social media, two (2) 30 second radio ads, four (4) banners with adaptations for digital and social media, newspaper ½ page and a 5”x7” educational postcard/brochure.
- Peatón “Peatón Responsable”- the Communications’ Area reproduced preexisting campaign “Esta es mi calle” (This is my Street), with the slogan of this program “Peatón Responsable” (Responsible Pedestrian).
- Pieces reproduced were for impacts and social media purpose.
- Two (2) 5”x7” educational postcard/brochure were also reproduced.
- All pieces were reproduced with the Puerto Rico State Commission on Elections approval.







**2. Earned Media**

- A Media Tour was carried out with PRTSC spokesperson Executive Director Darelis López to share the pedestrian safety message on TV, Radio, Digital and Newspaper earning 6 interviews.
- Results including organic coverage based on PR daily topics were \$115,719.46, surpassing the goal by 285%.

**3. Owned Media**

Websites, Social Channels and Mobile Sites Engagement Results:

<b>Facebook</b> 	88 posts	565 likes	114,315 reaches
<b>Twitter</b> 	88 posts	58,761 engagements	198 retweets
<b>Instagram</b> 	88 posts	585 likes	
<b>YouTube</b> 	29 videos	552 views	

The table above indicates that the goal established in the strategy for obtaining at least 300 interactions through Owned Media surpass efficaciously.

**4. Events and Massive Impact Activities**

- Since Executive Orders prohibited all social gatherings due to COVID-19 pandemic, PRTSC personnel managed to participate in a total of 20 activities, impacting 3,632 citizens with this program educational message.
- COVID-19 pandemic health issues also prohibited physical contact, nevertheless a total of:
  - 26,100 Pedestrian-Driver brochures
  - 950 Pedestrian brochures
  - 8 Pedestrian Posters
  - 3,260 Pedestrian Coloring books

**5. Strategic integration with Puerto Rico Police Department work plan**

Pedestrian-Driver Campaigns were supported by overtime enforcement mobilization throughout the Island by the State police. These efforts helped spread the message among drivers of the importance of giving pedestrian the proper space to cross a street by not stopping their cars on crosswalks.

**6. Paid Media**

- Pedestrian Safety Campaign– November 4 to 11, 2019. A total of 1,868,679 impressions were obtained. The table below shows the campaign efforts by media stations:

		<b>Pedestrian 59,800.23</b>	
<i>Date</i>	<i>Description</i>	<i>Assigned</i>	<i>%</i>
4-Nov-19	TV	26,168.01	43%
	Radio	15,195.52	25%
	Print	9,436.50	16%
	OHH- Cinema	6,666.20	11%
	Digital	3,094.00	5%
<b>Total</b>		<b>\$ 60,560.23</b>	<b>100%</b>

- Peatón-Conductor Campaign– March 2 to 8, 2020. A total of 1,058,649 impressions were obtained. The table below shows the campaign efforts by media stations:

<b>Pedestrian-Driver (Mar)</b>		<b>56,859.42</b>	
<b>Date</b>	<b>Description</b>	<b>Assigned</b>	<b>%</b>
2-Mar-20	TV	21,048.50	37%
	Radio	12,144.57	21%
	Print	11,716.26	21%
	OOH	7,831.50	14%
	Digital	2,968.59	5%
	Others	1,150.00	2%
<b>Total</b>		<b>\$ 56,859.42</b>	<b>100%</b>

- Peatón-Conductor Campaign– August 11 to 14<sup>th</sup>, 2020. A total of 329,651 impressions were obtained. The table below shows the campaign efforts by media stations:

<b>Pedestrian-Driver (Aug)</b>		<b>49,500.00</b>	
<b>Date</b>	<b>Description</b>	<b>Assigned</b>	<b>%</b>
10-Aug-20	TV	21,417.01	44%
	Radio	13,729.27	28%
	Print	9,592.90	20%
	Digital	1,996.40	4%
	Others	2,070.00	4%
<b>Total</b>		<b>\$ 48,805.58</b>	<b>100%</b>

**Goal #1, Objective #1**

- The objective of this program was to reach at least 50% of the target audience with the pedestrian safety educational message and its legal effect as established on PR Act 22-2000 with a frequency 2+ and increase impressions by 2% at the end of year 2020.
- The Strategies aimed to obtain at least 2,131,580 at the end of the period. We obtained 3,256,979, surpassing the goal by 52%.

***Bicyclist Safety***

**Communications and Outreach**

**1. Media Tactics** - target Audience- men ages 50-62 (1.2 million estimated)

- The Communications’ Area reproduced preexisting campaign “Compartir la Responsabilidad es Salvar Vidas” (Sharing Responsibility is Saving Lives), with the slogan of this program “Comparte la Carretera” (Share The Road).
- Also, three (3) educational videos for TV, Cinema, digital and social media.
- Newspaper ½ page add, six (6) banners for digital and social media and the 5”x7” educational brochure were reproduced.







- All pieces were reproduced with the Puerto Rico State Commission on Elections approval.

**2. Earned Media**

- This program message was carried out with PRTSC spokesperson Executive Director Darelis López to share the pedestrian safety message on TV, Radio, Digital and Newspaper earning 12 interviews.
- Results including organic coverage based on PR daily topics were \$96,594.45, surpassing the goal by 1,800%.

**3. Owned Media**

Websites, Social Channels and Mobile Sites Engagement Results:

<b>Facebook</b> 	41 posts	460 likes	71,905 reaches
<b>Twitter</b> 	61 posts	42,118 engagements	202 retweets
<b>Instagram</b> 	39 posts	224 likes	
<b>YouTube</b> 	9 videos	329 views	

The table above indicates that the goal established in the strategy for obtaining at least 25 interactions through Owned Media surpass efficaciously.

**4. Events and Massive Impact Activities**

- Since Executive Orders prohibited all social gatherings due to COVID-19 pandemic, PRTSC personnel managed to participate in a total of 20 activities, impacting 3,632 citizens with this program educational message.
- COVID-19 endemic health issues also prohibited physical contact, nevertheless a total of 24,717 brochures were handed out to PRTSC Programs and Coordinators, law enforcement agents, educators, institutions and general public.

**5. Bicyclist Paid Media Educational Effort– May 14 to 17, 2020** A total of 1,570,156 impressions were obtained. The table below shows the campaign efforts by media stations:

		<b><i>Bicyclist</i></b>	<b><i>33,111.97</i></b>
<b><i>Date</i></b>	<b><i>Description</i></b>	<b><i>Assigned</i></b>	<b><i>%</i></b>
11-May-20	TV	19,135.54	58%
	Digital	12,596.43	38%
	Others	1,380.00	4%
		<b><i>Total</i></b>	<b><i>\$ 33,111.97 100%</i></b>

**Goal #2, Objective #1**

- The objective of this program was to reach at least 40% of the target audience with the bicyclist safety educational message and its legal effect as established on PR Act 22-2000 with a frequency 2+ and increase impressions by 2% at the end of year 2020.
- The Strategies aimed to obtain at least 1,132,840 at the end of the period. We obtained 1,570,156, surpassing the goal by 38%.

**Total Investment**

2020 Funds Summary				
PM 20-12-10 Non-Motorized Safety Media Campaign				
GL	Category	Approved	Assigned	Surplus
9400	Contractual Services	244,936.00	236,561.40	8,374.60
9442	Office Supplies	200.00	-	200.00
9440	Equipment	50.00	-	50.00
9443	Equipment - rent	3,000.00	-	3,000.00
9485	Travel - Local	500.00	-	500.00
9490	Travel - out of PR	964.00	-	964.00
9701	Other	350.00	-	350.00
<b>TOTAL</b>		<b>\$ 250,000.00</b>	<b>\$ 236,561.40</b>	<b>\$ 13,438.60</b>

**20-12-12**

**Motorcycle Awareness Media Campaign (Share The Road)**

**Communications and Outreach**




1. **Media Tactics** - target Audience - men 18-36 (715,255 estimated)
  - A new campaign was design to reach our target audience through a 2D infographic animated video educating drivers and motorcyclists to share the road with this project slogan “Comparte la Carretera.”
  - This campaign includes the general production of the audio, video, uploads, print, digital and OOH adaptations, for a total cost of \$14,879.75.
  - The educational brochure was reproduced, and 19,450 pieces were printed.
  - All pieces were reproduced with the Puerto Rico State Commission on Elections approval.



2. **Earned Media**- The PRTSC spokesperson Executive Director Darelis López to share participated in 5 interviews.

**3. Owned Media**

Websites, Social Channels and Mobile Sites Engagement Results:

Facebook 	33 posts	51likes	18,427 outreaches
Twitter 	32 posts	15,932 engagements	103 retweets
Instagram 	32 posts	93 likes	

The table above indicates that the goal established in the strategy for obtaining at least 25 interactions through Owned Media surpass efficaciously.

**4. Events and Massive Impact Activities**

- Since Executive Orders prohibited all social gatherings due to COVID-19 pandemic, PRTSC personnel managed to participate in a total of 20 activities, impacting 3,632 citizens with this program educational message.
- COVID-19 pandemic, health issues also prohibited physical contact, nevertheless a total of 19,450 brochures were handed out to PRTSC Programs and Coordinators, law enforcement agents, educators, institutions, and general public.

**5. Paid Media** – The campaign was not published because the Puerto Rico State Commission on Elections did not approve the media campaign by the launching period.

**Objective**

The project objective was to reach at least 25% of target audience with the motorcycle safety educational message with a frequency 2+ and obtain at least 10,000 impressions during the paid media campaign at the end of year 2020. However, it could not be reached due to the lack of Puerto Rico State Commission on Elections approval in time.

**Total Investment**

2020 Funds Summary				
PM 20-12-12 Motorcycle Awareness Media Campaign				
GL	Category	Approved	Assigned	Surplus
9400	Contractual Services	50,416.33	16,829.75	33,586.58
9442	Office Supplies	-	-	-
9440	Equipment	-	-	-
9443	Equipment - rent	-	-	-
9485	Travel - Local	-	-	-
9490	Travel - out of PR	-	-	-
9701	Other	-	-	-
<b>TOTAL</b>		<b>\$ 50,416.33</b>	<b>\$ 16,829.75</b>	<b>\$ 33,586.58</b>

20-12-13

**Motorcycle Safety Media Campaign**

**Communications and Outreach**

**1. Media Tactics-** target Audience- men 18-36 (715,255 estimated)





- Preexisting campaign “Su uso tiene una razón de ser” (It’s [motorcyclist gear] use has a reason) with this program slogan “Motociclista Seguro” (Motorcycle Safety), was reproduce as part of the strategy for this year.
- A 30 second video to air in TV, Cinema, digital and social media was also reproduced.
- Campaign pieces were also refreshed and reproduced for target market purpose and includes a 30 second radio ads, digital banners with adaptations for digital and social media, a newspaper ½ page add and the 5”x7” educational postcard/brochure.
- All pieces were reproduced with the Puerto Rico State Commission on Elections approval.

**2. Earned Media**

- This program message was carried out with PRTSC spokesperson Executive Director Darelis López to share the Motorcycle safety message on TV, Radio, Digital and Newspaper earning 5 interviews.
- Results including organic coverage based on PR daily topics were \$24,161.88, 3% less than the stated goal of \$25,000.

**2. Owned Media**

Websites, Social Channels and Mobile Sites Engagement Results:

<b>Facebook</b> 	43 posts	191 likes	34,070 reaches
<b>Twitter</b> 	41 posts	26,622 engagements	93 retweets
<b>Instagram</b> 	43 posts	295 likes	
<b>YouTube</b> 	3 videos	173 views	

The table above indicates that the goal established in the strategy for obtaining at least 50 interactions through Owned Media surpass efficaciously.

**4. Events and Massive Impact Activities**

- Since Executive Orders prohibited all social gatherings due to COVID-19 pandemic, PRTSC personnel managed to participate in a total of 20 activities, impacting 3,632 citizens with this program educational message.

- COVID-19 pandemic health issues also prohibited physical contact, nevertheless a total of 7,700 brochures were handed out to PRTSC Programs and Coordinators, law enforcement agents, educators, institutions, and general public.

**5. Paid Media-** March 18 to 20, 2020. A total of 2,559,826 impressions were obtained. The table below shows the campaign efforts by media stations:

		<b>Paid Media</b>	<b>98,165.70</b>
<b>Date</b>	<b>Description</b>	<b>Assigned</b>	<b>%</b>
13-Mar-20	TV	39,593.11	40%
	Radio	27,198.65	28%
	Print	9,035.38	9%
	OOH	5,830.50	6%
	Digital	15,300.56	16%
	Others	1,207.50	1%
<b>Total</b>		<b>\$98,165.70</b>	<b>100%</b>

**Objective**

The project objective was to reach at least 25% of target audience with the motorcycle safety message and its legal regulations as established on PR Act 22-2000 with a frequency 2+ and increase impressions by 2% at the end of year 2020. The goal was to surpass 1,409,522 impressions, which was exceeded by 82%, achieving 2,559,826 impressions.

**Total Investment**

<b>2020 Funds Summary</b>				
<b>PM 20-12-13</b>		<b>Motorcycle Safety Media Campaign</b>		
<b>GL</b>	<b>Category</b>	<b>Approved</b>	<b>Assigned</b>	<b>Surplus</b>
9400	Contractual Services	123,078.00	111,709.40	11,368.60
9442	Office Supplies	200.00	-	200.00
9440	Equipment	50.00	-	50.00
9443	Equipment - rent	1,000.00	-	1,000.00
9485	Travel - Local	-	-	-
9490	Travel - out of PR	322.00	-	322.00
9701	Other	350.00	-	350.00
<b>TOTAL</b>		<b>\$125,000.00</b>	<b>\$111,709.40</b>	<b>\$13,290.60</b>



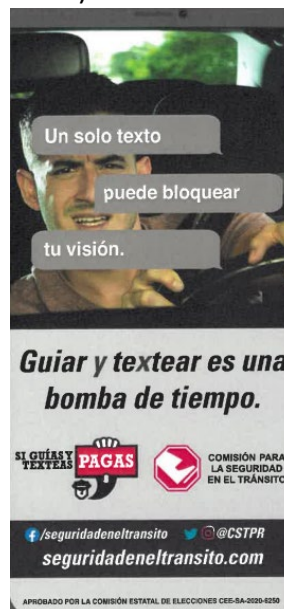
20-12-14

**Distracted Driving Media Campaign**

**Communications and Outreach**

**1. Media Tactics-** target audience- men and women 16-24 (1.5 million estimated)

- During this year, a new campaign was created to educate about the consequences of distracted driving. Since this campaign had to be done under COVID-19 pandemic regulations and recommendations, including social distancing, it had to be divided into two phases, Pre-Production, for ideas and conceptualization, and Production for field work and recording.
- The new campaign slogan is “Un solo texto puede bloquear tu visión. Si guías y textear, pagas” (A single text message can block you sight, you drive, you tect, you pay). This concept was inspired in children’s game “1,2,3 Pesca’o” (1, 2, 3 got you), as a reference of the number of times in which we can cause a fatality by driving distractedly.
- This campaign includes the general production of the audio, video, uploads, print, newspapers, digital and OOH adaptations, for a total cost of \$82,623.74.
- The educational brochure was reproduced, and 19,450 pieces were printed.
- A 5”x7” educational brochure was also produced.
- All pieces were reproduced with the Puerto Rico State Commission on Elections approval.



**2. Earn Media**

- This program message was carried out with PRTSC spokesperson Executive Director Darelis López to share the pedestrian safety message on TV, Radio, Digital and Newspaper earning 6 interviews.
- Results including organic coverage based on PR daily topics were \$92,766.00, surpassing the goal by 85%.

**3. Owned Media**

Websites, Social Channels and Mobile Sites Engagement Results:

Facebook		54 posts	344 likes	77,483 reaches
Twitter		52 posts	30,208 engagements	97 retweets
Instagram		54 posts	273 likes	
YouTube		15 videos	387 views	

The table above indicates that the goal established in the strategy for obtaining at least 300 interactions through Owned Media surpass efficaciously.

**4. Events and Massive Impact**

- Since Executive Orders prohibited all social gatherings due to COVID-19 pandemic, PRTSC personnel managed to participate in a total of 20 activities, impacting 3,632 citizens with this program educational message.
- COVID-19 pandemic health issues also prohibited physical contact, nevertheless a total of 7,675 brochures were handed out to PRTSC Programs and Coordinators, law enforcement agents, educators, institutions and general public, and another 5,000 pieces were reproduced.

**5. Paid Media**

- This campaign could not be published as it was proposed, mainly because of the limitations that came with the COVID-19 pandemic. Nevertheless, the decision of not publishing this effort was taken by the National Highway Traffic Safety Administration, who recommended to cancel it for 2019-2020 fiscal year and move it to a new date in 2020-2021 fiscal year.

**Objective**

- Reach at least 50% of target audience with the educational message of the consequences of distracted driving and its legal effect as established on PR Act 22-2000 with a frequency 2+ and increase impressions\* by 2% at the end of year 2020. However, this objective could not be reached, since the campaign was not published as it was proposed as it was recommended by the National Highway Traffic Safety Administration.

**Total Investment**

<b>2020 Funds Summary</b>				
<b>PM 20-12-14 Distracted Driving Media Campaign</b>				
<b>GL</b>	<b>Category</b>	<b>Approved</b>	<b>Assigned</b>	<b>Surplus</b>
9400	Contractual Services	121,385.00	117,268.66	4,116.34
9442	Office Supplies	250.00	-	250.00
9440	Equipment	-	-	-
9443	Equipment - rent	-	-	-
9485	Travel - Local	100.00	-	100.00
9490	Travel - out of PR	148.00	148.00	-
9701	Other	-	-	-
<b>TOTAL</b>		<b>\$ 121,883.00</b>	<b>\$ 117,416.66</b>	<b>\$ 4,466.34</b>

20-12-15

**PESET Educational Media Campaign**

**Communications and Outreach**

**1. Media Tactics-** target Audience - women 37-49 (639,168 estimated)





- This year the strategic consisted in reproducing preexisting campaign for better commitment of objective and strategies.
- Pieces reproduced were the educational brochure and the educational activity book.

**2. Earn Media**

- Since this campaign was not published as proposed, due to COVID-19 pandemic issues, there were no direct interviews regarding the PESET program, since the goal of this park is to educate towards traffic safety in practical ways that includes physical interaction with the attendees, something that is currently prohibited, which means that there PRTSC spokesperson, Executive Director Darelis López, could not promote the park.

**3. Owned Media**

Websites, Social Channels and Mobile Sites Engagement Results:

Facebook		41 posts	231 likes	30,565 reaches
Twitter		40 posts	22,120 engagements	98 retweets
Instagram		40 posts	139 likes	
YouTube		4 videos	203 views	

The table above indicates that the goal established in the strategy for obtaining at least 25 interactions through Owned Media surpass efficaciously.

**4. Events and Massive Impact Activities**

- Since Executive Orders prohibited all social gatherings due to COVID-19 pandemic, PRTSC personnel managed to participate in a total of 20 activities, impacting 3,632 citizens with this program educational message.
- As part of a collaborative agreement between PRTSC and Metropistas, a press conference was held in November 2019, before COVID-19 pandemic regulations were established. This event aimed to announce the renovations that were made in the PESET facilities to repair some of the damages caused by Hurricane María, and a total of 50 people participated.

- COVID-19 pandemic health issues also prohibited physical contact, nevertheless, we manage to hand to PRTSC Programs and Coordinators, law enforcement agents, educators, institutions and general public a total of:
  - 4,400 PESET brochures
  - 3,260 PESET Activity Book

**5. PESET Paid Media Educational Effort**

- The educational campaign for this program was cancelled because of the limitations that came with the COVID-19 pandemic and Executive Orders regulations, which prohibits agglomeration of people as an effort to eradicate the spreading of the virus. Likewise, the creation of a new campaign was proposed, but for the same reasons stated above, it could not be carried out even though the park was available to receive visitors. This reality has kept the PESET closed for months since the main purpose of the park is to educate towards traffic safety in a practical active way, meaning that the instructors cannot keep the social distancing requested by the health authorities.

**Objective**

Reach at least 60% of target audience by posting PESET post and increase likes by 10%; from 481 in 2019 to 529 at the end of fiscal year 2020. However, this goal could not be reach, since the campaign was not published and the park is currently closed, which led to lack of interest from the target audience, leading to a decrease in likes.

**Total PESET Educational Media Campaign investment**

<b>2020 Funds Summary</b>				
<b>PM 20-12-15 PESET Educational Media Campaign</b>				
<b>GL</b>	<b>Category</b>	<b>Approved</b>	<b>Assigned</b>	<b>Surplus</b>
9400	Contractual Services	18,900.00	5,903.00	12,997.00
9442	Office Supplies	-	-	-
9440	Equipment	-	-	-
9443	Equipment - rent	1,000.00	1,000.00	-
9485	Travel - Local	100.00	-	100.00
9490	Travel - out of PR	-	-	-
9701	Other	-	-	-
<b>TOTAL</b>		<b>\$ 20,000.00</b>	<b>\$ 6,903.00</b>	<b>\$ 13,097.00</b>

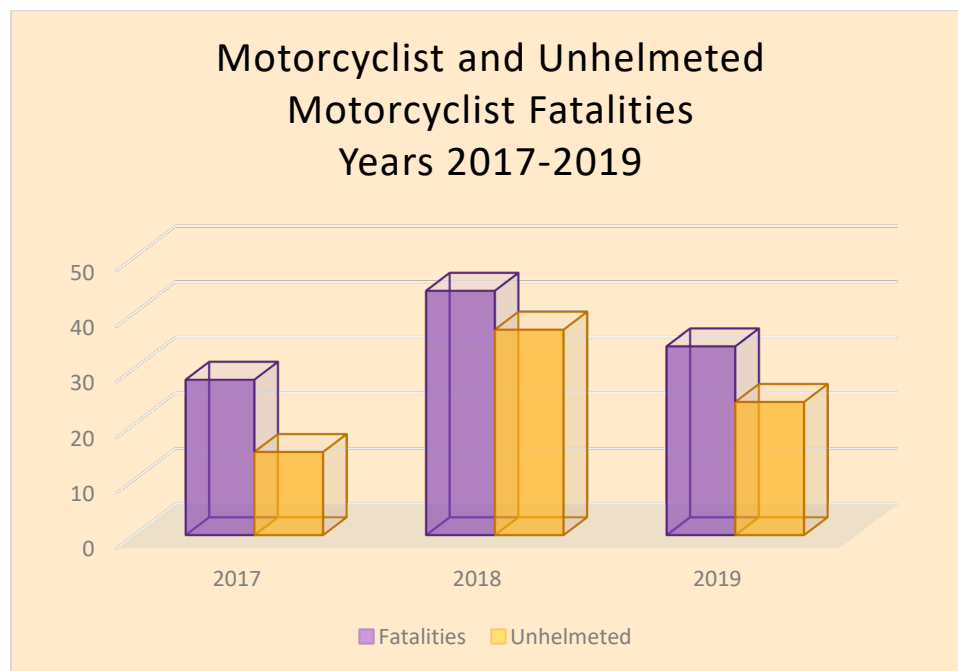
Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
20-12-01	ID Campaign - 1201	CST - 00	1,195,144.00	1,118,339.90	76,804.10
20-12-02	Youth ID Campaign - 1202	CST - 00	34,508.00	14,182.73	20,325.27
20-12-03	speed, aggressive and distractive PM - 12	CST - 00	181,000.00	175,352.40	5,647.60
20-12-07	PM Occupant protection - 1207	CST - 00	345,000.00	275,133.37	69,866.63
20-12-10	PM pedestrian - 1210	CST - 00	250,000.00	236,561.40	13,438.60
20-12-12	MC Safety Media Campaign - 1212	CST - 00	50,416.33	16,829.75	33,586.58
20-12-13	MC Media Campaign - 1213	CST - 00	125,000.00	111,709.40	13,290.60
20-12-14	DD Media Campaign - 1214	CST - 00	181,000.00	117,416.66	63,583.34
20-12-15	PESET Educational Campaign - 1215	CST - 00	20,000.00	6,903.00	13,097.00
<b>Total 12 - Media</b>			<b>\$ 2,382,068.33</b>	<b>\$ 2,072,428.61</b>	<b>\$ 309,639.72</b>

## Motorcycle Safety

### Problem Statement

Traffic safety issues problems remain a major concern among motorcyclists. A reduction in motorcyclist fatalities was constant during the last five years. However, bases on the latest crash data from NHTSA Traffic Safety Performance Measures and FARS database for 2018, it showed a reduction of 23%, from 44 in 2018 to 34 reported in 2019.



In Puerto Rico there are several laws (Law 107 sign in August 10, 2007) regarding licensing and required gear for motorcyclists. However, statistics reflect another reality; motorcyclists keep avoiding the use of DOT-certified helmets. Data shows a reduction of 35% in unhelmet motorcyclist fatalities from 37 in 2018 to 24 in 2019.

For PRTSC is it important to continue increasing awareness and education of the vulnerability of motorcycles on the road and promoting ways to drivers of other vehicles, to be aware of the presence of motorcycle's and how important is to share the road with motorcyclists. In addition, motorcyclists are getting license and trained, the use of protective gear is compulsory with the Law 107.

### Performance Targets

- ✦ **C-7) To decrease the five-year moving average of the number of motorcyclist fatalities in 9.5 percent from 42 in 2017 to 38 in 2020.** – Based on the latest crash data from NHTSA FARS database for year 5-year moving 2015-2019, the target achieved; motorcyclist fatalities from 44 in 2018 to 34 in 2019. However, preliminary data for 2020 report a total of 45 motorcyclist fatalities; this shows that the target wasn't met in 2020. **For FY2022 we will work with DMV and DTPW to implement motorcycle safety recommendations regarding training, endorsement and licensing.**
  
- ✦ **C-8) To decrease the five-year moving average of the number of unhelmeted motorcyclist fatalities in 3.8 percent from 26 in 2017 to 25 in 2020.** – Based on the latest crash data from NHTSA FARS database for year 2019, the target achieved; unhelmeted motorcyclist fatalities from 37 in 2018 to 24 in 2019. However, preliminary data for 2020 report a total of 14 unhelmeted motorcyclist fatalities; the target is likely to be met to 2020.

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### Planned Activity

**20-13-06**

**Motorcycle Safety Coordinator**

Enforcement in motorcycle laws has been directed mostly on helmet, proper gear use and impaired riding. However, new trends in education and road safety awareness have emerged. The PRTSC and the Motorcycle Safety Coordinator have made some recommendations regarding training and the endorsement or licensing for motorcyclist to maintain them with updated law information and amendments in the Law 107 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. Currently, there is only two range in operation. Following the Motorcycle Safety Coordinator expertise, the DMV decides to add at least two more ranges, one in Fajardo and one in Aibonito and they are already designed, painted and ready for the opening, right now has pass some time and areas are getting deteriorated, if necessary the Coordinator will re-paint the areas to put them in condition.

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

The Motorcycle Safety Coordinator 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, State Police, and Prosecutors.

A mandatory conference of the new law requirements is offered to the police cadets at the Police Academy in Gurabo as a graduation requirement, upon request.

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### Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
20-13-06	MC Coordinator - 1306	CST - 00	23,537.00	15,490.28	8,046.72
<b>Total 13 - Motorcycle Safety</b>			<b>\$ 23,537.00</b>	<b>\$ 15,490.28</b>	<b>\$ 8,046.72</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 2020 was not held but the 2019 realized in Puerto Rico showed that 99.8% own a cellular phone and only 39.5% use it while driving. For those who did use their cellular phones while driving, 30.5% use it “always” or “almost always”. Almost half of the participants (36.5%) use it “sometimes”, while 31.5% use it “rarely”. Of the participants that did use their cell phone while driving, a little more than six out of ten (61.2%) use it to make or receive calls while driving “very often” or “sometimes”. The remaining 37.6% use it “almost never” or “never” for those purposes. In terms of the use of cell phones for sending or receiving text messages, 72.1% of the participants indicated that they “never” or “rarely” use their phones for those purposes while driving. However, 12.2% of the participants reported that they use their phones for text messages “always” or “almost always”, while almost one out of ten (14.7%) use it sometimes.

Almost 9 out of 10 participants (87.8%) think they are at risk when they use their cell phones while driving. Most of the participants (95.9%) have hands-free device that allows them to talk on their cell phones without using their hands. “Bluetooth installed in the car or separated” is the most popular device among the participants, indicated by 60.3% of them. Almost 9 out of 10 participants “always” or “almost always” use these hands-free devices, while 3.7% use it “rarely” or “never”.

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 17,234 citations were issued for violations to this Law from January to December 2020; also, the Municipal Police Corps issued a total of 19,699 citations during 2020.

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 or drinking
- ▲ Reading

- ▲ Use of navigation systems
- ▲ Changing radio stations
- ▲ Putting on makeup or shaving looking at the mirror

### Performance Target

- ✦ **To decrease the percentage of people that reported making cell phone calls while driving from 67.10 percent on 2018 to 66.50 percent by December 31, 2020.** – *In FY 2020, the DD Attitude Survey was not conducted because of the emergency that we are still because of the COVID-19 pandemic. However, the results of the PRTSC Study 2019 reported, only 67% of participants admit use cell phones while driving.*

### Planned Activity

#### 20-14-02

#### Distracted Driving Attitude Survey

During FY 2020, the Distracted Driving Attitude Study was not conducted. The COVID-19 pandemic did not allow the Distracted Driving Campaign to be conducted.

#### 20-14-03

#### Distracted Driving Coordinator

The PRTSC identified a coordinator working in this priority area. This project was assigned 15% of the salary and fringe benefits. The other 85% of the salary was assigned under project number OP-05-03 Occupant Protection Coordinator.

During FY 2020, the coordinator participated in webinars, training, and worked on the Distracted Driving Mobilization, but was later postponed to FY 2021 because of the COVID-19 pandemic. Also, she collaborated in the distracted driving educational campaign with the Communications Area and participated during the recording of the TV Spot.

Funding was provided for personnel costs, local and out-of-state travel, equipment, educational materials and other related expenses.



**20-14-XX**

**Distracted Driving Mobilization**

The Distracted Driving National Campaign was going to be held from April 6-13, 2020, but the National Emergency COVID-19 pandemic, declares by the President on March 13, this mobilization was rescheduled to FY 2021 (October 5-12, 2020), (Memorandum #2020-05-08).

**Fiscal Review**

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
20-14-03	DD Coordinator - 1403	CST - 00	9,183.20	7,389.40	1,793.80
<b>Total 14 - Distracted Driving</b>			<b>\$ 9,183.20</b>	<b>\$ 7,389.40</b>	<b>\$ 1,793.80</b>

Financial Summary Fiscal Year 2020

Grant	Carry Forward from 2019	Current 2020	2020 obligation limitation total	Expended 2020	Reprogrammed to 2021	% Expended
154AL	3,072,104.66	822,521.00	3,894,625.66	1,550,095.16	2,344,530.50	40%
164AL	2,071,318.79	822,521.00	2,893,839.79	500,045.61	2,393,794.18	17%
FAST Act NHTSA 402	1,589,545.47	2,716,685.56	4,306,231.03	2,160,686.42	2,145,544.61	50%
FAST Act 405b OP Low	66,010.25	386,349.53	452,359.78	31,334.34	421,025.44	7%
FAST Act 405b OP High	55,041.02	-	55,041.02	51,500.00	3,541.02	94%
FAST Act 405c Data Program	1,078,108.10	426,519.85	1,504,627.95	443,256.68	1,061,371.27	29%
FAST Act 405d ID Mid	451,740.39	-	451,740.39	451,740.39	-	100%
FAST Act 405d ID High	3,022,277.28	1,529,442.36	4,551,719.64	478,308.56	4,073,411.08	11%
FAST Act 405f MC	-	50,416.33	50,416.33	16,829.75	33,586.58	33%
FAST Act 405h Nonmotorized Safety	350,769.72	235,782.05	586,551.77	392,143.53	194,408.24	67%
<b>Total</b>	<b>\$ 11,756,915.68</b>	<b>\$ 6,990,237.68</b>	<b>\$ 18,747,153.36</b>	<b>\$ 6,075,940.44</b>	<b>\$ 12,671,212.92</b>	<b>32%</b>

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