

September 2019

# **Highway Safety Plan FY 2020 Puerto Rico**

## Highway Safety Plan

**NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS - The State applied for the following incentive grants:**

- S. 405(b) Occupant Protection: Yes
- S. 405(e) Distracted Driving: Yes
- S. 405(c) State Traffic Safety Information System Improvements: Yes
- S. 405(f) Motorcyclist Safety Grants: Yes
- S. 405(d) Impaired Driving Countermeasures: Yes
- S. 405(g) State Graduated Driver Licensing Incentive: Yes
- S. 405(d) Alcohol-Ignition Interlock Law: Yes
- S. 405(h) Nonmotorized Safety: Yes
- S. 405(d) 24-7 Sobriety Programs: Yes
- S. 1906 Racial Profiling Data Collection: Yes

## Highway safety planning process

### Data Sources and Processes

The data sources used by Puerto Rico Traffic Safety Commission (PRTSC) to identify the safety problems include 2008-2017 Puerto Rico Department of Transportation and Public Works (PRDTPW), crash data; the 2008-2017 Puerto Rico Traffic Safety Commission (PRTSC), fatalities data; the 2007-2018 Automobile Accident Compensation Administration (PRAACA), serious injury data; the 2014-2016 Puerto Rico Emergency Medical Services (PREMS), ambulance response time data; the 2007-2017 Federal Highway Administration (FHWA), traffic data (i.e. Vehicle Miles Traveled (VMT), Annual Average Daily Traffic (AADT)); the 2007-2016 Puerto Rico Highway Transportation Authority (PRHTA), traffic data (i.e. roadway miles); the annual Puerto Rico Police Department (PRPD), traffic fines reports (i.e., cellphone use, seatbelt, speed, etc.); annual PRHTA safety improvement projects lists, and others, as needed. In addition, the different safety committees provide other relevant information related to safety issues not evident from the data available (i.e., processes limitations) or due to limitations in the data (i.e. needs for additional data, outdated data). These safety committees include the different PRTSC Task Forces and the Emphasis Areas Teams of the Puerto Rico Strategic Highway Safety Plan (SHSP).

The processes used by PRTSC to identify the safety problems are categorized in two groups: engineering/planning and public processes. The Puerto Rico SHSP and HSP represent engineering/planning processes that use the most pertinent and available data to establish areas for improvement (i.e., SHSP Emphasis Areas), their performance goals and objectives based on specific performance measures, and the implementation of specific quantitative and qualitative strategies and actions. It is important to mention that the Puerto Rico SHSP is starting its new implementation cycle from 2019 to 2023. The process to choose the new emphasis areas, strategies, and performance measures has been a solid joint effort between the PRTSC and PRHTA.

The performance measures used by Puerto Rico are divided in two: the core performance measures and those related to specific safety problems defined in the Highway Safety Plan (HSP) (i.e. motorcyclists' fatalities,

observed seat belt use, etc.) and the SHSP's Emphasis Areas 2019-2023 (i.e. pedestrians, traffic records system, emergency medical response, personal safety gear, negligent drivers, under the influence of alcohol, and lane departure). The similar core performance measures between the HSP and the SHSP are the number of traffic fatalities, number of serious injuries, and fatalities by 100 Million VMT or fatality rate. In addition, the similar specific safety problems reported and/or analyzed in both HSP and SHSP are unrestrained-related fatalities, alcohol-impaired driving fatalities, speeding-related fatalities, unhelmeted fatalities, non-motorized fatalities. The slight differences in the performance measures reported by the SHSP, in comparison to the HSP are: (1) the SHSP does not include a performance measures for motorcyclists' fatalities, instead, it is including the unhelmeted-related fatalities; and (2) the SHSP does not consider any survey as part of the performance measures. The HSP includes sixteen (16) performance measures and reports annually the progress in each one. On the other hand, the SHSP includes seven (7) performance measures and report annually two of them through the Highway Safety Improvement Program (HSIP) Annual Report.

The main application of these performance measures is to determine the effectiveness of the strategies and actions implemented. Each year, representatives of the 4Es (i.e. engineering, education, enforcement, and emergency medical response) in Puerto Rico perform several actions included in the HSP and SHSP strategies. These actions, defined in the SHSP for a five-year schedule, are established annually in the HSP, the SHSP Action Plans, and HSIP Annual Report, based on the progress of the performance measures during these years. Specifically, the task forces and Emphasis Area Teams evaluate different actions and determine the course of action to perform in order to achieve the different goals associated to improve highway safety in Puerto Rico. Some examples of the numbers evaluated by these committees are: identification of the seatbelt use in comparison to historical numbers; changes in the number of fatalities in specific locations; and trends in pedestrian fatalities associated to specific events. In the other hand, some examples of the actions taken are: enhance the public awareness of reducing speed in our highway system; extra-work hours for police patrols to reduce speeding and increase seatbelt use; and educational campaigns for pedestrian's safety.

### Processes Participants

The collaborative efforts of public, private, and non-profit organizations since the implementation of the HSP & SHSP have enhanced the communication bonds between all the safety stakeholders, leading to more efficient coordination and better overall results.

There are some internal and external partners collaborating in various aspects of the highway safety in Puerto Rico (i.e. the 4Es). The internal partners are those actively collaborating with the PRTSC, such as the participants of the FIESTA programs, the Community Programs, the PRHTA, the PRPD, and ACAA. The external partners are those representing the municipalities, non-profit organizations, Metropolitan Planning Organization (MPO), Local Technical Assistant Program (LTAP), Academia, other federal agencies (i.e., FHWA, FTA, FMCSA), DISCO, among others. In total, there are more than 100 stakeholders involved in these efforts in Puerto Rico.

### Description of Highway Safety Problems

Puerto Rico has identified several highway safety problems using the best available and pertinent data. This, beginning with the limitations of the data, and establishing this as the primary highway safety problem. The Puerto Rico crash database has some limitations, especially with the accurate location of crashes and the

injury classifications. First, the current practice when fulfilling the police crash report is to identify the location of the crashes using the kilometers markers in the field and the names of the municipalities. This led to mixed, missing, or incomplete information in the crash database. In addition, in 2017 Puerto Rico was hit by hurricane María and put the country's road system in a critical state, where more than 80% of the traffic signs were missing or destroyed, deteriorating and creating discrepancies in the location process of traffic crashes. Second, the current crash report does not include the KABCO injury classification, thus Puerto Rico is reporting the people transported in ambulance from the crash scene as the seriously injured. In 2019, the new and updated version of the crash report will include, not only the KABCO classification system and the GIS locations, but also an electronic form for faster, accurate, and complete crash data. It is expected that the digital crash report will be implemented in October 2019.

The MIRE action plan was approved in 2017 and the PRHTA has taken the leadership in coordinating affirmative actions to improve the traffic data gathering process since the end of 2018. To achieve the required MIRE FDE for year 2026, Puerto Rico has incorporated this plan as one of the main topics of the Traffic Records Coordinating Committee (TRCC).

Over the past 20 years the pedestrian fatalities in Puerto Rico had represented an average of 32% of the total traffic fatalities. The principal concern of the safety stakeholders is the lack of resources for the police to intervene with the pedestrians that does not follow the traffic laws. Thus, the safety stakeholders proposed to review the law to effectively issue traffic fines for pedestrians. To giving more emphasis to this problem, the new SHSP 2019-2023 include an emphasis area only for pedestrians, with the purpose of decrease the 32% of annual pedestrian fatalities.

The most recent results for the Puerto Rico Emergency Medical Services (PREMS) indicate an increase in the average response time between 2014 and 2015 (15:03 to 16:14 minutes), and a decrease between 2015 and 2016 (16:14 to 16:04). During the 2015, the PREMS operated with one less station with respect to 2014, due to a lack of personnel available, and in 2016 had to close the Hormiguero's station and the personnel were reallocated. In addition, the Loíza and Fajardo's station were also close in 2017. After the hurricanes Irma and Maria, the professionals of emergency medical services are moving to the United States. To improve the emergency medical response in Puerto Rico, the PREMS, together with PRHTA and Metropistas, are working to relocate several stations to gain access to expressways and freeways in less time.

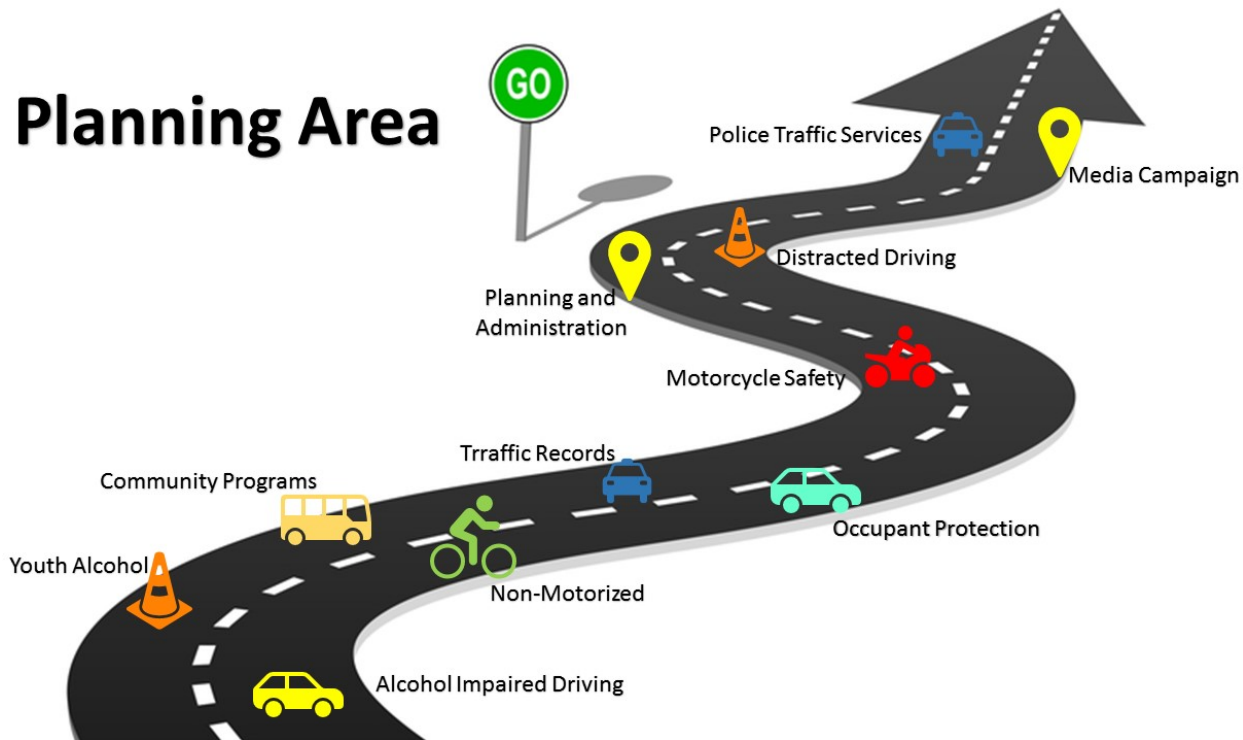
### Methods for Project Selection

The methods for project selections are the strategies to be applied in order to respond to the traffic safety problems revealed as a result of data analysis process. The objective of the strategy selection process is to identify evidence-based countermeasures that are best suited to address the issues identified in the data-driven problem identification process and collectively would lead to improvements in highway safety and the achievement of the performance target.

Planning Process is a continuous one since all factors and events that take place during the year must be considerate in the process. The Planning Area manages eleven (11) educational/emphasis programs which administer various projects, both internals and externals. All aspects must be taken into consideration to ensure yearly activities run smoothly.

The following steps outline the planning process and project selections:

# Planning Area



Review most recent data available. (Fatalities, Serious Injuries, Property of Damage and Survey)

Ensure FARS analyst provides latest fatality statistics and compare with PRPD data.

Prepare letter and published Public Notice to request proposals.

Prepare Problem Identification after data analysis.

Review Proposals with Project Agreement Assessment Form and send comments to applicants.

Prioritize problems, distribute module writing and set goals with strategies.

Select projects to include in the Highway Safety Plan.

Complete 405 grants applications in GMSS System.

Insert data analysis, justification of planned activities, countermeasure and performance target.

Include tables, graphs and other information required.

Review last draft, sign certifications and assurances, and send to GMSS System.

After fiscal year ends, documents and data are gathered, reviewed and organized to evaluate outcomes.

Annual Report is prepared and submitted to NHTSA.

## List of Information and Data Sources

The HSP and the SHSP consulted:

PRDTPW crash database

PRTSC - FARS database

PRHTA traffic volumes database

FHWA – Vehicle Miles Traveled

ACAA injury database

## Description of Outcomes

The outcomes from the close coordination of the HSP and the SHSP includes several areas since they are working together thought the year in all of the strategies established for Puerto Rico in both plans. The specific outcomes begin with the active participation of representatives from the SHSP in the TRCC meeting and sub-committees (i.e., police crash report upgrade, MIRE), as well as the alcohol task force. In addition, the HSP representatives participate actively in the meetings and events from the SHSP, such as the Safety Summits, Quarterly Meetings, and progress meetings. The HSP and SHSP use the same databases, coordinate the performance goals, objectives, and strategies. In addition, both define the annual action plans and continuously communicate in case of abrupt changes in the number of fatalities or serious injuries reported by the police or local media. Another important outcome is the enhancement of the teamwork among safety stakeholders lead by these plans.

## Performance report

### Progress towards meeting State performance targets from the previous fiscal year's HSP

Sort Order	Performance measure name	Progress
1	C-1) Number of traffic fatalities (FARS)	In Progress
2	C-2) Number of serious injuries in traffic crashes (State crash data files)	In Progress
3	C-3) Fatalities/VMT (FARS, FHWA)	In Progress
4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	In Progress
5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	In Progress
6	C-6) Number of speeding-related fatalities (FARS)	In Progress
7	C-7) Number of motorcyclist fatalities (FARS)	In Progress
8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	In Progress
9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	In Progress
10	C-10) Number of pedestrian fatalities (FARS)	In Progress
11	C-11) Number of bicyclists fatalities (FARS)	In Progress
12	C-12) Number of youth impaired driving fatalities	In Progress

13	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	In Progress
14	B-2) Percentage of people that reported making cell phone calls while driving. (Survey)	In Progress
15	B-3) Mean number of days from crash date to date crash report is entered into database	In Progress

### Performance Measure: C-1) Number of traffic fatalities (FARS)

Progress: In Progress

#### Program-Area-Level Report

To reduce the five years (2014-2018) moving average of 292.2 in the year 2018 traffic fatalities 2.2 percent to a five year (2015-2019) moving average of 285.8 in 2019. - In 2018, Puerto Rico had 308 fatalities. YTD, there were 43 less traffic fatalities than in 2018.

### Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

Progress: In Progress

#### Program-Area-Level Report

To decrease the five-year rolling average of the number of serious injuries from 4,788 in 2015 to 3,822 in 2019. - In 2018, Puerto Rico had 4,290 serious injuries. Data is not available for 2019, but Puerto Rico is expecting to achieve the target.

### Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

Progress: In Progress

#### Program-Area-Level Report

To decrease the five-year rolling average of the number of serious injuries from 4,788 in 2015 to 3,822 in 2019. - In 2017, Puerto Rico had 1.94 traffic fatalities VMT. Data is not available for 2018, but Puerto Rico is expecting to achieve the target.

### Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Progress: In Progress

#### Program-Area-Level Report

To decrease the number of unrestrained passenger vehicle occupant fatalities 1.12 percent from the 2017 calendar year of 89 to 88 by December 31, 2019. - In 2018, Puerto Rico had 79 unrestrained occupant fatalities. YTD, there are 49 less traffic fatalities than in 2018.

### Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)



Progress: In Progress

### Program-Area-Level Report

To decrease the five-year moving average of the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above from 109 in 2015 to 86 in 2019. - In 2018, Puerto Rico had 67 impaired driving fatalities. YTD, 49 impaired driving fatalities less than 2018.

### Performance Measure: C-6) Number of speeding-related fatalities (FARS)

Progress: In Progress

### Program-Area-Level Report

To decrease the number of speeding-related fatalities 6.19 percent from the 2016 calendar base year of 97 to 91 by December 31, 2019. - In 2018, Puerto Rico had 82 speed-related fatalities. YTD, 71 traffic fatalities less than 2018 .

### Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

Progress: In Progress

### Program-Area-Level Report

To decrease the number of motorcyclist fatalities 20 percent from the 2016 calendar base year of 45 to 36 by December 31, 2019. - In 2018, Puerto Rico had 39 motorcycle fatalities. YTD, 25 motorcycle fatalities less than 2018.

### Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Progress: In Progress

### Program-Area-Level Report

To decrease the number unhelmeted motorcyclist fatalities 24 percent from the 2016 calendar year of 25 to 19 by December 31, 2019. - In 2018, Puerto Rico had 38 unhelmeted motorcycle fatalities. YTD, 32 unhelmeted motorcycle fatalities less than 2018.

### Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Progress: In Progress

### Program-Area-Level Report

To maintain drivers age 20 or younger involved in fatal crashes from the 2016 calendar year of 28 to 28 by December 31, 2019. - In 2018, Puerto Rico had 14 drivers age 20 or younger fatalities. YTD, 6 drivers age 20 or younger fatalities less than 2018.

### Performance Measure: C-10) Number of pedestrian fatalities (FARS)

Progress: In Progress

### Program-Area-Level Report

To reduce pedestrian fatalities 1.13 percent from the 2016 calendar year of 89 to 98 by December 31, 2019. - In 2018, Puerto Rico had 116 pedestrian fatalities. YTD, 78 pedestrian fatalities less than 2018.

### Performance Measure: C-11) Number of bicyclists fatalities (FARS)



Progress: In Progress

### Program-Area-Level Report

To maintain bicyclists fatalities number from the 2016 calendar year of 9 to 9 by December 31, 2019. - In 2018, Puerto Rico had 9 bicyclist fatalities. YTD, 3 bicyclists fatalities less than 2018.

### Performance Measure: C-12) Number of youth impaired driving fatalities

Progress: In Progress

### Program-Area-Level Report

To maintain youth impaired driving fatalities from the 2015 calendar year of 19 to 19 by December 31, 2019. - Preliminary data for 2018, indicates that Puerto Rico had 13 youth impaired driving fatalities . YTD data is not available.

### Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Progress: In Progress

### Program-Area-Level Report

To increase statewide observed seat belt use of front out board occupants in passenger vehicles 1.10 percentage from the 2016 calendar year average usage rate of 87.90 percent to 89.00 percent by December 31, 2019. - In 2018 Puerto Rico had 85.0% of observed seat belt use of front out board occupants in passenger vehicles. YTD data is not available.

### Performance Measure: B-2) Percentage of people that reported making cell phone calls while driving. (Survey)

Progress: In Progress

### Program-Area-Level Report

To decrease the percentage of people that reported making cell phone calls while driving from 76.3% on 2017 to 74% in 2019. - In 2018 Puerto Rico had 67.10% of people that reported making cell phone calls while driving. YTD data is not available.

### Performance Measure: B-3) Mean number of days from crash date to date crash report is entered into database

Progress: In Progress

### Program-Area-Level Report

To collect digital data from the Police Crash Report from 0 percent in 2017 to 35% by the end of the calendar year 2019. - In 2018, Puerto Rico collect 4% of digital data for Police Crash Report. YTD, 31.6% more data collect than 2018.

## Performance Plan

Sort Order	Performance measure name	Target Period	Target Start Year	Target End Year	Target Value
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2	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2016	2020	3983.0
3	C-3) Fatalities/VM T (FARS, FHWA)	5 Year	2016	2020	1.913
4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Annual	2020	2020	76
5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Annual	2020	2020	92
6	C-6) Number of speeding-related fatalities (FARS)	5 Year	2016	2020	86
7	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2016	2020	38
8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2016	2020	25
9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	Annual	2020	2020	27
10	C-10) Number of pedestrian fatalities (FARS)	Annual	2020	2020	94

11	C-11) Number of bicyclists fatalities (FARS)	Annual	2020	2020	9
12	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2020	2020	87.00
14	B-2) Percentage of people that reported making cell phone calls while driving. (Survey)	Annual	2020	2020	66.50
15	C-12) Number of youth impaired driving fatalities	5 Year	2016	2020	19
16	B-3) Mean number of days from crash date to date crash report is entered into database	Annual	2020	2020	35.00
17	C-1) Number of traffic fatalities (FARS)	5 Year	2016	2020	292.00
18	Number of drug-impaired driving test conducted.	Annual	2020	2020	200.00
19	C-13) Number of Drug-impaired driving screening test conducted.	Annual	2020	2020	200.00

Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	Numeric	3983.0	5 Year	2020

### Performance Target Justification

The database used to forecast the number of serious injuries was the Automobile Accident Compensation Administration (ACAA, by its Spanish acronym). The years considered during the analysis were from 2007 to 2018. To obtain the safety performance target of the number of serious injuries, it was analyzed several trendline options (i.e. exponential, linear, logarithmic, polynomial, and power) to forecast the 2020 serious injuries. After having selected a logarithmic trendline of  $y = -2093 \ln(x) + 8842$ , with an  $R^2=87.0\%$ , the forecast of the 2020 5-year moving average safety performance target for the number of serious injuries is 3,983.0 This represents an increase of 0.5% from 2018 to 2020.

### Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-3) Fatalities/VMT (FARS, FHWA)-2020	Numeric	1.913	5 Year	2020

### Performance Target Justification

The databases used to forecast the fatality rate were from the Puerto Rico FARS Database and the values of the Vehicle Miles Traveled (VMT) reported by Federal Highway Administration (FHWA). The years considered during the analysis were from 2008 to 2018, for the Puerto Rico FARS Database, and from 2007 to 2017, for the FHWA VMT. The fatality rate forecast is based on the 2020 5-yr MA of fatalities and VMT. Also, it was analyzed several trendline options (i.e. exponential, linear, logarithmic, polynomial, and power) to forecast the 2020 fatality rate. After having selected a power trendline of  $y=455x^{(-0.174)}$ , with a  $R^2=86.2\%$ , while the VMT forecast uses a logarithmic trendline of  $y = -21.59 \ln(x) + 207.56$ , with a  $R^2=57.6\%$ , the 5-year moving average (5-yr MA) for the 2020 fatality rate was forecasted to 1.913. This represents a reduction of 4.5% from 2018 to 2020.

### Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
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C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2020	Numeric	76	Annual	2020
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### Performance Target Justification

The database used to forecast the number of unrestrained-related fatalities was the Puerto Rico FARS Database. The years considered during the analysis were from 2008 to 2018. To obtain the safety performance target of the number of unrestrained-related fatalities, it was analyzed several trendline options (i.e. exponential, linear, logarithmic, polynomial, and power) to forecast the 2020 fatalities. After having selected a linear trendline of  $y = -2.8091x + 112.22$ , with an  $R^2=35.1\%$ , the 2020 forecast for the annual number of unrestrained-related fatalities is 76. This represents a reduction of 13.6% from 2017 to 2020.

### Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020	Numeric	92	Annual	2020

### Performance Target Justification

The database used to forecast the number of alcohol-impaired fatalities was the Puerto Rico FARS Database. The years considered during the analysis were from 2008 to 2017. To obtain the safety performance target of the number of alcohol-impaired fatalities, it was analyzed several trendline options (i.e. exponential, linear, logarithmic, polynomial, and power) to forecast the 2020 fatalities. After having selected a linear trendline of  $y = -2.0061x + 117.93$ , with an  $R^2=25.4\%$ , the 2020 forecast for the annual number of alcohol-impaired fatalities is 92. This represents a reduction of 4.3% from 2017 to 2020.

### Performance Measure: C-6) Number of speeding-related fatalities (FARS)

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
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C-6) Number of speeding-related fatalities (FARS)-2020	Numeric	86	5 Year	2016
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### Performance Target Justification

The database used to forecast the number of speeding-related fatalities was the Puerto Rico FARS Database. The years considered during the analysis were from 2008 to 2018. To obtain the safety performance target of the number of speeding-related fatalities, it was analyzed several trendline options (i.e. exponential, linear, logarithmic, polynomial, and power) to forecast the 2020 fatalities. After having selected an exponential trendline of  $y = 186.05e^{(-0.071x)}$ , with an  $R^2 = 83.2\%$ , the 2020 forecast for the 5-year moving average of speeding-related fatalities is 86. This represents a reduction of 23.2% from 2017 to 2020.

### Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-7) Number of motorcyclist fatalities (FARS)-2020	Numeric	38	5 Year	2016

### Performance Target Justification

The database used to forecast the number of motorcyclists' fatalities was the Puerto Rico FARS Database. The years considered during the analysis were from 2008 to 2018. To obtain the safety performance target of the number of motorcyclists' fatalities, it was analyzed several trendline options (i.e. exponential, linear, logarithmic, polynomial, and power) to forecast the 2020 fatalities. After having selected a logarithmic trendline of  $y = -14.7\ln(x) + 72.202$ , with an  $R^2=73\%$ , the 2020 forecast for the 5-year moving average of the number of motorcyclists' fatalities is 38. This represents a reduction of 9.5% from 2017 to 2020.

### Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2020	Numeric	25	5 Year	2016

### Performance Target Justification

The database used to forecast the number of unhelmeted motorcyclists' fatalities was the Puerto Rico FARS Database. The years considered during the analysis were from 2008 to 2018. To obtain the safety performance target of the number of unhelmeted motorcyclists' fatalities, it was analyzed several trendline options (i.e. exponential, linear, logarithmic, polynomial, and power) to forecast the 2020 fatalities. After having selected a logarithmic trendline of  $y = -10.11\ln(x) + 48.906$ , with an  $R^2 = 65.3\%$ , the 2020 forecast for the 5-year moving

average of the number of unhelmeted motorcyclists' fatalities is 25. This represents a reduction of 3.8% from 2017 to 2020.

## Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020	Numeric	27	Annual	2020

### Performance Target Justification

The database used to forecast the number of fatalities of people aged under 21 was the Puerto Rico FARS Database. The years considered during the analysis were from 2008 to 2018. To obtain the safety performance target of the number of fatalities of people aged under 21, it was analyzed several trendline options (i.e. exponential, linear, logarithmic, polynomial, and power) to forecast the 2020 fatalities. After having selected a logarithmic trendline of  $y = -11.66\ln(x) + 59.645$ , with an  $R^2 = 72\%$ , the 2020 forecast for the annual number of fatalities of people aged under 21 is 27. This represents a reduction of 3.6% from 2017 to 2020.

## Performance Measure: C-10) Number of pedestrian fatalities (FARS)

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-10) Number of pedestrian fatalities (FARS)-2020	Numeric	94	Annual	2020

### Performance Target Justification

The database used to forecast the number of pedestrian fatalities was the Puerto Rico FARS Database. The years considered during the analysis were from 2008 to 2018. To obtain the safety performance target of the number of pedestrian fatalities, it was analyzed several trendline options (i.e. exponential, linear, logarithmic, polynomial, and power) to forecast the 2020 fatalities. After having selected a linear trendline of  $y = -1.6091x + 113.93$ , with an  $R^2 = 18.9\%$ , the 2020 forecast for the annual number of pedestrian fatalities is 94. This represents a reduction of 4.1% from 2017 to 2020.

## Performance Measure: C-11) Number of bicyclists fatalities (FARS)

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
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C-11) Number of bicyclists fatalities (FARS)-2020	Numeric	9	Annual	2020
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### Performance Target Justification

The database used to forecast the number of bicyclists fatalities was the Puerto Rico FARS Database. The years considered during the analysis were from 2008 to 2018. To obtain the safety performance target of the number of bicyclists fatalities, it was analyzed several trendline options (i.e. exponential, linear, logarithmic, polynomial, and power) to forecast the 2020 fatalities. After having selected a linear trendline of  $y = -0.5182x + 14.836$ , with an  $R^2 = 30.1\%$ , the 2020 forecast for the annual number of cyclist fatalities is 9. This represents a reduction of 10.0% from 2017 to 2020.

### Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2020	Percentage	87.00	Annual	2020

### Performance Target Justification

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. Target has been set considering that last year Puerto Rico registered a lower percentage of seat belt use.

### Performance Measure: B-2) Percentage of people that reported making cell phone calls while driving. (Survey)

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
B-2) Percentage of people that reported making cell phone calls while driving. (Survey)-2020	Percentage	66.50	Annual	2020

### Performance Target Justification

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. Based on PRTSC distraction awareness campaigns and enforcement efforts a reduction in the use of cell phones while driving is expected. Distracted driving continues

to be an emerging traffic issue in our Island and there's not much data to establish other target.

## Performance Measure: C-12) Number of youth impaired driving fatalities

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-12) Number of youth impaired driving fatalities-2020	Numeric	19	5 Year	2016

### Performance Target Justification

The database used to forecast the number of youth alcohol-related fatalities was the Puerto Rico FARS Database. The years considered during the analysis were from 2011 to 2017. To obtain the safety performance target of the number of youth alcohol-related fatalities, it was analyzed several trendline options (i.e. exponential, linear, logarithmic, polynomial, and power) to forecast the 2020 fatalities. After having selected a linear trendline of  $y = -0.7857x + 25.286$ , with an  $R^2 = 27.5\%$ , the 2020 forecast for the 5-year moving average of youth alcohol-related fatalities is 19. This represents a reduction of 17.4% from 2017 to 2020.

## Performance Measure: B-3) Mean number of days from crash date to date crash report is entered into database

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
B-3) Mean number of days from crash date to date crash report is entered into database-2020	Percentage	35.00	Annual	2020

Primary performance attribute: Timeliness

Core traffic records data system to be impacted: Crash

### Performance Target Justification

To collect digital data from the Police Crash Report from 4% percent in 2018 to 50% by the end of the calendar year 2020. After the full implementation of the Police Crash Report, PPR-621.4, in October 2019, the time between the crash event and the upload into DOT database will be reduce. This applies to crashes that occurred during year 2019. At the same time, the data extracted by the CARE/SAFETY program will go through quality control, variable verification and data mapping, to be shared with state and federal agencies, organizations and the general public. Performance measure was chosen because it's measurable and responds to the digital integration of databases.

## Performance Measure: C-1) Number of traffic fatalities (FARS)

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-1) Number of traffic fatalities (FARS)	Numeric	292.00	5 Year	2016

### Performance Target Justification

The database used to forecast the number of fatalities was the Puerto Rico FARS Database. The years considered during the analysis were from 2008 to 2018. To obtain the safety performance target of the number of fatalities, it was analyzed several trendline options (i.e. exponential, linear, logarithmic, polynomial, and power) to forecast the 2020 fatalities. In addition, because the next year (2020) is an election year in Puerto Rico, the fatality forecast must take into consideration an analysis of historical data, with emphasis on the behavior in the past election events. The analysis of the historical data from 1975 until 2018, shows that in every election year Puerto Rico experience an average increase of 7 traffic fatalities. After having selected a power trendline of  $y = 455x^{(-0.174)}$ , with an  $R^2=86.2\%$ , and take into consideration the historical data analysis, the forecast for the 2020 5-year moving average safety performance target is 292. This represents a reduction of 2.3% from 2018 to 2020.

### Performance Measure: Number of drug-impaired driving test conducted.

#### Performance Target details

### Performance Target Justification

Click or tap here to enter text.

### Performance Measure: C-13) Number of Drug-impaired driving screening test conducted.

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-13) Number of Drug-impaired driving screening test conducted.	Numeric	200.00	Annual	2020

### Performance Target Justification

Click or tap here to enter text.

**Certification: State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.**

I certify: Yes

#### A-1) Number of seat belt citations issued during grant-funded enforcement activities\*

Seat belt citations: 21801

Fiscal Year A-1: 2018

**A-2) Number of impaired driving arrests made during grant-funded enforcement activities\***

Impaired driving arrests: 2103

Fiscal Year A-2: 2018

**A-3) Number of speeding citations issued during grant-funded enforcement activities\***

Speeding citations: 13743

Fiscal Year A-3: 2018

## Program areas

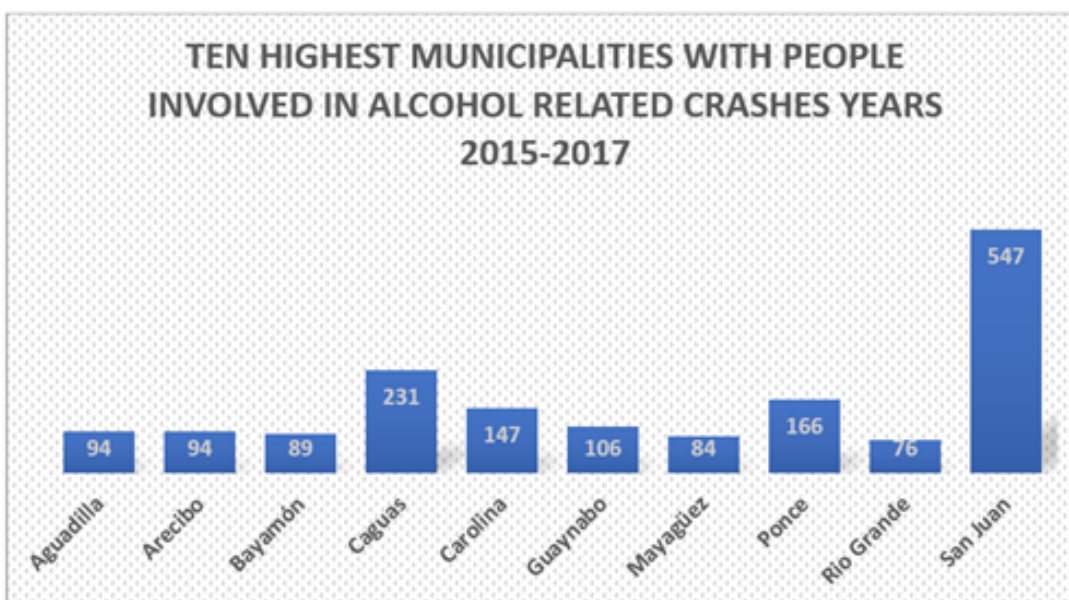
### Program Area: Impaired Driving (Alcohol)

#### Description of Highway Safety Problems

##### Problem ID

The decision to drive while alcohol or drug impaired is personal, although much of the time is an automatic action: most people don't see impaired driving as a criminal act just a "normal" act. Every impaired driving crash can be prevented if every person and driver really internalize the dangers for themselves and for other road users. An impaired driver is a loose bullet... you'll never know who will be hurt!

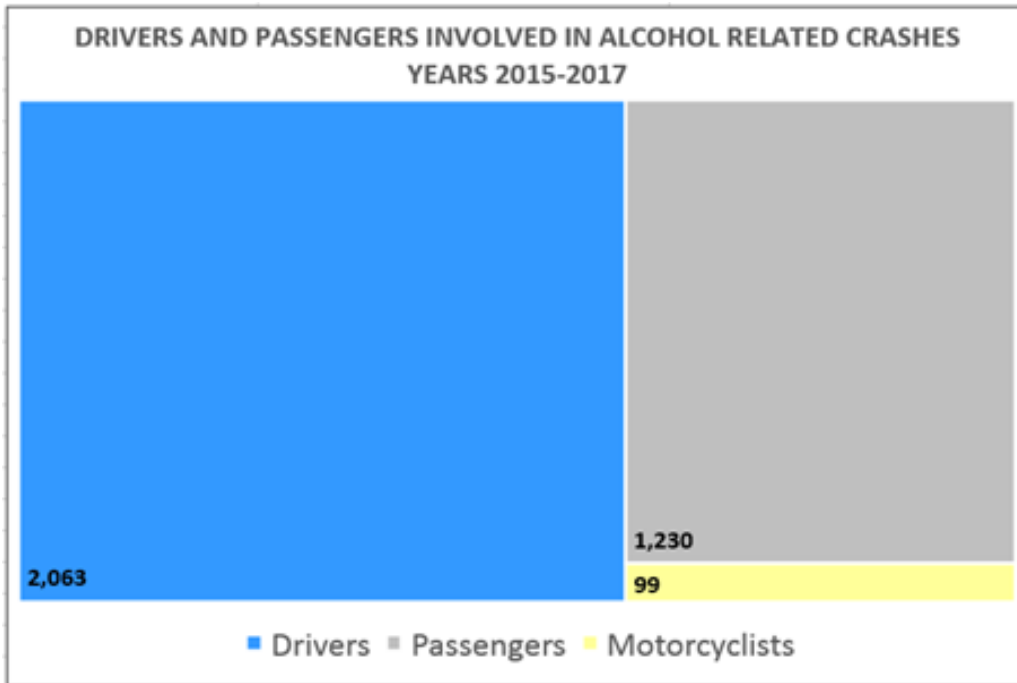
In Puerto Rico, alcohol consumption continues to be a trend. As the study Consulta Juvenil had expose in past studies conducted in the island's public and private schools, children start to taste and consume alcohol as early as 9 years old during family gatherings or parties. Fairly speaking, although money constraints, alcohol consumption doesn't seem to be in reduction; to the contrary, many behaviorist specialists had expressed that economic distress and unemployment are triggers for the increase in alcohol intake and other legal and illegal drugs and with our underdeveloped mass transportation infrastructure, that requires most citizens to drive their own vehicle, we surely know that people are driving under the influence. At the present, millennials are the part of the population most likely to use alternative transportation such as Uber, PINK, Jaime te lleva, etc.



The Puerto Rico Traffic Safety Commission has been working for the last 47 years with Education and Enforcement strategies to reduce traffic crashes, injuries and fatalities in our island. Since the beginning, impaired driving has been one of the traffic safety emphasis area and, although much has been achieved, so

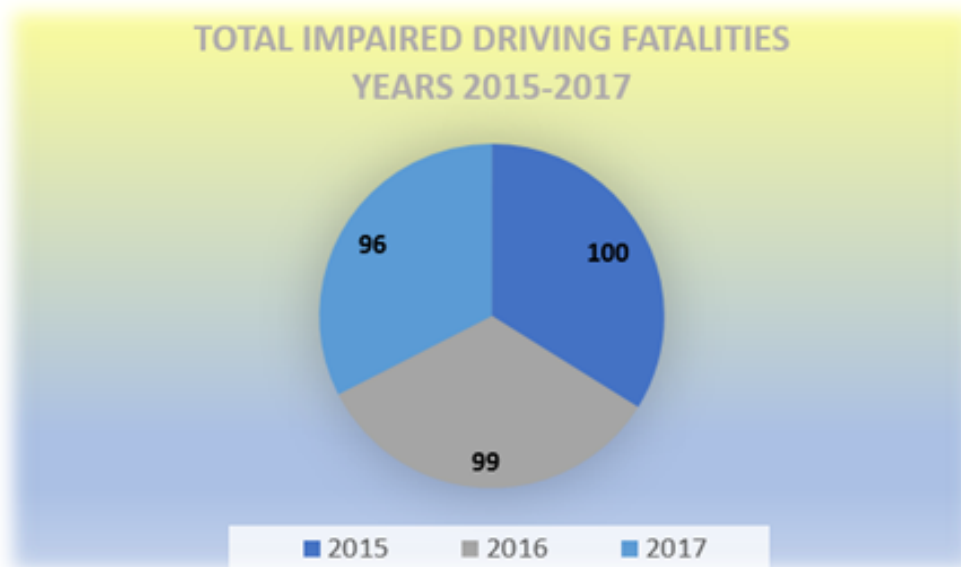
much more efforts must continue to meet the challenges as new technology and human conduct continues to evolve. Also, economic constraints and an Oversight Board appointed by Congress seeking the powers of our elected government, slow down the already bureaucratic system that affect all components of our Program; state and municipal government.

According to SAFETY Database for years 2015 to 2017 a total of 3,604 people was involved in alcohol related crashes. A 94% of these people were drivers and passengers for a total of 3,392. There were 2,063 drivers which represent the highest group involved.



#### IMPAIRED DRIVING FATALITIES YEARS 2015-2017

According to NHTSA Fatality Analysis Reporting System, FARS, in 2017, ninety-six (96) impaired driving fatalities occurred. This indicates a 4% decrease from 2015 to 2017.



Gender data analysis for impaired driving fatalities for the three-year period shows an average of 90% of male fatalities and 10% female fatalities. A slight increase in female ID fatalities when compare to

the 8% reported for 2014-2016 period.

Analysis by age group for the three-year period shows that 48% of impaired driving fatalities were in age group 25-49 and 21% in age groups 50-62 and 16-24. Older drivers 60 years old and older reported 105 of total impaired driving fatalities.

On the three-year period, 80% of impaired driving fatalities occurred at nighttime from 6:01PM to 6:00 AM.

When analyzing data of impaired driving fatalities, by day of the week, it shows that Sunday reported the highest average of fatalities for the 3-year period with 32%, followed by Friday with 19% and Saturday with 14%.

Impaired driving fatalities by month, for this three-year period: May continues to be register the highest ID deaths with 12%, December with 10%. January, August, September and October registered 9% each. Summer months, June, July and August, accounted for 23% of total impaired driving fatalities.

Other relevant information regarding the three-year period impaired driving fatalities:

75% were drivers and 25% motorcyclists.

91% had a BAC of .08%+.

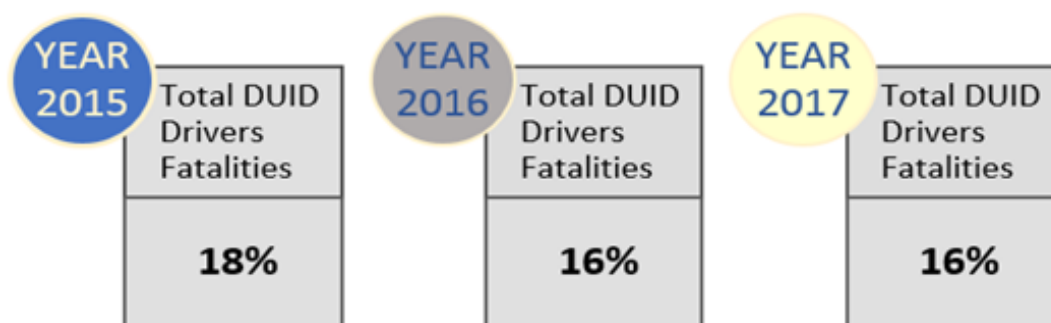
71% of impaired drivers killed were unrestrained same percentage as years 2014-2016.

52% of impaired motorcycle riders killed were un-helmeted.

60% alcohol impaired driving fatalities also presented a speeding factor.

Medicinal Cannabis consumption is rising due to legalization. In addition, is not a secret that Puerto Rico has a very high drug dependency population and over 95% of crime activities are directly related to drug dealing.

However, very little data about drug impaired driving is available; only toxicology results from traffic fatalities is accessible:



For the three-year period from 2015-2017:

A total of 17% of total drivers' fatalities tested positive for drugs.

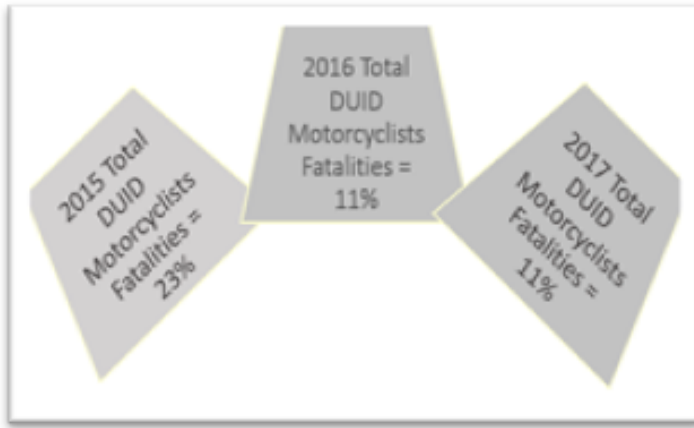
A total of 15% of motorcyclists' fatalities tested positive for drugs.

A total of 59% of the drivers who tested positive for drugs were also alcohol impaired.

A total of 22% of motorcyclists who tested positive for drugs were also alcohol impaired.

Among most frequent drugs found in the tox tests were: Cocaine, Opium, THC and Cannabinoids.

All these funds management and the logistics involve in the PRTSC strategic plan implementation require well rounded staff that can work with a diversity of stakeholders from municipal police to forensic toxicology specialist. Every day is a new challenge since drivers continue to find creative ways to get out of trouble and



the system is so bureaucratic that can discourage the most compromise people but, in order to make our roads a safety place for all users, we must continue educating and enforcing the law.

Among PRTSC near future plans to address drug-impaired driving are the SFST Program implementation to identify drivers under the influence of alcohol and/or drugs. For FY 2020, a whole cycle of police, prosecutors and judges SFST trainings will commence. In addition, SFST post-arrest process for drug testing will start within the Forensic Science Institute.

**Associated Performance Measures**

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2020	Annual	92

**Countermeasure Strategies in Program Area**

Countermeasure Strategy
Alcohol Screening for Prosecutorial Evidence
Drug Screening for Prosecutorial Evidence
DWI Prosecution
Highway Safety Office Program Management (ID)
Impaired Driving Attitude Survey
SFST Program Coordinator
Short-term, High Visibility Law Enforcement (ID)
Victims Impact Panel

**Countermeasure Strategy: Alcohol Screening for Prosecutorial Evidence**

Program Area: Impaired Driving (Alcohol)

**Project Safety Impacts**



Act 22 of Vehicle and Traffic in Puerto Rico and Regulation 123 establish that the Toxicology Lab within the Department of Health, is responsible of calibrating and certificating all intoxilyzers; prepare the chemical solutions, prepare blood tubes and analyzing blood samples. In addition, chemists must attend court as witness of DWI cases. The Toxicology Lab is key in the prosecution of DWI cases. Project costs include salaries, fringe benefits, lab equipment, blood tubes, contractual services, office and educational supplies and local travel costs.

### Linkage Between Program Area

Project will contribute to preserve alcohol detection equipment within Police Departments in optimal operating conditions according to national standards, which are thoroughly revised during DWI court cases. Also, it provides prosecutorial evidence such as intoxilyzer calibration information, apparatus condition, maintenance log and blood sample results, interpretation of results, among other. The Toxicology Lab personnel and resources served the whole Island of Puerto Rico, its thirteen judicial regions and municipal courts that prosecute impaired drivers. Costs include salaries, fringe benefits, contractual services, office materials, trainings, travel, lab equipment and other related costs.

### Rationale

Countermeasure is based on NHTSA’s Uniform Guidelines for Highway Safety Programs, Guideline #8, Part III-Section B. Enforcement and Section D. Prosecution. Every DWI case has a scientific aspect that is a main contributor factor when evidence is presented during the prosecution process. The Toxicology Lab analyzes blood alcohol samples taken from drunk drivers, prepares the chemical solutions to calibrate all Intoxilyzers, prepares the chemical solutions use to perform the verification of calibrations of the intoxilyzers, performs monthly verifications of the calibrations of all intoxilyzers at island level (all traffic police regions), attends court as witnesses of charge (expert) and calibrates the gas chromatography.

Budget for the project to achieve the implementation of planned activities.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-01-72	Alcohol Toxicology Lab

### Planned Activity: Alcohol Toxicology Lab

Planned activity number: 20-01-72

Primary Countermeasure Strategy ID: Alcohol Screening for Prosecutorial Evidence

#### Planned Activity Description

Alcohol Toxicology Lab- For FY 2020, project will continue analyzing blood alcohol samples taken from drunk drivers, preparing the chemical solutions to calibrate all intoxilyzers, preparing the chemical solutions use to perform the verification of calibrations of the intoxilyzers, performing monthly verifications of the calibrations of all intoxilyzers at island level (all traffic police regions), attending court as witnesses of charge (expert) and calibrating the gas chromatography. Act 22 of Vehicle and Traffic in Puerto Rico and PRDOH Regulation 123, establish that the Toxicology Lab within the Department of Health, is responsible of performing all alcohol blood tests for suspected drunk drivers. This Traffic Lab is for the exclusive tasks of conducting blood samples among living specimens (suspected drunk drivers), preparing the chemical solutions, blood tubes and chemical

solutions for the intoxilyzers.

## Intended Subrecipients

State Agency- Puerto Rico Department of Health

## Countermeasure strategies

Countermeasure Strategy
Alcohol Screening for Prosecutorial Evidence

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving High	405d High BAC Testing/Reporting (FAST)	\$350,000.00	\$70,000.00	

## Countermeasure Strategy: Drug Screening for Prosecutorial Evidence

Program Area: Impaired Driving (Alcohol)

### Project Safety Impacts

The forensic toxicology testing will be the scientific and corroborative prosecution proof of those drivers whom SFST were performed and showed indicators of impairment. As established in CTW, nationally, few countermeasures have been developed and evaluated for drug impaired driving. The reliable data gathered by this project will impact the design of future drug impaired driving projects and laws and regulations in Puerto Rico. Costs will be intended for contractual services, equipment, lab materials and other.

### Linkage Between Program Area

Drug impaired driving in Puerto Rico is fairly unknown since lack of data on the matter is available. However, a study conducted by the PR Mental Health Administration in 2009, estimated that 100,000 people were actively using one or more types of drugs. By 2019, we can expect that number to be much higher since medicinal cannabis has been legalized and dependence on prescription drugs continues to rise on the nation. Toxicology tests are the complement of the SFST Program to fully prosecute all impaired drivers. Funds will support toxicology lab where the drug tests will be conducted as part of the post-arrest process.

### Rationale

Countermeasure was selected by following 2016 SFST Program Assessment Priority Recommendations and as part of the post-arrest process related to the SFST Program. This will be a new project for the Forensic Science Institute and funds will cover equipment, lab and office supplies, professional services, printing and other related costs.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-01-77	Drug Impaired Driving Screening Lab

## Planned Activity: Drug Impaired Driving Screening Lab

Planned activity number: 20-01-77

Primary Countermeasure Strategy ID: Drug Screening for Prosecutorial Evidence

### Planned Activity Description

As established in the SFST Program Assessment of 2016, post-arrest procedures, sample collection and forensic toxicology testing have to be in place as the logical complement to the SFST Program. A panel of drug tests will be conducted by the Puerto Rico Forensic Sciences Institute for suspected DUID drivers. This traffic lab will be for the sole purpose to conduct traffic drug tests. As any other lab, this one requires a very sophisticated and scientifically proven equipment which need maintenance and repair in order to keep it working in optimal conditions and expand its life span. Part of the DUID cases evidence will be the trustworthiness of all lab equipment, materials and professional credentials.

### Intended Subrecipients

State Agency- Puerto Rico Institute of Forensic Sciences

### Countermeasure strategies

Countermeasure Strategy
Drug Screening for Prosecutorial Evidence

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	154 Transfer Funds-AL	154 Alcohol	\$436,000.00	\$87,200.00	

### Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Ultra Performance Liquid Chromatography	1	\$293,000.00	\$293,000.00		

### Countermeasure Strategy: DWI Prosecution

Program Area: Impaired Driving (Alcohol)

### Project Safety Impacts

DWI Prosecution- DOJ will maintain and strengthen the structure of the DWI Prosecution Unit with its new and reinforced approach to the litigation and direct supervision of DWI cases, TSRP, current data, reporting and development of training for all prosecutors. Project includes TSRP, administrative assistant, 13 DWI specialized prosecutors, DWI prosecutor's aids and a DWI comprehensive training plan.

## Linkage Between Program Area

Project will contribute to enhance DWI prosecution services in all judicial regions within the Department of Justice integrating law enforcement agencies, and other state partners to work consistent toward the enforcement of the law to all impaired drivers. Costs include salaries, fringe benefits, office materials, trainings, travel, equipment and other related costs.

## Rationale

Based on NHTSA's Uniform Guidelines for Highway Safety Programs, Guideline #8, Part III-Section D-Prosecution. In addition, TSRP was recommended on the Impaired Driving Program Assessment conducted on June 2017.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-01-06	Impaired Driving Prosecution Enhancement

## Planned Activity: Impaired Driving Prosecution Enhancement

Planned activity number: 20-01-06

Primary Countermeasure Strategy ID: DWI Prosecution

### Planned Activity Description

DWI Prosecution- For FY 2020, DOJ will maintain the structure of the DWI Prosecution Unit and fund approximately 27,040 hours of prosecution of DWI cases, the TSRP position, and 4 prosecutors' aides to assist with the high caseload regions. The TSRP will continue to provide trainings for prosecutors and state and municipal traffic police throughout the island. Costs include reimbursement of hours worked conducting eligible highway traffic safety activities, a proportional share of fringe benefits, contractual services, office materials, highway traffic safety trainings, travel, equipment, and other related costs. During FY 2018, total DWI cases prosecuted were 2,561. For FY 2019, from October 1st, 2018 to June 30th, 2019, a total of 7,844 DWI cases have been processed and are in different stages of the judicial process.

### Intended Subrecipients

State Agency - Puerto Rico Department of Justice

### Countermeasure strategies

Countermeasure Strategy
DWI Prosecution

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	164 Transfer Funds-AL	164 Alcohol	\$4,141.56	\$828.31	
2018	164 Transfer Funds-AL	164 Alcohol	\$832,508.00	\$166,501.60	

2019	164 Transfer Funds-AL	164 Alcohol	\$47,098.44	\$9,419.69	
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## Countermeasure Strategy: Highway Safety Office Program Management (ID)

Program Area: Impaired Driving (Alcohol)

### Project Safety Impacts

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### Linkage Between Program Area

By maintaining Program Coordinators, the PRTSC guarantees a uniform management, leadership, strategic planning and procedures to ensure planned activities are executed as requested by NHTSA Uniform Guidelines for State Highway Safety Programs. Impaired Driving Coordinators general management tasks are grouped as follows: communication, coordination, follow-up, evaluation. During fiscal year 2020, PRTSC Impaired Driving Coordinators will promote law enforcement activities as regulated by Act 22 to intervene with impaired drivers, maintain a data driven approach to track problem id.

Program coordinators will continue to support impaired driving prevention program in Puerto Rico at state, municipal and community levels. Project costs will include salary and benefits, as well as out-of-state and local travel, equipment and other costs related to program management such as Impaired Driving Program Assessment.

### Rationale

Countermeasure is based on NHTSA Uniform Guidelines for State Highway Safety Programs, Guideline 8, Part I. Program Management and Strategic Planning. Funds will cover salaries, fringe benefits, local and out of state travel, professional services, equipment, Impaired Driving Program Assessment and others.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-01-13	Impaired Driving Program Coordinator

### Planned Activity: Impaired Driving Program Coordinator

Planned activity number: 20-01-13

Primary Countermeasure Strategy ID: Highway Safety Office Program Management (ID)

### Planned Activity Description

Impaired Driving Program Coordinators; costs will include salary and benefits, contractual service, equipment's, and as well as out-of-state and local travel and other related costs.

### Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

### Countermeasure strategies

Countermeasure Strategy
Highway Safety Office Program Management (ID)

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving High	405d High ID Coordinator (FAST)	\$67,305.75		
2017	FAST Act 405d Impaired Driving Mid	405d Mid ID Coordinator (FAST)	\$189,831.25		

## Countermeasure Strategy: Impaired Driving Attitude Survey

Program Area: Impaired Driving (Alcohol)

### Project Safety Impacts

This countermeasure strategy is fundamental to receive and analyze public feedback regarding impaired driving enforcement efforts, educational and media campaigns. It is necessary to understand public perception and opinion regarding this behalf. In the past, impaired driving surveys has proven to be a useful tool when creative messages are designed. Also, strategy is proven effective nationally and by other jurisdictions.

Attitude Survey Statistics and Research- funded activities under the Project

contract a professional firm with experience and knowledge on surveys, data collection and analysis review surveys' methodology, sample and questions to ensure guidelines compliance and sample characteristics

conduct the impaired driving attitude survey

discuss an approve final survey report data and results

Will administrate attitude surveys that target the strengths and weaknesses of the impaired driving program to comprehend drunk drivers' opinions, knowledge, level of awareness and attitude regarding alcohol consuming patterns before driving. A specialized market research agency with experience in road safety will be contracted to conduct the survey.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-01-25	Impaired Driving Surveys

### Planned Activity: Impaired Driving Surveys

Planned activity number: 20-01-25

Primary Countermeasure Strategy ID: Impaired Driving Attitude Survey

### Planned Activity Description

A specialized firm will be contracted to conduct Attitude Surveys to measure the effectiveness and to identify which strategies were effective and areas where it will be necessary to improve or refine proposed strategic and action plans for future campaigns. Below is the time frame for the activity:

### Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission



**FISCAL YEAR 2019-2020  
ALCOHOL IMPAIRED DRIVING SURVEY TIME FRAME\***

**Alcohol Impaired Driving**

**Holidays Crackdown Campaign**

<b>Earned Media -</b> December 11, 2019 to January 6, 2020**
<b>Paid Media -</b> December 15 to 31, 2019
<b>Enforcement -</b> December 13, 2019 to January 1, 2020

JANUARY						FEB
S	M	T	W	T	F	S
26	27	28	29	30	31	1
SURVEY QUESTIONER SELECTION & APPROVAL						

FEBRUARY													
S	M	T	W	T	F	S	S	M	T	W	T	F	S
2	3	4	5	6	7	8	9	10	11	12	13	14	15
SURVEY FIELD WORK													

FEBRUARY													
S	M	T	W	T	F	S	S	M	T	W	T	F	S
16	17	18	19	20	21	22	23	24	25	26	27	28	29
SURVEY DATA ANALYSIS							SURVEY SUBMISSION, DISCUSSION & APPROVAL						

\* Subject to Mobilization's Approval.  
\*\* Subject to PR Election Ban's Approval.



### Countermeasure strategies

Countermeasure Strategy
Impaired Driving Attitude Survey

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	164 Transfer Funds-AL	164 Alcohol	\$15,000.00		

### Countermeasure Strategy: SFST Program Coordinator

Program Area: Impaired Driving (Alcohol)

#### Project Safety Impacts

SFST Coordinator will oversee all SFST training activities, maintain records of trained SFST instructors and practitioners' officers maintain and distribute updated SFST training materials and will ensure SFST National standards are strictly followed. The SFST Coordinator will keep a fluid communication with local instructors and law enforcement agencies throughout the island and will locate and develop trainings providing opportunities for law enforcement officers.

#### Linkage Between Program Area



SFST will contribute to enhance enforcement efforts targeted to reduce impaired driving, specifically drug impaired driving which prevalence in Puerto Rico haven't been established but, due to high crime rate related to drugs, it is suspected to be kind of high. Crash data for years 2015-2017 shows that 17% of total drivers' fatalities tested positive for drugs, crash related to drug impaired isn't available.

SFST Program is new one for Puerto Rico. In order to ensure proper development of the Program, SFST Coordinator will oversee all the program and will work in coordination with the Impaired Driving Program Coordinator to ensure all program activities are implemented as proposed.

SFST will provide law enforcement officers with extra tools to detect impaired drivers and to testify more accurately during court's trials. Costs will include: professional services, training, training materials and both, local and external traveling.

## Rationale

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-01-71	SFST Program Coordinator

### Planned Activity: SFST Program Coordinator

Planned activity number: 20-01-71

Primary Countermeasure Strategy ID: SFST Program Coordinator

### Planned Activity Description

SFST Program Coordinator/SFST Trainer, will manage all SFST training activities within the State and Municipal Police Departments, will maintain records of all agents trained and certified as SFST Practitioner and Instructor, distribute training and related materials, develop instruction resources and provide training opportunities. In May 2019, the law was amended to allow officers to conduct SFSTs. The first SFST class will be held early FY20. Also, the coordinator/trainer will work closely with the DWI Prosecution Unit and the TSRP to develop trainings for prosecutors and court judges.

### Intended Subrecipients

State Agency- Puerto Rico Traffic Safety Commission

### Countermeasure strategies

Countermeasure Strategy
SFST Program Coordinator

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	164 Transfer Funds-AL	164 Alcohol	\$127,160.00		

### Countermeasure Strategy: Short-term, High Visibility Law Enforcement (ID)

Program Area: Impaired Driving (Alcohol)

## Project Safety Impacts

Short Term High Visibility Impaired Driving Enforcement- Overtime hours to participate in Impaired Driving National Crackdowns and mobilizations will be funded for PRPD's 13 traffic police regions and many Municipal Police. Mobilization periods have been chosen by identifying very high alcohol consumption periods. At least five (5) impaired driving mobilizations during FY 2020 will be conducted.

## Linkage Between Program Area

High visibility enforcement is an evidence-based strategy to enforce DWI traffic laws and a dissuasive for people. Although alcohol consumption is pretty much yearlong in Puerto Rico, some peaks have been identify mainly related to festivities, holidays and vacations. Over the years, five (5) of these high alcohol consumption periods have been targeted to increase police patrolling during nighttime which is the highest time for alcohol impaired crashes and fatalities. Overtime hours to participate in short term high visibility impaired driving mobilizations will be funded for PRPD's 13 traffic police regions and many Municipal Police. PRPD will complement these mobilizations with checkpoints during weekends. Municipalities will be selected using past performance criteria, alcohol equipment acquisition such as Alco-sensors, mouth pieces, police security gear, availability to work overtime hours and funding. LEL's will meet with municipal police chiefs to engage them to facilitate Municipal Police participation. Budget for overtime hours approximately will be \$603,840.00. Costs will include: a percentage of the salary for a Project facilitator, officers overtime hours, fringe benefits, equipment, office supplies, maintenance and repair of equipment, associated training, as out-of-state and local travel and other related costs

## Rationale

Countermeasure is based on NHTSA's Uniform Guidelines for State Highway Safety Programs, Guideline #8, Part III-Section B-Enforcement.

High visibility enforcement is an evidence-based strategy to enforce DWI traffic laws and a dissuasive for people. The perception of getting caught by authorities is the highest fear of people breaking the law or as a dissuasive before it. An increase of compliance with traffic laws can be achieve if risk perception with high visibility patrolling and checkpoints are conducted. Funds will be intended for a percentage of the salary of a Project Facilitator whom will be in charge of maintaining all coordination with PRTSC, overtime hours and fringe benefits, equipment, supplies and other.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-01-01	Impaired Driving Overtime Enforcement
20-01-XX	Impaired Driving Overtime Enforcement

## Planned Activity: Impaired Driving Overtime Enforcement

Planned activity number: 20-01-01

Primary Countermeasure Strategy ID: Short-term, High Visibility Law Enforcement (ID)

### Planned Activity Description

Short term high visibility Impaired Driving Mobilizations. Coordination with the Puerto Rico Police Department participation in five (5) impaired driving enforcement overtime campaigns. Costs will include: a

percentage of the salary for a Project facilitator, officers overtime hours, fringe benefits, equipment, office supplies, maintenance and repair of equipment, associated training, as out-of-state and local travel and other related costs.

<b>BUDGET</b>			<b>ALCOHOL IMPAIRED DRIVING MOBILIZATIONS FY 2020 PROJECT 20-01-01</b>		
<b>PRPD</b>	<b>DATES</b>	<b>DESCRIPTION</b>			
\$100,000	Thanksgiving Crackdown Friday 11/22/2019 to Sunday 12/1st/2019 (6 AM)	Mobilization will start the week before Thanksgiving that usually is a small hiatus before the winter holiday season and the beginning of festivities in the Island.			
\$180,000	Holidays Crackdown 12/13/2019 to 1/1/2020 (until 6 AM)	This covers the Holidays Season, which in PR extends up to January. An increased in alcohol consumption characterized this season.			
\$100,000	Easter Crackdown 04/8/2020 to 04/13/2020 (until 6AM)	Easter Festivities/Spring Break- Schools, colleges, agencies close during the week and a high consumption of alcohol is observed although some religious traditions are still practice.			
\$120,000	Summer Crackdown 07/17/2020 to 08/2/2020 (until 6 AM)	July is considered the pinnacle of summer and a synonym of vacations. During the hot days most population hit the beaches, rivers and recreational centers. There is a tendency to increase alcohol consumption during the long days and nights.			
\$100,000	Labor Day National Crackdown 08/28/2020 to 09/8/2020 (until 6 AM)	August is back to school and routine. Hurricane season is at its peak during August and September and people tend to consume alcohol to cope with stress. In addition, Labor Day weekend is the last summer holiday and celebrations with alcohol are always present.			

### Intended Subrecipients

State Police

### Countermeasure strategies

Countermeasure Strategy
Short-term, High Visibility Law Enforcement (ID)

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving High	405d High HVE (FAST)	\$608,708.00	\$121,742.00	

### Planned Activity: Impaired Driving Overtime Enforcement

Planned activity number: 20-01-XX

Primary Countermeasure Strategy ID: Short-term, High Visibility Law Enforcement (ID)

### Planned Activity Description

Short term high visibility Impaired Driving Mobilizations. Coordination of Municipal Police participation in five (5) impaired driving enforcement countermeasures, including officer overtime, related fringe benefit, necessary equipment purchases, and associated training. As well as out-of-state and local travel and other related costs.

ALCOHOL IMPAIRED DRIVING MOBILIZATIONS FY 2020 PROJECT 20-01-XX		
Municipalities ID Projects		
BUDGET	MUNICIPALITIES	DESCRIPTION
	<b>DATES</b>	<b>DESCRIPTION</b>
\$100,000	Thanksgiving Crackdown Friday 11/22/2019 to Sunday 12/1st/2019 (6 AM)	Mobilization will start the week before Thanksgiving that usually is a small hiatus before the winter holiday season and the beginning of festivities in the Island.
\$125,000	Holidays Crackdown 12/13/2019 to 1/1/2020 (until 6 AM)	This covers the Holidays Season, which in PR extends up to January. An increased in alcohol consumption characterized this season.
\$100,000	Easter Crackdown 04/8/2020 to 04/13/2020 (until 6AM)	Easter Festivities/Spring Break- Schools, colleges, agencies close during the week and a high consumption of alcohol is observed although some religious traditions are still practice.
\$125,000	Summer Crackdown 07/17/2020 to 08/2/2020 (until 6 AM)	July is considered the pinnacle of summer and a synonym of vacations. During the hot days most population hit the beaches, rivers and recreational centers. There is a tendency to increase alcohol consumption during the long days and nights.
\$60,000	Labor Day National Crackdown 08/28/2020 to 09/8/2020 (until 6 AM)	August is back to school and routine. Hurricane season is at its peak during August and September and people tend to consume alcohol to cope with stress. In addition, Labor Day weekend is the last summer holiday and celebrations with alcohol are always present.

### Intended Subrecipients

Municipal Police

### Countermeasure strategies

Countermeasure Strategy
Short-term, High Visibility Law Enforcement (ID)

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving High	405d High HVE (FAST)	\$340,000.00		

### Countermeasure Strategy: Victims Impact Panel

Program Area: Impaired Driving (Alcohol)

### Project Safety Impacts

DWI Victim Impact Panel Program (VIPP) is an awareness program for offenders convicted by a judge for driving while impaired. It consists of a non-confrontational presentation by crime victims/survivors expressing their personal experiences and stories of how impaired drivers have changed their lives and family dynamics. Panel assistance and completion is part of sentencing under Act 22. The VIPP presents a distinctive perspective to the offenders that was often overlooked in our system and that cannot be taught by the courts or the DWI offender schools. Panelists express to offender's first-hand trauma, physical pain, emotional suffering and devastation, financial loss, anger, and frustration that is experienced by innocent victims and their family members resulting from a DWI-related crash.

### Linkage Between Program Area

Project will contribute to extend DWI sanctions by requiring DWI offenders to attend the panel and expose them to the pain and suffering that criminal behavior brings to a person/family. It aims to reduce recidivism. Project will include professional services, office supplies, educational supplies and equipment, stipends for panel speakers.

### Rationale

This countermeasure strategy is essential to create some sort of empathy towards DWI victims to keep drunk drivers from repeating their behavior. This strategy is proven effective nationally and other jurisdictions, and has been successful in Puerto Rico, and is appropriate given the data in the problem identification and the resources available. This is based on Countermeasures That Work 2017, Chapter I, Part 3-Section 3.4-Sanctions. It is a reasonable budget for the project to achieve the implementation of planned activity.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-01-67	Victims Impact Panel Program

### Planned Activity: Victims Impact Panel Program

Planned activity number: 20-01-67

Primary Countermeasure Strategy ID: Victims Impact Panel

### Planned Activity Description

Victim Impact Panel Program - as a strategy to prevent and reduce recidivism behavior in those who have committed the crime to drive while impaired. The Victim Impact Panel have been developed and put into operation in the Mental Health and Anti-Addiction Services Administration DWI Programs. Currently it conducts panels in the regions of San Juan, Ponce and Mayagüez with an approximately duration of 2.5 hours per panel.

The panels will be offered at least eight times during the fiscal year. Participants will be pre and post-tested to measure the knowledge and participants opinion. Upon completion of the panel, each participant will receive a certificate of compliance with details of the duration and time of participation as part of the court's panel attendance and completion requirement.

### Intended Subrecipients



## Countermeasure strategies

Countermeasure Strategy
Victims Impact Panel

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	164 Transfer Funds-AL	164 Alcohol	\$162,359.00	\$32,482.00	

## Program Area: Youth Impaired Driving

### Description of Highway Safety Problems

#### Problem ID

Many studies report on the importance of peers on youth behavior. A study published by the National Institute of Health (NIH) found that teenagers with friends in a vehicle were more likely to make wrong choices and expose themselves to greater risks. “Popular” teens and young adults face more pressure to use alcoholic beverages and usually start drinking at an earlier age to appear “cool” amongst their friends. In the other hand, culturally accepted customs are hard to counter, and alcohol consumption is promoted in Puerto Rico since early youth. In many households, alcoholic beverages are used to an extreme during family and social gatherings although, if asked, the majority of people know that drinking alcohol when people are 17 and younger is illegal and can cause harm, but knowledge doesn’t always transfer to behavior. Facts gathered by Consulta Juvenil 2012 Survey, among middle and high schoolers 13-18, shows that:

A 48.6% (132,319) of respondents reported drinking alcohol at least one time.

A 42.3% consumed alcohol the month before the survey.

A 61.2% of respondents that accepted drinking alcohol during the previous month, incurred in binge drinking (5 drinks or more in a short period of time). This represents 54,677 teenagers.

To make matters worse, alcoholic beverage are of easy access in gas stations, mini markets, bars that sell beverages to teenagers.

The transition from school to college is of great matter; many young adults make a 180 lifestyle change. Many live by themselves, gain first possession of a motor vehicle, false sense of invulnerability, peer pressure, alcohol use/abuse is expected, most of social activities are promoted by alcohol industry, among other risky behaviors. All these make driving while alcohol impaired one of the major dangers associated with teenagers and young adults. DWI traffic crashes continues to be one of the leading causes of death among the population aged 16-25. According to PRTSC statistics, between 2015 and 2017 there were a total of 295 impaired driving fatalities; 21% were between the ages of 15-24. Further analysis by age group 15-24 for the three-year period, shows that 73% of youth impaired driving fatalities were in age group 21-24, 23% in age group 18-20 and 4% in age group 16-17. Zero impaired driving fatalities were reported among 15 years old people. Also, 337 alcohol related crashes were reported among 16-24 age group with 451 people injured in the crashes.



Average youth impaired driving fatality profile for the three-year period of 2015-2017 shows:

Gender data analysis for youth impaired driving fatalities for the three-year period shows an average of 92% of male fatalities and 8% female fatalities.

Analysis by age group for the three-year period shows that 73% of youth impaired driving fatalities were in age group 21-24 and 23% age group 16-20. Zero impaired driving fatalities were reported among 15 years old people.

On the three-year period, 92% of youth impaired driving fatalities occurred at nighttime from 6:00PM till 6:00AM. Nighttime continues to be a dangerous period for drunk drivers and their possible victims. When analyzing data of impaired driving fatalities, by day of the week, it shows that Sunday reported the highest average of fatalities for the 3-year period with 23%, followed by Monday with 21% and Saturday with 18%.

Youth impaired driving fatalities by month, for this three-year period, some peaks are noticed:

February, May and July with 15%. Summer months, June, July and August, accounted for 23% of total youth impaired driving fatalities.

Other relevant information regarding the three-year period and youth impaired driving fatalities:

79% were drivers and 21% motorcyclists.

82% had a BAC of .08%+.

82% of youth impaired drivers killed were unrestrained.

32% of impaired motorcycle riders killed were un-helmeted.

63% alcohol impaired driving fatalities also presented a speeding factor.

**Associated Performance Measures**

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-12) Number of youth impaired driving fatalities	2020	5 Year	19



2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2020	Annual	92
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**Countermeasure Strategies in Program Area**

Countermeasure Strategy
Alcohol Vendor Compliance Check
Youth Programs - Peer to Peer Approach

**Countermeasure Strategy: Alcohol Vendor Compliance Check**

Program Area: Youth Impaired Driving

**Project Safety Impacts**

Youth Impaired Driving Prevention Projects focus on DWI education and prevention strategies using a peer to peer approach towards youth behavior modification. For FY 2020, projects will continue using strategies to attract public awareness, to provide formal educational workshops with fun and creative resources and a continuous social media presence to spread alcohol related and impaired driving prevention messages among teenagers and young adults, ages 16 to 24.

In addition, three new community-based projects will be strengthened under the Youth Impaired Driving Prevention Program. These are three NGO which work with several government departments such as municipalities, law enforcement and other citizen organizations to reduce youth alcohol related problems by conducting check ID of alcohol sellers to prevent sells to minors.

**Linkage Between Program Area**

Youth programs are an evidence-based strategy with a peer to peer tactic. In Puerto Rico, most of them reached college campuses focusing on messages such as: how does alcohol affect the brain and levels of impairment, don't drink and drive, have a designated driver and avoid binge drinking. Youth programs prevention efforts mostly relay on providing information for teenagers and young adults to make conscious decisions before driving but using fun and creative activities like drunk busters googles, graphic art, theatre, social events without alcohol among other.

Another issue that has been affecting teenagers is accessibility to alcoholic beverages in gas stations, mini markets, bars that sell beverages to them. To enforce minimal legal drinking age by conducting some "visits" to alcohol sellers to conduct check ID tactics to implement countermeasure to ensure alcohol vendor compliance with legal age alcohol selling.

Most costs for these projects include: staff salary and fringe benefits, stipends for peer educators, contractual services, office and educational materials, training, purchase and maintenance of equipment and local travel per-diem.

**Rationale**

Countermeasure strategies are essential and will be implemented in FY2020 by the PR Highway Safety Office

and the traffic safety partners. They have been effective and have been successful in Puerto Rico. In addition, they are appropriate given the data in the problem identification and the resources available. Strategies are based on Countermeasures That Work 2017, Chapter I, Part 6.5 Youth Programs (peer to peer approach) and Chapter 1, Part 6.3 Alcohol vendor Compliance Check.

Budgets are reasonable and focused to achieve implementation of planned activities.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
20-02-33	Check ID Southwest of PR
20-02-34	Check ID
20-02-35	A trip without alcohol

**Planned Activity: Check ID Southwest of PR**

Planned activity number: 20-02-33

Primary Countermeasure Strategy ID: Alcohol Vendor Compliance Check

**Planned Activity Description**

Three new community-based projects will be strengthened under the Youth Impaired Driving Prevention Program. These are three NGO which work with several government departments such as municipalities, law enforcement and other citizen organizations to reduce youth alcohol related problems by conducting check ID of alcohol sellers to prevent sells to minors.

Check ID is multi step strategy which integrates: selection of alcoholic beverages vendors, recruitment and training of teenagers’ impersonators, purchase simulation exercises, data collection and evaluation.

The purchase simulation is like a “mini drama”: a young person impersonates a teenager who enters a business to buy alcohol. He or she doesn’t complete the purchase by offering an excuse to exit the place. After the simulation, two field agents enter the business to educate about the law, current practices and underage drinking consequences. In addition, the business is fined if they didn’t request id to young buyers. A detailed report including vendor information, employees, fines and simulation is completed after every check ID exercise. At least three Check ID rounds will be conducted yearly.

Check ID projects main objective is to increase the number of alcohol retail outlets that comply with ID verification on six municipalities on the southwest of the island.

**Intended Subrecipients**

Non-governmental organization – Sabana Grande Community and Economic Development Corp.- Project Check ID Southwest of Puerto Rico

**Countermeasure strategies**

Countermeasure Strategy
Alcohol Vendor Compliance Check

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	154 Transfer Funds-AL	154 Alcohol	\$60,000.00	\$12,000.00	

### Planned Activity: Check ID

Planned activity number: 20-02-34

Primary Countermeasure Strategy ID: Alcohol Vendor Compliance Check

### Planned Activity Description

Three new community-based projects will be strengthened under the Youth Impaired Driving Prevention Program. These are three NGO which work with several government departments such as municipalities, law enforcement and other citizen organizations to reduce youth alcohol related problems by conducting check ID of alcohol sellers to prevent sells to minors.

Check ID is multi step strategy which integrates: selection of alcoholic beverages vendors, recruitment and training of teenagers’ impersonators, purchase simulation exercises, data collection and evaluation.

The purchase simulation is like a “mini drama”: a young person impersonates a teenager who enters a business to buy alcohol. He or she doesn’t complete the purchase by offering an excuse to exit the place. After the simulation, two field agents enter the business to educate about the law, current practices and underage drinking consequences. In addition, the business is fined if they didn’t request id to young buyers. A detailed report including vendor information, employees, fines and simulation is completed after every check ID exercise. At least three Check ID rounds will be conducted yearly.

Check ID projects main objective is to increase the number of alcohol retail outlets that comply with ID verification on Humacao.

### Intended Subrecipients

Non-governmental organization – Prevention Coalition of Eastside Youth- Project Check ID

### Countermeasure strategies

Countermeasure Strategy
Alcohol Vendor Compliance Check

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	154 Transfer Funds-AL	154 Alcohol	\$60,000.00	\$12,000.00	

### Planned Activity: A trip without alcohol

Planned activity number: 20-02-35

Primary Countermeasure Strategy ID: Alcohol Vendor Compliance Check

### Planned Activity Description

Three new community-based projects will be strengthened under the Youth Impaired Driving Prevention

Program. These are three NGO which work with several government departments such as municipalities, law enforcement and other citizen organizations to reduce youth alcohol related problems by conducting check ID of alcohol sellers to prevent sells to minors.

Check ID is multi step strategy which integrates: selection of alcoholic beverages vendors, recruitment and training of teenagers’ impersonators, purchase simulation exercises, data collection and evaluation.

The purchase simulation is like a “mini drama”: a young person impersonates a teenager who enters a business to buy alcohol. He or she doesn’t complete the purchase by offering an excuse to exit the place. After the simulation, two field agents enter the business to educate about the law, current practices and underage drinking consequences. In addition, the business is fined if they didn’t request id to young buyers. A detailed report including vendor information, employees, fines and simulation is completed after every check ID exercise. At least three Check ID rounds will be conducted yearly.

Check ID project main objective is to increase the number of alcohol retail outlets that comply with ID verification on the Municipality of Manatí.

### Intended Subrecipients

Non-governmental organization – Prevention Coalition Love Pact to Transform Lives- Project a Trip Without Alcohol

### Countermeasure strategies

Countermeasure Strategy
Alcohol Vendor Compliance Check

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	154 Transfer Funds-AL	154 Alcohol	\$60,000.00	\$12,000.00	

### Countermeasure Strategy: Youth Programs - Peer to Peer Approach

Program Area: Youth Impaired Driving

### Project Safety Impacts

Youth Impaired Driving Prevention Projects focus on DWI education and prevention strategies using a peer to peer approach towards youth behavior modification. For FY 2020, projects will continue using strategies to attract public awareness, to provide formal educational workshops with fun and creative resources and a continuous social media presence to spread alcohol related and impaired driving prevention messages among teenagers and young adults, ages 16 to 24.

In addition, three new community-based projects will be strengthened under the Youth Impaired Driving Prevention Program. These are three NGO which work with several government departments such as municipalities, law enforcement and other citizen organizations to reduce youth alcohol related problems by conducting check ID of alcohol sellers to prevent sells to minors.

### Linkage Between Program Area

Youth programs are an evidence-based strategy with a peer to peer tactic. In Puerto Rico, most of them reached college campuses focusing on messages such as: how does alcohol affect the brain and levels of impairment, don't drink and drive, have a designated driver and avoid binge drinking. Youth programs prevention efforts mostly relay on providing information for teenagers and young adults to make conscious decisions before driving but using fun and creative activities like drunk busters googles, graphic art, theatre, social events without alcohol among other.

Another issue that has been affecting teenagers is accessibility to alcoholic beverages in gas stations, mini markets, bars that sell beverages to them. To enforce minimal legal drinking age by conducting some "visits" to alcohol sellers to conduct check ID tactics to implement countermeasure to ensure alcohol vendor compliance with legal age alcohol selling.

Most costs for these projects include: staff salary and fringe benefits, stipends for peer educators, contractual services, office and educational materials, training, purchase and maintenance of equipment and local travel per-diem.

### Rationale

Countermeasure strategies are essential and will be implemented in FY2020 by the PR Highway Safety Office and the traffic safety partners. They have been effective and have been successful in Puerto Rico. In addition, they are appropriate given the data in the problem identification and the resources available. Strategies are based on Countermeasures That Work 2017, Chapter I, Part 6.5 Youth Programs (peer to peer approach) and Chapter 1, Part 6.3 Alcohol vendor Compliance Check.

Budgets are reasonable and focused to achieve implementation of planned activities.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-02-02	FIESTA II - UPR Rio Piedras Campus
20-02-05	FIESTA VI - UPR Mayaguez Campus
20-02-10	FIESTA VIII - UPR Cayey Campus
20-02-14	FIESTA IX - UPR Ponce Campus
20-02-15	FIESTA CREATIVO
20-02-16	FIESTA XII - PUCPR Ponce
20-02-17	FIESTA - UPR Utuado Campus
20-02-21	FIESTA XI - UPR Aguadilla Campus
20-02-25	FIESTA PISTA XIII - UAGM
20-02-32	POLI FIESTA XVI - PUPR

#### Planned Activity: FIESTA II - UPR Rio Piedras Campus

Planned activity number: 20-02-02

Primary Countermeasure Strategy ID: Youth Programs - Peer to Peer Approach

#### Planned Activity Description

Youth Projects will be operating to reach college campus and middle and high schools. We called them FIESTA Projects and they seek to motivate youth and young adults not to drink and drive or to ride with a designated driver that has not been drinking alcohol. Also, FIESTA-Creativo is a non-profit organization that

offers drug and alcohol rehabilitation, which accepts people who voluntarily seek treatment. One of their main objectives with this project is to make their participants aware of the consequences of drinking and driving. Educational activities include, but not limited to, awareness campaigns, distribution of educational materials, workshops, artistic presentations, goggles activities, media and social media campaigns, and research related to youth alcohol impaired driving. By maintaining its presence in social media networks, such as Twitter, Facebook and Instagram platforms throughout the year, safety traffic message will be continuously spread among this target group. DWI educational campaign videos and media interviews will be posted on our YouTube channel.

### Intended Subrecipients

State Agency - University of Puerto Rico, Rio Piedras Campos

### Countermeasure strategies

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	154 Transfer Funds-AL	154 Alcohol	\$103,684.40	\$20,736.88	
2019	154 Transfer Funds-AL	154 Alcohol	\$46,116.60	\$9,223.32	

### Planned Activity: FIESTA VI - UPR Mayaguez Campus

Planned activity number: 20-02-05

Primary Countermeasure Strategy ID: Youth Programs - Peer to Peer Approach

### Planned Activity Description

Youth Projects will be operating to reach college campus and middle and high schools. We called them FIESTA Projects and they seek to motivate youth and young adults not to drink and drive or to ride with a designated driver that has not been drinking alcohol. Also, FIESTA-Creativo is a non-profit organization that offers drug and alcohol rehabilitation, which accepts people who voluntarily seek treatment. One of their main objectives with this project is to make their participants aware of the consequences of drinking and driving. Educational activities include, but not limited to, awareness campaigns, distribution of educational materials, workshops, artistic presentations, goggles activities, media and social media campaigns, and research related to youth alcohol impaired driving. By maintaining its presence in social media networks, such as Twitter, Facebook and Instagram platforms throughout the year, safety traffic message will be continuously spread among this target group. DWI educational campaign videos and media interviews will be posted on our YouTube channel.

### Intended Subrecipients

State Agency - University of Puerto Rico, Mayaguez Campus

## Countermeasure strategies

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	154 Transfer Funds-AL	154 Alcohol	\$81,990.00	\$16,398.00	

## Planned Activity: FIESTA VIII - UPR Cayey Campus

Planned activity number: 20-02-10

Primary Countermeasure Strategy ID: Youth Programs - Peer to Peer Approach

### Planned Activity Description

Youth Projects will be operating to reach college campus and middle and high schools. We called them FIESTA Projects and they seek to motivate youth and young adults not to drink and drive or to ride with a designated driver that has not been drinking alcohol. Also, FIESTA-Creativo is a non-profit organization that offers drug and alcohol rehabilitation, which accepts people who voluntarily seek treatment. One of their main objectives with this project is to make their participants aware of the consequences of drinking and driving. Educational activities include, but not limited to, awareness campaigns, distribution of educational materials, workshops, artistic presentations, goggles activities, media and social media campaigns, and research related to youth alcohol impaired driving. By maintaining its presence in social media networks, such as Twitter, Facebook and Instagram platforms throughout the year, safety traffic message will be continuously spread among this target group. DWI educational campaign videos and media interviews will be posted on our YouTube channel.

### Intended Subrecipients

State Agency - University of Puerto Rico, Cayey Campus

## Countermeasure strategies

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	154 Transfer Funds-AL	154 Alcohol	\$69,798.00	\$13,960.00	

## Planned Activity: FIESTA IX - UPR Ponce Campus

Planned activity number: 20-02-14



Primary Countermeasure Strategy ID: Youth Programs - Peer to Peer Approach

### Planned Activity Description

Youth Projects will be operating to reach college campus and middle and high schools. We called them FIESTA Projects and they seek to motivate youth and young adults not to drink and drive or to ride with a designated driver that has not been drinking alcohol. Also, FIESTA-Creativo is a non-profit organization that offers drug and alcohol rehabilitation, which accepts people who voluntarily seek treatment. One of their main objectives with this project is to make their participants aware of the consequences of drinking and driving. Educational activities include, but not limited to, awareness campaigns, distribution of educational materials, workshops, artistic presentations, goggles activities, media and social media campaigns, and research related to youth alcohol impaired driving. By maintaining its presence in social media networks, such as Twitter, Facebook and Instagram platforms throughout the year, safety traffic message will be continuously spread among this target group. DWI educational campaign videos and media interviews will be posted on our YouTube channel.

### Intended Subrecipients

State Agency - University of Puerto Rico, Ponce Campus

### Countermeasure strategies

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	164 Transfer Funds-AL	164 Alcohol	\$76,826.00	\$15,366.00	

### Planned Activity: FIESTA CREATIVO

Planned activity number: 20-02-15

Primary Countermeasure Strategy ID: Youth Programs - Peer to Peer Approach

### Planned Activity Description

Youth Projects will be operating to reach college campus and middle and high schools. We called them FIESTA Projects and they seek to motivate youth and young adults not to drink and drive or to ride with a designated driver that has not been drinking alcohol. Also, FIESTA-Creativo is a non-profit organization that offers drug and alcohol rehabilitation, which accepts people who voluntarily seek treatment. One of their main objectives with this project is to make their participants aware of the consequences of drinking and driving. Educational activities include, but not limited to, awareness campaigns, distribution of educational materials, workshops, artistic presentations, goggles activities, media and social media campaigns, and research related to youth alcohol impaired driving. By maintaining its presence in social media networks, such as Twitter, Facebook and Instagram platforms throughout the year, safety traffic message will be continuously spread among this target group. DWI educational campaign videos and media interviews will be posted on our You-



tube channel.

### Intended Subrecipients

Non-governmental organization - Hogar CREA Inc.

### Countermeasure strategies

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	164 Transfer Funds-AL	164 Alcohol	\$80,337.00	\$16,068.00	

### Planned Activity: FIESTA XII - PUCPR Ponce

Planned activity number: 20-02-16

Primary Countermeasure Strategy ID: Youth Programs - Peer to Peer Approach

### Planned Activity Description

Youth Projects will be operating to reach college campus and middle and high schools. We called them FIESTA Projects and they seek to motivate youth and young adults not to drink and drive or to ride with a designated driver that has not been drinking alcohol. Also, FIESTA-Creativo is a non-profit organization that offers drug and alcohol rehabilitation, which accepts people who voluntarily seek treatment. One of their main objectives with this project is to make their participants aware of the consequences of drinking and driving. Educational activities include, but not limited to, awareness campaigns, distribution of educational materials, workshops, artistic presentations, goggles activities, media and social media campaigns, and research related to youth alcohol impaired driving. By maintaining its presence in social media networks, such as Twitter, Facebook and Instagram platforms throughout the year, safety traffic message will be continuously spread among this target group. DWI educational campaign videos and media interviews will be posted on our YouTube channel.

### Intended Subrecipients

Non-governmental organization - Pontifical Catholic University of Puerto Rico (PUCPR), Ponce

### Countermeasure strategies

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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2019	164 Transfer Funds-AL	164 Alcohol	\$108,871.00	\$21,775.00	
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## Planned Activity: FIESTA - UPR Utuado Campus

Planned activity number: 20-02-17

Primary Countermeasure Strategy ID: Youth Programs - Peer to Peer Approach

### Planned Activity Description

Youth Projects will be operating to reach college campus and middle and high schools. We called them FIESTA Projects and they seek to motivate youth and young adults not to drink and drive or to ride with a designated driver that has not been drinking alcohol. Also, FIESTA-Creativo is a non-profit organization that offers drug and alcohol rehabilitation, which accepts people who voluntarily seek treatment. One of their main objectives with this project is to make their participants aware of the consequences of drinking and driving. Educational activities include, but not limited to, awareness campaigns, distribution of educational materials, workshops, artistic presentations, goggles activities, media and social media campaigns, and research related to youth alcohol impaired driving. By maintaining its presence in social media networks, such as Twitter, Facebook and Instagram platforms throughout the year, safety traffic message will be continuously spread among this target group. DWI educational campaign videos and media interviews will be posted on our YouTube channel.

### Intended Subrecipients

State Agency - University of Puerto Rico, Utuado Campus

### Countermeasure strategies

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	164 Transfer Funds-AL	164 Alcohol	\$87,785.00	\$17,557.00	

## Planned Activity: FIESTA XI - UPR Aguadilla Campus

Planned activity number: 20-02-21

Primary Countermeasure Strategy ID: Youth Programs - Peer to Peer Approach

### Planned Activity Description

Youth Projects will be operating to reach college campus and middle and high schools. We called them FIESTA Projects and they seek to motivate youth and young adults not to drink and drive or to ride with a designated driver that has not been drinking alcohol. Also, FIESTA-Creativo is a non-profit organization that offers drug and alcohol rehabilitation, which accepts people who voluntarily seek treatment. One of their main objectives with this project is to make their participants aware of the consequences of drinking and driving. Educational activities include, but not limited to, awareness campaigns, distribution of educational materials,

workshops, artistic presentations, goggles activities, media and social media campaigns, and research related to youth alcohol impaired driving. By maintaining its presence in social media networks, such as Twitter, Facebook and Instagram platforms throughout the year, safety traffic message will be continuously spread among this target group. DWI educational campaign videos and media interviews will be posted on our YouTube channel.

### Intended Subrecipients

State Agency - University of Puerto Rico, Aguadilla Campus

### Countermeasure strategies

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	164 Transfer Funds-AL	164 Alcohol	\$112,545.56	\$22,509.11	

### Planned Activity: FIESTA PISTA XIII - UAGM

Planned activity number: 20-02-25

Primary Countermeasure Strategy ID: Youth Programs - Peer to Peer Approach

### Planned Activity Description

Youth Projects will be operating to reach college campus and middle and high schools. We called them FIESTA Projects and they seek to motivate youth and young adults not to drink and drive or to ride with a designated driver that has not been drinking alcohol. Also, FIESTA-Creativo is a non-profit organization that offers drug and alcohol rehabilitation, which accepts people who voluntarily seek treatment. One of their main objectives with this project is to make their participants aware of the consequences of drinking and driving. Educational activities include, but not limited to, awareness campaigns, distribution of educational materials, workshops, artistic presentations, goggles activities, media and social media campaigns, and research related to youth alcohol impaired driving. By maintaining its presence in social media networks, such as Twitter, Facebook and Instagram platforms throughout the year, safety traffic message will be continuously spread among this target group. DWI educational campaign videos and media interviews will be posted on our YouTube channel.

### Intended Subrecipients

Non-governmental organization - University Ana G. Méndez, Cupey Campus (formerly called Metropolitan University)

### Countermeasure strategies

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	154 Transfer Funds-AL	154 Alcohol	\$67,002.00	\$13,401.00	

## Planned Activity: POLI FIESTA XVI - PUPR

Planned activity number: 20-02-32

Primary Countermeasure Strategy ID: Youth Programs - Peer to Peer Approach

### Planned Activity Description

Youth Projects will be operating to reach college campus and middle and high schools. We called them FIESTA Projects and they seek to motivate youth and young adults not to drink and drive or to ride with a designated driver that has not been drinking alcohol. Also, FIESTA-Creativo is a non-profit organization that offers drug and alcohol rehabilitation, which accepts people who voluntarily seek treatment. One of their main objectives with this project is to make their participants aware of the consequences of drinking and driving. Educational activities include, but not limited to, awareness campaigns, distribution of educational materials, workshops, artistic presentations, goggles activities, media and social media campaigns, and research related to youth alcohol impaired driving. By maintaining its presence in social media networks, such as Twitter, Facebook and Instagram platforms throughout the year, safety traffic message will be continuously spread among this target group. DWI educational campaign videos and media interviews will be posted on our YouTube channel.

### Intended Subrecipients

Non-governmental organization - Polytechnic University, San Juan Campus

### Countermeasure strategies

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	154 Transfer Funds-AL	154 Alcohol	\$50,065.00	\$10,013.00	

## Program Area: Police Traffic Services

### Description of Highway Safety Problems

#### Problem ID

Police Traffic Services are highly effective in reducing traffic-related injuries and fatalities through the use of selective enforcement countermeasures, prevention efforts, public information, and education. Used together, law enforcement agencies can employ these strategies to successfully address their communities traffic safety

problems. Through the years PRTSC has maintained conjoined efforts with the PRPD and the Municipality Police to enforce traffic laws and prevent traffic violations.

PRPD LAW ENFORCEMENT EFFORTS	YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS
OTHER MOVING CITATIONS	2014	112,566	8,089	6,750	155,465	5,193	73,332
481,560	2015	131,138	7,544	6,165	130,937	4,315	66,571
403,472	2016	110,953	7,821	6,189	145,512	2,489	67,795
361,325	2017	93,967	5,096	4,225	92,189	1,670	47,217
202,649	2018	113,163	6,854	5,876	124,134	2,338	63,941

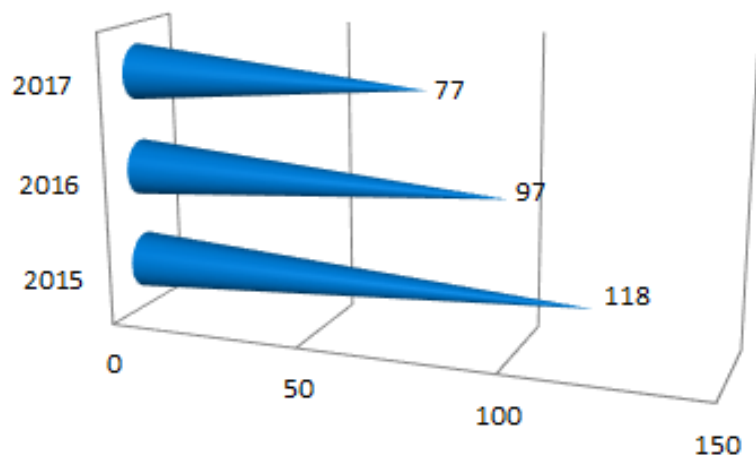
MUNICIPALITY POLICE LAW ENFORCEMENT EFFORTS	YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS
OTHER MOVING CITATIONS	2014	7,065	Data not available	962	12,969	312	6,745
55,496	2015	13,867	2,727	997	24,812	270	14,100
100,346	2016	5,338	2,620	723	13,423	73	6,855
Data not available	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

Puerto Rico Police Department and the Municipal Police has been showing an increase in traffic citations over the last year, which may be attributed to various factors, and there are the commitment and hard work of the police officers around the island looking forward to reducing fatalities in our roads.

It is important to mention that due to the fiscal situation of Puerto Rico, many the State and Municipal Police, have been migrating in search of better opportunities and better salaries to support their families, reducing the number of officers patrolling the streets. However, in the past year, an increase in traffic citations was achieved, through law enforcement campaigns.

Speed and Aggressive driving are a major factor in fatal crashes, regardless of road type or functional class. For the 2015-2017 periods, Puerto Rico had 292 or 33% speeding-related fatalities. According to FARS, in 2015 reported 118 fatalities, in 2016 there was 97 speeding-related death. However, in 2017 we had 77 speeding-related fatalities that represent a twenty fatalities less compared to the year 2016. A 60% of speed related fatality presented impaired driving fatalities.

## Speeding-Related Fatalities Years 2015-2017



According to traffic police officers, speeding and aggressive behavior are the most probable cause for intervening with drivers. When analyzing speed and aggressive driving fatalities for the years 2015-2017: Gender data analysis for speeding-related fatalities for the three-year period shows an average of 79% of male fatalities and 21% female fatalities.

When analyzing data of speeding-related fatalities, by day of the week, it shows that Sunday reported the highest average of fatalities for the 3-year period with 21%, followed by Friday and Saturday with 18% each.

Analysis by age group for the three-year period shows that 41% of speeding-related fatalities were in age groups 21-24 and 25-36. However, 32% of speeding-related fatalities were in age groups 37-49 and 50-62.

On the three-year period, 73% of speeding-related fatalities occurred at nighttime from 6:01PM to 6:00 AM.

40% of speeding-related fatalities occurred in the months of May, July, November and December 33% occurred in the months of February, March, April and August, and the other 27% occurred in the months of January, Jun, September and October.

Out of the 292 fatalities in the three-year period, 86 were in the municipalities of San Juan, Caguas, Arecibo, Bayamón and Ponce that represent 30% of the total.

Analysis of speed and aggressive fatal and injury crashes in 2015-2017 illustrated the following:

51% of fatal and injury crashes occurred on week days, Monday, Tuesday, Wednesday and Thursday.

49% of speed and aggressive driving crashes occurred during weekends, Friday and Saturday

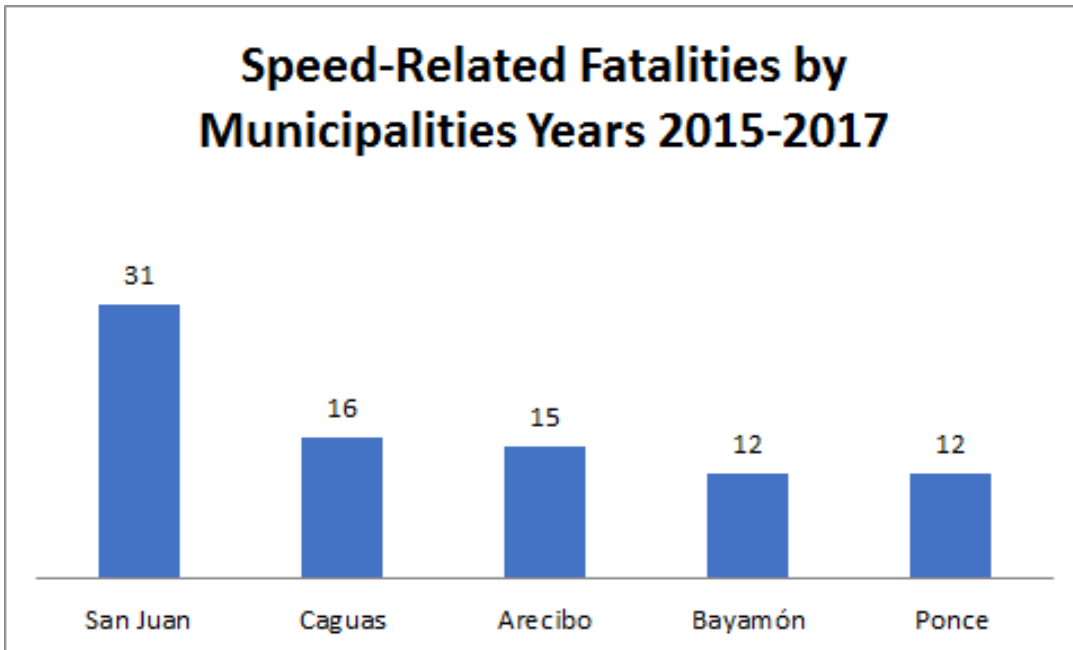
43% of fatal and injury crashes occurred on primary roads.

26% of crashes occurred on secondary roads.

26% of crashes occurred on tertiary roads.

39% of fatal injury crashes occurred in the months of March, April, May and July 32% of those

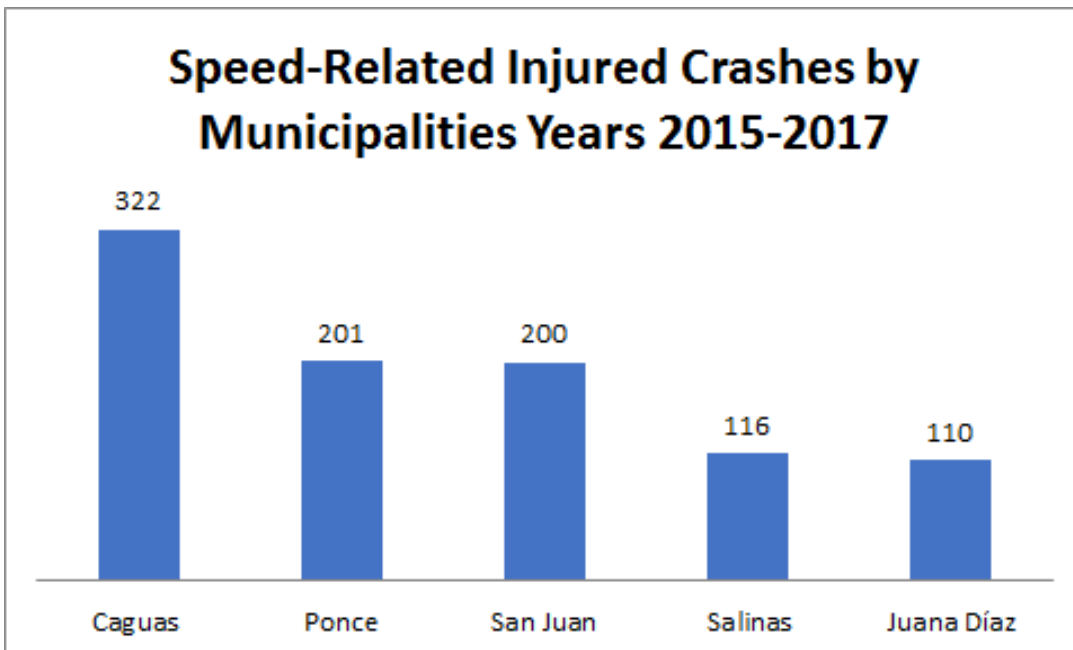
### Speed-Related Fatalities by Municipalities Years 2015-2017



crashes occurred in the months of February, Jun, August and October and the other 29% occurred in the months of January, September, November and December.

For the three year period 2,260 speed injured crashes occurred and out of those 949 occurred in municipalities of Caguas, Ponce, San Juan, Salinas and Juana Diaz that represent 42% of the total.

### Speed-Related Injured Crashes by Municipalities Years 2015-2017



#### Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-6) Number of speeding-related fatalities (FARS)	2020	5 Year	86

#### Countermeasure Strategies in Program Area



Countermeasure Strategy
Highway Safety Office Program Management (PTS)
Law Enforcement Liaison
Short-term, High Visibility Law Enforcement (PTS)
Speed and Aggressive Driving Attitude Survey

## Countermeasure Strategy: Highway Safety Office Program Management (PTS)

Program Area: Police Traffic Services

### Project Safety Impacts

The Traffic Enforcement Coordinator will emphasize on speed, impaired driving and occupant protection. However, a comprehensive approach to traffic safety enforcement to prevent traffic violations that may trigger in injuries or fatalities is necessary to achieve injury and fatality reductions.

### Linkage Between Program Area

Therefore, enforcement efforts should focus on reducing driver’s behaviors such as speeding, aggressive driving and distracted driving. That’s why enforcement is critical to achieve compliance with speed limits by integrating speed enforcement into related highway safety and priority enforcement activities such as impaired driving prevention, seat belt use among others. According traffic police officers, speeding and aggressive driving behavior is the most probable cause for intervening with drivers.

The program coordinator will continue to support speeding-related prevention program in PR at state and municipal. Project costs will include salary and benefits, as well as out-of-state and local travel, equipment and other costs related to program management.

### Rationale

With the HVE mobilizations integrating Puerto Rico Police Department and the Municipal Police we will focus in those areas were the most fatalities and crashes occur, fatalities will be reduced. In addition, the Traffic Enforcement Coordinator with SHSO will combine education pointed to the aggressive drivers through law enforcement and enhanced by coordination and cooperation among the engineering and educational disciplines to reduce speeding related fatalities, injuries and crashes. This strategy is based on Highway Safety Program Guideline No. 19.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-03-78	Traffic Enforcement Coordinator

### Planned Activity: Traffic Enforcement Coordinator

Planned activity number: 20-03-78

Primary Countermeasure Strategy ID: Highway Safety Office Program Management (PTS)

### Planned Activity Description

Project proposes for Coordinator to be in charge of managing Speed Enforcement Mobilizations, LEL’s Program and Speed Enforcement Equipment projects of the State and Municipal Police forces. In addition the Traffic Enforcement Coordinator will give support to other programs that work with enforcement and mobilizations including the LELs.

Cost will include salary and benefits, contractual service, equipment's, and as well as out-of-state and local travel and other related costs. Coordinator will work with Police Traffic Services Program with 75% fund and Motorcycle Safety Program , with 25% fund.

### Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

### Countermeasure strategies

Countermeasure Strategy
Highway Safety Office Program Management (PTS)

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$42,487.00		

### Countermeasure Strategy: Law Enforcement Liaison

Program Area: Police Traffic Services

#### Project Safety Impacts

The problem identification of this program area is representative of speeding data related to crashes, injuries and fatalities, the Police Traffic Services section serves to support the maintenance and function of the Law Enforcement Liaison (LEL) position within the HSO. The function of the LEL's is to support and address other traffic initiatives outlined in this plan.

Speeding related crashes, injuries and fatalities will be addressed through funding High Visibility Enforcement (HVE) projects. The goal of the LEL is to provide a link between the HSO, law enforcement agencies and other safety partners. The LEL provides assistance in organizing enforcement efforts during national mobilizations as well as local campaigns.

#### Linkage Between Program Area

The LEL's will be focus on different strategies to reduce injuries and fatalities around the island, working hand by hand with the Puerto Rico Police Department and the Municipality Police during the mobilizations by helping them with the paper work and visits during those campaigns for better results. Support of national and local initiatives and policies that promote traffic safety programs and enforcement. In addition, work with law enforcement agencies to increase enforcement of traffic safety laws.

#### Rationale

Working with the HVE mobilizations with the different programs and the funds for overtime hours for State and Municipal Police during mobilizations. Various law enforcement strategies will be used, including dedicated roving patrols and enforcement details within Municipalities and region at high risk. Enforcement in high crash areas will be encouraged. In addition, a routine day by day enforcement is needed to increase the public's perception on the risk of apprehension. The LEL's are trained to detect and correct problems quickly, and

improve police traffic services.

This strategy is base in NHTSA’s uniform guideline, #15, Chapter VI. training and Chapter VII, Evaluation. This countermeasure strategy is the rationale that will be implemented in the FY2020 by the highway safety office. This strategy is proven effective nationally and other jurisdictions, and has been successful in Puerto Rico, and is appropriate given the data in the problem identification and the resources available.

It is a reasonable budget for the project to achieve the implementation of planned activity.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
20-03-03	Law Enforcement Liaison Program

**Planned Activity: Law Enforcement Liaison Program**

Planned activity number: 20-03-03

Primary Countermeasure Strategy ID: Law Enforcement Liaison

**Planned Activity Description**

The Law Enforcement Liaison (LEL) Program is designed to enhance the relationship between the highway safety office, law enforcement community and other pertinent partners. LEL makes a difference resource. LEL’s are trained to detect and correct problems quickly, and improve police traffic services. Retired ranking two officers will serve as experts in police and enforcement matters to guide PRTSC in the decision-making process regarding enforcement. In addition, they continue to coordinate at least two training below 100 for all officers of the Municipal Police. Primary responsibilities of the LEL include: serving as the liaison between the law enforcement community, key partners and the grant applications, encouraging use of proven countermeasures and evaluation measures. These collaborative approaches facilitate mutual respect and foster lasting partnerships to accomplish shared goals for traffic safety and reductions in crashes, fatalities, and injuries.

Project costs will include contractual services, trainings, training materials, as well as out-of-state travel, equipment and other costs related to program management.

**Intended Subrecipients**

State Agency - Puerto Rico Traffic Safety Commission

**Countermeasure strategies**

Countermeasure Strategy
Law Enforcement Liaison

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$139,800.00		

## Countermeasure Strategy: Short-term, High Visibility Law Enforcement (PTS)

Program Area: Police Traffic Services

### Project Safety Impacts

Program management provides oversight of the Speed and Aggressive Driving to:

Reduce Speed and Aggressive driving crashes and fatalities.

Achieve a greater awareness among Aggressive drivers of law enforcement's efforts through citations and HVE.

### Linkage Between Program Area

Program management provides oversight of the Speed and Aggressive drivers program to:

To increase the amount of citation during the year with a day by day enforcement.

Achieve a greater awareness among aggressive drivers of law enforcement efforts with the HVE mobilizations.

### Rationale

One of the most outstanding factors of roads fatalities is the Speed and Aggressive driving, with the help of education in adjoining of law enforcement by the State Police and Municipal Police during HVE mobilizations, speed enforcement strategies will be used in areas or regions at high risk.

This countermeasure strategy is rationale because locate High-Visibility Enforcement (HVE) operations and community outreach to promote safer behaviors and to reinforce the message through law enforcement to increase compliance with appropriate traffic laws.

Budget for overtime hours approximately will be \$300,000.00. It is a reasonable budget for the project to achieve the implementation of planned activity.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-03-XX	Speed Enforcement Mobilization

### Planned Activity: Speed Enforcement Mobilization

Planned activity number: 20-03-XX

Primary Countermeasure Strategy ID: Short-term, High Visibility Law Enforcement (PTS)

#### Planned Activity Description

During February 2020, PRTSC will grant funds for overtime hours to State and Municipal Police for the Speed Enforcement Mobilization support through safety education and informational materials with the about to law 22 fines covering speeding and aggressive driving, this will be done in conjunction with enforcement with a budget of approximately \$300,000.00 for the mobilization.

The PRTSC will continue to support enforcement projects designed to increase with speed limits on all types of roadways. Various speed enforcement strategies will be used, including dedicated roving patrols and saturation enforcement details within Municipalities and regions at high risk. While enforcement of high crash areas is encouraging, routine day to day enforcement between February 10-23, 2020 is also needed to increase the public's perception of the risk of apprehension. The PRPD participation and 30 or more Municipality Police.

## Intended Subrecipients

State Police and Municipal Police

## Countermeasure strategies

Countermeasure Strategy
Short-term, High Visibility Law Enforcement (PTS)

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$300,000.00		

## Countermeasure Strategy: Speed and Aggressive Driving Attitude Survey

Program Area: Police Traffic Services

### Project Safety Impacts

An attitude survey will be conducted to measure the effectiveness of traffic speed campaigns, especially paid media, to aid in planning future enforcement and media strategies for upcoming campaigns. This Attitude Survey is useful tool in identifying which strategies are effective and which needs to improve, especially as speed ranks number two (2) on overall PR Traffic Fatalities between years 20152017.

### Speed Attitude Survey Statistics and Research- funded activities

contract a professional firm with experience and knowledge on surveys, data collection and analysis review surveyaposs methodology, sample and questions to ensure guidelines compliance and sample characteristics

conduct the speed and aggressive driving attitude survey

discuss and approve final survey report data and results

Will administrate attitude surveys that targets the strengths and weaknesses of the speed and aggressive driving program to comprehend driver’s opinions, knowledge level of awareness and attitudes regarding speed driving, perception of risk, such as getting caught by police (enforcement), safety and effect of the prevention message.

A specialized market research agency with experience in road safety will be contracted to do the survey.

Will sustain all proposed planned activities and derive target market to identify specific population segments based on data age and gender. It will also be taken in consideration problem cities and locations and date period.

A specialized market firm with all credentials and licenses will be contracted to design the sample and conduct the survey, as it will be more cost effective than to hire personnel for this once a year task. All Federal and State’s contracting laws and regulations will be observed.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-03-00	Speed and Aggressive Driving Surveys

# Planned Activity: Speed and Aggressive Driving Surveys

Planned activity number: 20-03-00

Primary Countermeasure Strategy ID: Speed and Aggressive Driving Attitude Survey

## Planned Activity Description

A specialized firm will be contracted to conduct two (2) attitude surveys; one to continue the year 2019 speed driving attitude survey that evaluates year 2019 Speed Mobilization Period, held on August 2019, and another to measure the effectiveness of the February Speed Mobilization (Year 2020 Campaign). Each survey will assist to identify effective strategies and areas where it will be necessary to improve or refine proposed strategic and action plans for future campaigns. Below are the time frames for each attitude survey as described:



**FISCAL YEAR 2019-2020  
SPEED AND AGGRESSIVE DRIVING SURVEY TIME FRAME\***

*Speed and Aggressive Driving Mobilization Campaign*  
**Earned Media - August 5 to 18, 2019**  
**Paid Media - August 7 to 18, 2019**  
**Enforcement - August 5 to 18, 2019**

**SEPTEMBER**

S	M	T	W	T	F	S
15	16	17	18	19	20	21
SURVEY QUESTIONER SELECTION & APPROVAL						

SEPTEMBER							OCTOBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
22	23	24	25	26	27	28	29	30	1	2	3	4	5
SURVEY FIELD WORK													

**OCTOBER**

S	M	T	W	T	F	S	S	M	T	W	T	F	S
6	7	8	9	10	11	12	13	14	15	16	17	18	19
SURVEY DATA ANALYSIS							SURVEY SUBMISSION, DISCUSSION & APPROVAL						

\* Evaluation of the 2019 Campaign; subject to Fund's Approval.



## Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

## Countermeasure strategies

Countermeasure Strategy
Speed and Aggressive Driving Attitude Survey

## Funding sources



**FISCAL YEAR 2019-2020  
SPEED AND AGGRESSIVE DRIVING SURVEY TIME FRAME\***

**Speed and Aggressive Driving  
Mobilization Campaign**  
**Earned Media - February 10 to 23, 2020\*\***  
**Paid Media - February 12 to 21, 2020\*\***  
**Enforcement - February 10 to 23, 2020**

**MARCH**

S	M	T	W	T	F	S
8	9	10	11	12	13	14
SURVEY QUESTIONER SELECTION & APPROVAL						

**MARCH**

S	M	T	W	T	F	S	S	M	T	W	T	F	S
15	16	17	18	19	20	21	22	23	24	25	26	27	28
SURVEY FIELD WORK													

<b>MARCH</b>							<b>APRIL</b>						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
29	30	31	1	2	3	4	5	6	7	8	9	10	11
SURVEY DATA ANALYSIS							SURVEY SUBMISSION, DISCUSSION & APPROVAL						

\* Evaluation of the 2020 Campaign; subject to Fund's Approval.  
 \*\* Subject to PR Election Ban's Period Approval.



Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Automated Traffic Enforcement Systems Survey	\$7,000.00		

**Program Area: Planning & Administration**

**Description of Highway Safety Problems**

**Problem ID**

The Planning and Administration (P&A) program of the Puerto Rico Traffic Safety Commission (PRTSC) is responsible for overseeing the development of the annual Highway Safety Plan (HSP) and Annual Performance Report (APR); which require the evaluation of traffic safety problems within the island. This program administers the highway safety sub-grant funds. It also guides the activities and necessary costs for the overall management and operations for the PRTSC.

This area supports the Planning and Operations Division which is responsible for identifying traffic safety problems, and prioritizes and develops strategies and solutions for addressing those problems based on NHTSA's guidelines and countermeasures. In addition, P&A assigns funds to internal and external PRTSC projects.

Through effective planning, programming, management and project development efforts the PRTSC will



continue to improve efficiency of all our Safety Programs.

This program also covers the costs for employee’s salaries, day-to-day internal management, contractual services, supplies and costs associated with administrative support necessary to carry out the functions of PRTSC. Also, P&A manages services, program purchases such as equipment and materials. In addition, P&A compiles financial reports and follows up for compliance with the close out deadlines.

This program will be subsidized with a split-funding of Sections 402PA (65%) and 154PA (35%).

The P&A program implements and maintains policies and procedures in the most efficient manner to effectively provide a proficient financial operation, and program evaluation of the Highway Safety Program. The PRTSC will provide support to all legislative amendments that will strengthen and improve existing traffic safety law and regulations. Follow up on the amendments of the Puerto Rico Vehicles and Traffic Law that can reduce motor vehicle related fatalities and injuries, and eventually produce reductions in the number and severity of traffic crashes. Specific attention will be provided to the development and implementation of necessary legislation for the SFST Program in Puerto Rico.

**Associated Performance Measures**

**Planned Activities**

**Planned Activities in Program Area**

Unique Identifier	Planned Activity Name	Primary Countermeasure Strategy ID
20-04-03	Administer Program	Planning & Administration
20-04-09	Administer Program	Planning & Administration
20-04-02	Evaluate HSP Tasks	Planning & Administration
20-04-12	Evaluate HSP Tasks	Planning & Administration
20-04-07	Evaluate HSP Tasks	Planning & Administration
20-04-13	Federal Program Manager	Planning & Administration
20-04-14	Federal Program Manager	Planning & Administration

**Planned Activity: Administer Program**

Planned activity number: 20-04-03

Primary Countermeasure Strategy ID: Planning & Administration

**Planned Activity Description**

In order to provide support for the general administration of the highway safety program, allowable limits of federal funds will be used for purchase and rent equipment, office materials, consulting needs and the single audits. Travel and per diem expenses for local and state–side activities and other administrative expenses will be funded. Also, single audits costs and other costs associated with the accounting of expenses and funds, budget consultants, IT consultant’s services to maintain computerized system and maintenance, membership fees, insurance and purchase of equipment and office materials necessary for program’s administration and other cost regarding administration.

**Intended Subrecipients**

State Agency - Puerto Rico Traffic Safety Commission

**Countermeasure strategies**

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$128,142.00		

## Planned Activity: Administer Program

Planned activity number: 20-04-09

Primary Countermeasure Strategy ID: Planning & Administration

### Planned Activity Description

In order to provide support for the general administration of the highway safety program, allowable limits of federal funds will be used for purchase and rent equipment, office materials, consulting needs and the single audits. Travel and per diem expenses for local and state-side activities and other administrative expenses will be funded. Also, single audits costs and other costs associated with the accounting of expenses and funds, budget consultants, IT consultant's services to maintain computerized system and maintenance, membership fees, insurance and purchase of equipment and office materials necessary for program's administration and other cost regarding administration.

### Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

### Countermeasure strategies

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	154 Transfer Funds-PA	154 Planning and Administration	\$60,147.00		

## Planned Activity: Evaluate HSP Tasks

Planned activity number: 20-04-02

Primary Countermeasure Strategy ID: Planning & Administration

### Planned Activity Description

The monitor will be funded to follow up on the operational and fiscal activities of all projects, daily. Also, by performing on-site reviews of the subrecipient's program operations, providing technical support, promote timely voucher, and monitoring reports. Other tasks performed include providing support for project development such as technical assistance, resource allocation, monitoring, and reporting. Salaries, local and stateside training, travel expenses, materials, and equipment will be funded.

### Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

### Countermeasure strategies

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$45,069.00		

### Planned Activity: Evaluate HSP Tasks

Planned activity number: 20-04-12

Primary Countermeasure Strategy ID: Planning & Administration

### Planned Activity Description

The monitor will be funded to follow up on the operational and fiscal activities of all projects, daily. Also, by performing on-site reviews of the subrecipient's program operations, providing technical support, promote timely voucher, and monitoring reports. Other tasks performed include providing support for project development such as technical assistance, resource allocation, monitoring, and reporting. Salaries, local and stateside training, travel expenses, materials, and equipment will be funded.

### Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

### Countermeasure strategies

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$59,975.00		

### Planned Activity: Evaluate HSP Tasks

Planned activity number: 20-04-07

Primary Countermeasure Strategy ID: Planning & Administration

### Planned Activity Description

Two project monitors will be funded to follow up on the operational and fiscal activities of all alcohol projects. Also, by performing on-site reviews of the subrecipient's program operations, providing technical support, prompts timely voucher, and monitoring reports. Other tasks performed include providing support for project development such as technical assistance, resource allocation, monitoring, and reporting. Salaries, local and stateside training, travel expenses, materials, and equipment will be funded.

### Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

## Countermeasure strategies

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	154 Transfer Funds-PA	154 Planning and Administration	\$60,181.00		

### Planned Activity: Federal Program Manager

Planned activity number: 20-04-13

Primary Countermeasure Strategy ID: Planning & Administration

#### Planned Activity Description

Manages the Planning Area, including the planning, administration, fiscal control, and evaluation of all projects of Highway Safety Program financed through NHTSA highway safety. Other duties include preparation and submission of the Highway Safety Plan, the Annual Report, and general direction of the highway safety program. This position supervises four monitors and five coordinators and the Traffic Safety Educational Park. In addition, provides funds for the program manager to coordinate and supervise employees, to monitors all projects with federal funds, and coordinate countermeasure activities with local, State and community organizations. These include working with local, State and community organizations to develop awareness campaigns; supporting and assisting local and State task force initiatives; and providing technical assistance to project coordinators. Salary, local and training, travel expenses, materials, and equipment will be funded. This program will be subsidized with a split-funding of Sections 402PA (65%) and 154PA (35%).

#### Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

## Countermeasure strategies

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$46,966.00		

### Planned Activity: Federal Program Manager

Planned activity number: 20-04-14

Primary Countermeasure Strategy ID: Planning & Administration

#### Planned Activity Description

Manages the Planning Area, including the planning, administration, fiscal control, and evaluation of all projects of Highway Safety Program financed through NHTSA highway safety. Other duties include preparation and

submission of the Highway Safety Plan, the Annual Report, and general direction of the highway safety program. This position supervises four monitors and five coordinators and the Traffic Safety Educational Park. In addition, provides funds for the program manager to coordinate and supervise employees, to monitors all projects with federal funds, and coordinate countermeasure activities with local, State and community organizations. These include working with local, State and community organizations to develop awareness campaigns; supporting and assisting local and State task force initiatives; and providing technical assistance to project coordinators. Salary, local and training, travel expenses, materials, and equipment will be funded. This program will be subsidized with a split-funding of Sections 402PA (65%) and 154PA (35%).

### Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

### Countermeasure strategies

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	154 Transfer Funds-PA	154 Planning and Administration	\$27,729.00		

## Program Area: Occupant Protection (Adult and Child Passenger Safety)

### Description of Highway Safety Problems

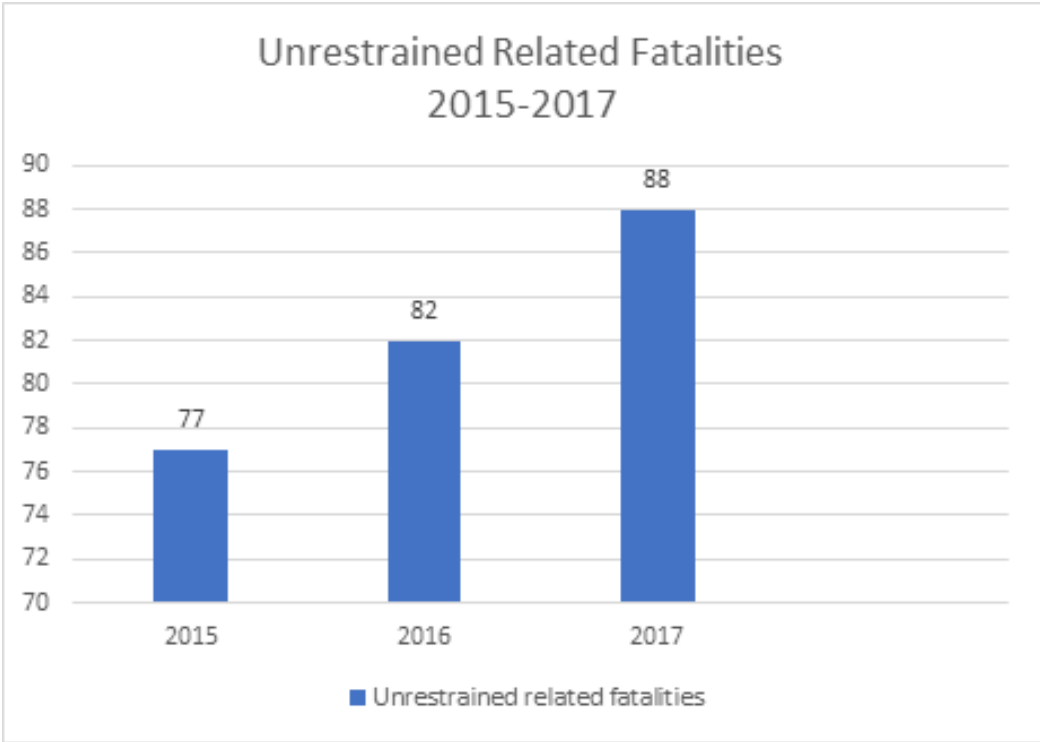
#### Problem ID

Puerto Rico was the first jurisdiction to pass a mandatory safety belt usage law and the first in having a primary law that covers all seating positions. Increasing seat belt use is the simplest way to reduce serious injury and death in the event of a motor vehicle crash. However, failure to buckle up remains a major contributing factor in fatal crashes in Puerto Rico. The observed seat belt use rate reported in 2018 was 85%; this reflects a decrease in seatbelt use during 2017. Child restraint was 81.7% during 2018.

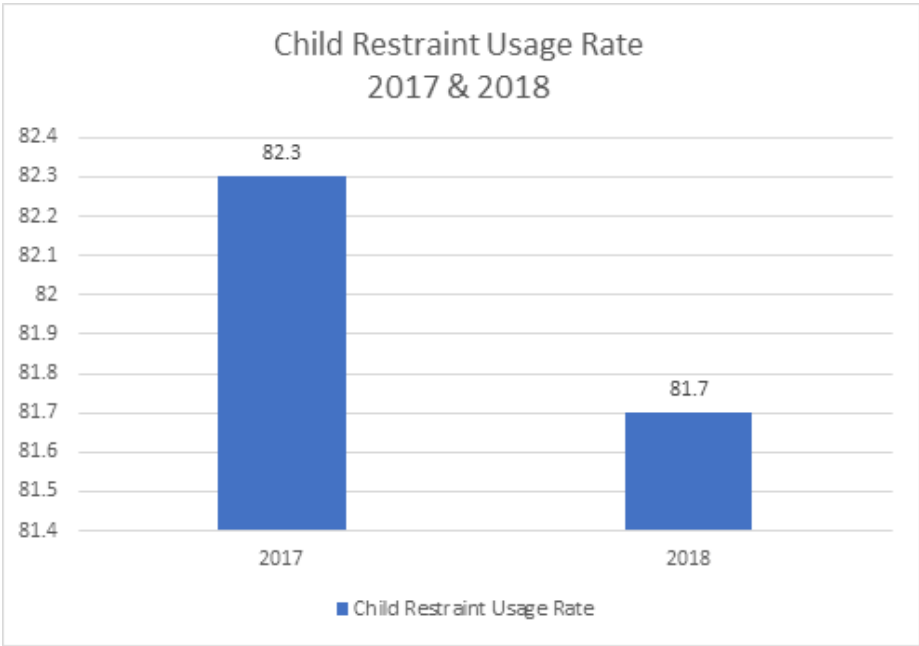
Usage Rates by Year		2015	2016	2017
2018	Seat Belt	91.80%	93.80%	87.90%
85.00%	Child Safety Seat	No survey	No survey	82.30%

Data for the 2015-2017 periods shows a total of 247 unrestrained fatalities. Fatalities by gender during this three-year period show that 80% of these were male and 20% were female. Therefore, males are overrepresented in unrestrained occupant fatalities. As in other priority areas, most of the unrestrained fatalities were young adults among the 16-24 years old age group, followed by the 25-34 years age group. Unrestrained fatalities occurred mostly at nighttime, between the hours of 6:00 pm - 5:59 am. The 40% of the fatalities occurred in rural area and the 54% in urban area.

When analyzing unrestrained fatalities by day of the week during the 2015-2017 periods, it shows that days



with most fatalities were Friday, Saturday and Sunday. Of total 149 unrestrained fatalities, 60% were on these days. According to vehicle seating position fatality data, front seat passengers accounted for the great majority of passenger fatalities.



Studies have proven that the correct use of child safety seats is extremely effective in reducing the risk of death in children. However, nearly 73% of these are not installed or used correctly. During 2018, child restraint usage has reached 81.7% in Puerto Rico these seats, when used properly, can reduce fatal injury to infants (less than 1 year old) by 71% and toddlers (1-4 years old) by 54% in the event of a traffic crash. PRTSC has established permanent fitting stations in Fire Stations, with certified firemen as Child Passenger Safety Technicians (CPST). As a result of daily inspections and checkpoints carried out last year, it was found that 3 out of 4 car seats are installed incorrectly or the child is not using the proper seat due weight and height requirements. Based

on this data, the PRTSC has established that the increase of use of child restraint seats and its correct use are a priority that must be addressed during 2020.

### Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2020	Annual	76
2020	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2020	Annual	87.00

### Countermeasure Strategies in Program Area

Countermeasure Strategy
Child Restraint System Inspection Station(s)
CPST Training
Highway Safety Office Program Management (OP)
Occupant Protection Observational Survey
Short-term, High Visibility Seat Belt Law Enforcement

### Countermeasure Strategy: Child Restraint System Inspection Station(s)

Program Area: Occupant Protection (Adult and Child Passenger Safety)

#### Project Safety Impacts

PRTSC has established permanent fitting stations in Fire Stations, with certified firemen as Child Passenger Safety Technicians (CPST) for impact approximately 73% of the population below poverty level. As a result of daily inspections and checkpoints carried out last year, it was found that 3 out of 4 car seats are installed incorrectly or the child is not using the proper seat due weight and height requirements. Based on this data, the PRTSC has established that the increase of use of child restraint seats and its correct use are a priority that must be addressed during 2020.

#### Linkage Between Program Area

Child Restraint System Inspection Station ascribed in the PR Fire Department promote the use of child restraints and assure that a plan has been developed to provide an adequate number of inspection stations and check-up events. The PRTSC will fund projects to provide child safety seat inspections and child passenger safety education in conjunction with the Puerto Rico Fire Department through the operations of fitting stations or community outreach activities. Funding source will pay for equipment rental for inspections and/or clinics, materials and maintenance for the vehicles needed to carry equipment (seats) for clinics or distribution.



## Rationale

-This strategy is based on NHTSA's Uniform Guidelines for State Highway Safety Programs, Guideline # 20, and Chapter V. Occupant Protection for Children Program.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-05-43	Puerto Rico Fire Department - Fitting Stations

## Planned Activity: Puerto Rico Fire Department - Fitting Stations

Planned activity number: 20-05-43

Primary Countermeasure Strategy ID: Child Restraint System Inspection Station(s)

### Planned Activity Description

#### Intended Subrecipients

State Agency - Puerto Rico Fire Department

#### Countermeasure strategies

Countermeasure Strategy
Child Restraint System Inspection Station(s)

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405b OP Low	State and Local Child Passenger Safety Education	\$15,930.00		

## Countermeasure Strategy: CPST Training

Program Area: Occupant Protection (Adult and Child Passenger Safety)

### Project Safety Impacts

Activities under this project include training of additional CPST's and funding for training equipment, training materials, travel, per diem, lodging, and other related costs. CPST's participate in publicized inspection checkpoints and provide supplies and equipment to conduct the checkpoints. Purchase of child restraint seats for checkpoints, fitting stations and community programs will be funded 5% with 405(b) funds, to be distributed through PRTSC's loaning programs to the below poverty level population.

### Linkage Between Program Area

The CPST Training, are carried out in accordance with the problem identified, funding for training equipment, training materials, travel, per diem, lodging, and other related costs. PRTSC has established permanent fitting stations in Fire Stations, Community Programs and some State and Municipal Police, with certified Technicians (CPST). As a result of daily inspections and checkpoints carried out in the different stations, the PRTSC has

established that the increase of use of child restraint seats and its correct use are a priority that must be addressed during FY 2020.

## Rationale

This strategy is based on Countermeasures that Work 2019, Chapter 2, Seat Belt and Child Restraint, Section 7.2 Page 2-35 & 2-36 Programs to make child seats available at low cost.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-05-27	Increase Child Protection & Education

## Planned Activity: Increase Child Protection & Education

Planned activity number: 20-05-27

Primary Countermeasure Strategy ID: CPST Training

### Planned Activity Description

This Project will increase the number of trained CPS technicians across the Island.

Conduct (4) CPST Course

Train 45 New child passenger safety technicians

Conduct 7,500 inspections in the permanent fitting stations.

CPS Technicians	Numbers of Classes	Possible Dates	Alternate Dates	Location of Classes
Estimated Number of Students	4 for FY20	February 4-7, 2020	March 3-6, 2020	Training Room Metropolitan Bus Authority (AMA), San Juan
10 per each class		May 12-15, 2020	May 5-8, 2020	Training Room Metropolitan Bus Authority (AMA), San Juan
10 per each class		August 4-7, 2020	August 25-28, 2020	Training Room Metropolitan Bus Authority (AMA), San Juan
15 per each class		September 15-18, 2020	September 22-25, 2020	Training Room Metropolitan Bus Authority (AMA), San Juan

## Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

### Countermeasure strategies

Countermeasure Strategy
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## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405b OP Low	State and Local Child Passenger Safety Education	\$38,770.00		

## Countermeasure Strategy: Highway Safety Office Program Management (OP)

Program Area: Occupant Protection (Adult and Child Passenger Safety)

### Project Safety Impacts

This project main objective is to provide a Program Coordinator to work with the vehicle's occupant safety (driver and passenger). The Coordinator's salary is 85% funded from this project and 15% from the Distracted Driving Program. A program that involves many government agencies, civic groups and private industry requires coordination at the PRTSC level. Also, local and stateside travel, equipment, and consultant costs are funded.

### Linkage Between Program Area

#### Rationale

This strategy is based on NHTSA's Uniform Guidelines for State Highway Safety Programs, Guideline # 20, and Chapter I. Program Management The State Highway Safety Office should:

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-05-03	Occupant Restraint Coordinator

## Planned Activity: Occupant Restraint Coordinator

Planned activity number: 20-05-03

Primary Countermeasure Strategy ID: Highway Safety Office Program Management (OP)

Provide leadership, training and technical assistance to other State agencies and local occupant protection programs and projects;

Integrate occupant protection programs into community/corridor traffic safety and other injury prevention; and

Evaluate the effectiveness of the State's occupant protection program.

### Planned Activity Description

This project main objective is to provide a Program Coordinator to work with the vehicle's occupant safety (driver and passenger). The Coordinator's salary is 85% funded from this project and 15% from the Distracted Driving Program. Also, local and stateside travel, equipment, and consultant costs are funded.

### Intended Subrecipients

## Countermeasure strategies

Countermeasure Strategy
Highway Safety Office Program Management (OP)

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$46,337.00		

## Countermeasure Strategy: Occupant Protection Observational Survey

Program Area: Occupant Protection (Adult and Child Passenger Safety)

### Project Safety Impacts

Three (3) surveys will be conducted: observational survey for seat belt and child restrained enforcement efforts and knowledge and two (2) attitude surveys (seat belt usage in all seating positions and car seat usage for passengers ages 08) to measure the effectiveness of campaigns, especially paid media. This countermeasure strategy is fundamental to receive and analyze public feedback regarding occupant protection enforcement efforts, educational and media campaigns. It is necessary to understand public perception and opinion regarding these themes. In addition, Attitude Surveys are useful in identifying which strategies were effective and areas to improve and/or adjust according to people's responses/opinions.

Observational and Attitude Survey Statistics and Research funded activities:

- contract a professional firm with experience and knowledge on surveys, data collection and analysis
- review surveys methodology, sample and questions to ensure guidelines compliance and sample characteristics

- conduct the seat belt and car seat observational survey

- conduct the car seat and seat belt attitude survey

- discuss an approve final survey report data and results

Will administrate attitude surveys that aim the strengths and weaknesses of occupant protection program to identify the behaviors among vehicle occupants towards seat belt and child passenger safety media campaigns.

A specialized market research agency with experience in road safety will be contracted to do the survey.

Will sustain all proposed planned activities and derive target market to identify specific population segments based on data age and gender. It will also be taken in consideration problem cities and locations and date period.

The countermeasure strategies are fundamental to receive and analyze public feedback regarding occupant protection in all seating position enforcement efforts, educational and media campaigns. It is necessary to understand public perception and opinion on this behalf. Occupant Protection Surveys have proven to be a useful tool when identifying improvement areas for strategic planning and future media campaigns. Also,

strategy is proven effective nationally and by other jurisdictions.

A specialized market firm with all credentials and licenses will be contracted to design the sample and conduct the survey, as it will be more cost effective than to hire personnel for this once a year task. All Federal and State's contracting laws and regulations will be observed.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
20-05-29	Occupant Protection Observational Surveys

**Planned Activity: Occupant Protection Observational Surveys**

Planned activity number: 20-05-29

Primary Countermeasure Strategy ID: Occupant Protection Observational Survey

**Planned Activity Description**

A specialized firm will be contracted to conduct the observational surveys and attitude surveys to measure the effectiveness and to identify which strategies were effective and areas where it will be necessary to improve or refine proposed strategic and action plans for future campaigns.

**Attitude Surveys**

The surveys will present awareness attitudes and of respondents' essential to understand unrestrained passengers in all seating position practice. With a non-intimidating environment, the information gathering unveil facts regarding drivers' opinions, knowledge, level of awareness and attitudes regarding unrestrained conduct in all seating positions, perception of risk such as getting caught by police (enforcement), safety and the effect of the prevention messages. Obtained data and feedback will identify areas of improvement for future unrestrained passengers strategic planning and future campaigns. Data will also be used to compare results over time.

Car Seat \$14,000

Seat Belt \$14,000

**Observational Surveys**

The parameters and regulations established by the National Highway Traffic Safety Administration (NHTSA) under the objective, will be implemented to conduct an observational survey to measure occupant protection enforcement and media campaign. The obtained information leads to double the resources and design efforts that have influenced used in activities such as design of the sample of municipalities and places to conduct observations and quality control procedures and monitoring, traffic/hours when carrying out observations and observational protocol according to the number of lanes, and statistics and measurements. Will measure PRTSC CIOT Mobilization & Media Campaign.

Seat Belt \$50,000

Car Seat \$15,000

**Total per program:**

Car Seat \$29,000

Seat Belt \$64,000

This strategy is based on Countermeasures that Work 2017, Chapter 2, Seat Belts and Child Restraint, 3.

Communications and Outreach, Section 2-22, Page 138. Below are the time frame for each attitude survey and the observational survey:



**FISCAL YEAR 2019-2020  
OCCUPANT PROTECTION (CAR SEAT) SURVEY TIME FRAME\***

*Child Passenger Awareness,  
Prevention and Educational Effort*  
**Earned Media - September 15 to 21, 2019**  
**Paid Media - September 15 to 21, 2019**

**OCTOBER**

S	M	T	W	T	F	S
13	14	15	16	17	18	19
SURVEY QUESTIONER SELECTION & APPROVAL						

OCTOBER							NOVEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
20	21	22	23	24	25	26	27	28	29	30	31	1	2
SURVEY FIELD WORK													

**NOVEMBER**

S	M	T	W	T	F	S	S	M	T	W	T	F	S
3	4	5	6	7	8	9	10	11	12	13	14	15	16
SURVEY DATA ANALYSIS							SURVEY SUBMISSION, DISCUSSION & APPROVAL						

\* Subject to Fund's Approval.



PRTSC



**FISCAL YEAR 2019-2020  
CIOT\* CAMPAIGN SURVEY TIME FRAME\*\***

*CIOT Media Campaign*  
**Earned Media - May 18 to 31, 2020\*\*\***  
**Paid Media - May 20 to 29, 2020\*\*\***  
**Enforcement - May 18 to 31, 2020**

**MAY**

S	M	T	W	T	F	S
10	11	12	13	14	15	16
SURVEY QUESTIONER SELECTION & APPROVAL						

**MAY**

S	M	T	W	T	F	S	S	M	T	W	T	F	S
17	18	19	20	21	22	23	24	25	26	27	28	29	30
SURVEY FIELD WORK													

**JUNE**

S	M	T	W	T	F	S	S	M	T	W	T	F	S
31	1	2	3	4	5	6	7	8	9	10	11	12	13
SURVEY DATA ANALYSIS							SURVEY SUBMISSION, DISCUSSION & APPROVAL						

\* CIOT= ClickIt Or Ticket

\*\* Subject to Mobilization's and Fund's Approval.

\*\*\* Subject to PR Election Board's Approval.



PRTSC



FISCAL YEAR 2019-2020  
OCCUPANT PROTECTION OBSERVATIONAL SURVEY TIME FRAME\*



AUGUST

S	M	T	W	T	F	S	S	M	T	W	T	F	S
9	10	11	12	13	14	15	16	17	18	19	20	21	22
SURVEY FIELD WORK													

AUGUST

SEPTEMBER

S	M	T	W	T	F	S	S	M	T	W	T	F	S
23	24	25	26	27	28	29	30	31	1	2	3	4	5
SURVEY FIELD WORK													

SEPTEMBER

S	M	T	W	T	F	S	S	M	T	W	T	F	S
6	7	8	9	10	11	12	13	14	15	16	17	18	19
SURVEY DATA ANALYSIS													

SEPTEMBER

OCTOBER

S	M	T	W	T	F	S	S	M	T	W	T	F	S
20	21	22	23	24	25	26	27	28	29	30	1	2	3
SURVEY SUBMISSION, DISCUSSION & APPROVAL													



\* Based on PRTSC Approved Design of 2017 and Subject to Fund's Approval.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission and Private Contractor

Countermeasure strategies

Countermeasure Strategy
Occupant Protection Observational Survey

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	Seat Belt Survey	\$29,000.00		
2020	FAST Act 405b OP Low	Seat Belt Survey	\$64,000.00		

Countermeasure Strategy: Short-term, High Visibility Seat Belt Law Enforcement

Program Area: Occupant Protection (Adult and Child Passenger Safety)



## Project Safety Impacts

### Linkage Between Program Area

#### Rationale

This strategy is based on NHTSA's Uniform Guidelines for State Highway Safety Programs, Guideline # 20, and Chapter III. Enforcement Program.

This countermeasure strategy is rationale because locate High-Visibility Enforcement (HVE) operations and community outreach to promote safer behaviors and to reinforce the message through law enforcement to increase compliance with appropriate traffic laws.

It is a reasonable budget for the project to achieve the implementation of planned activity.

#### **Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
20-05-XX	Seat Belt Enforcement - Mobilization Overtime

### Planned Activity: Seat Belt Enforcement - Mobilization Overtime

Planned activity number: 20-05-XX

Primary Countermeasure Strategy ID: Short-term, High Visibility Seat Belt Law Enforcement

#### Planned Activity Description

This planned activity has a purpose, increase seat belt use and educate the public on the impact belt use has had on reducing injuries and fatalities in motor vehicle crashes. Based in this data, PRTSC planned conducted (2) Mobilizations on the hours of 2:00 pm - 6:00 pm (Daytime) and - 6:00 pm to 10:00 pm (Nighttime), the Click It or Ticket campaign will be conducted from May 18-31, 2020, and Seat Belt Enforcement Mobilization from October 28 to November 2, 2019.

Funds will be provided to State and municipal law enforcement agencies to implement seat belt saturation and/or tactical overtime patrols. State and municipal police forces will receive funds to participate in enforcement efforts. For both mobilizations, greater participation will be requested in the geographic areas in which at least 70 percent of the unrestrained passenger vehicle occupant fatalities, combined fatalities and serious injuries occurred, also, the municipal police participating in the mobilization will impact 70% of the urban population and 30% of the rural area. On the other hand, the PRPD will impact 100% of the population (urban & rural area). This type of enforcement has proven to be an effective mechanism to maintain awareness on these matters of road safety.

#### Intended Subrecipients

State Police and Municipal Police

#### Countermeasure strategies

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement

#### Funding sources

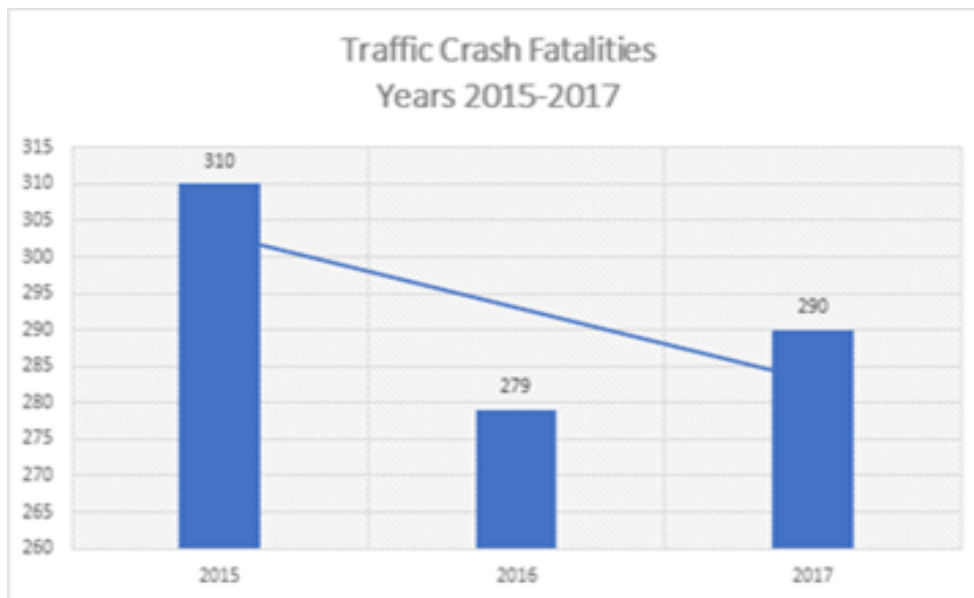
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405b OP Low	State and Local OP High Visibility Enforcement	\$262,000.00		
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$106,697.00		
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$93,303.00		

## Program Area: Community Traffic Safety Program

### Description of Highway Safety Problems

#### Problem ID

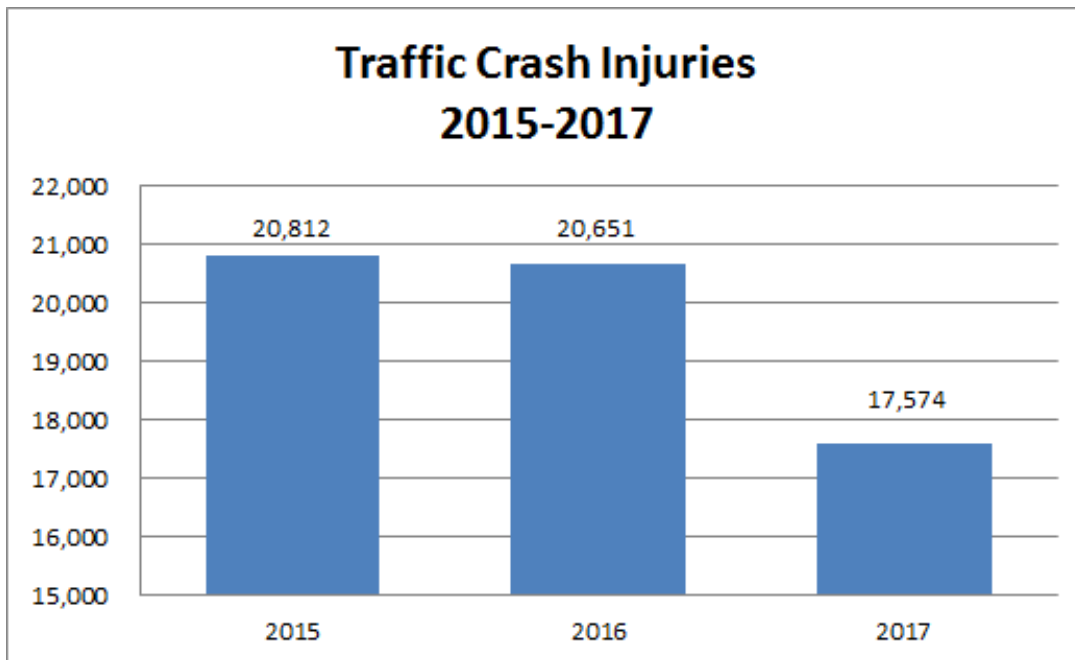
Traffic safety is a public health issue and it should be addressed by government, non-government organizations and communities. The PRTSC will continue to seek community involvement, to address traffic crash injuries and fatalities, through Community Traffic Safety Programs (CTSP's).



Crash fatality data provided by FARS for years 2015, 2016 and 2017 totalized 879. A downward flow is clearly represented, with 2016 reporting 31 fewer deaths than in 2015 with a decrease of 10%. However, 2017 represents an increase of 11 deaths for an increase of 11% compared to 2016.

Crash data for injuries provided by the Safety/CARE Database System for the years 2015, 2016 and 2017. This graph shows the crashes for injuries reported in 2015, 2016 and 2017, and this last report was a total of 17,574 injured. In comparison with the results of 2015, 2016 reported a reduction of 15%.

CTSP's are established and managed by municipalities with the sole purpose of targeting road users most at-risk of being injured or killed in a traffic crash. Programs carry out different strategies that target PRTSC's program areas such as Impaired Driving, Youth Alcohol, Occupant Protection, Non-Motorized, Speed, Distracted Driving and Motorcyclist Safety.



PRTSC has been partner with Community Traffic Safety Programs (CTSP's) since 1989. These programs conduct community-based traffic crash prevention, education and outreach efforts using firsthand knowledge of their areas, targeting specific high-risk group(s) at venues and events. Programs have also played a critical role, acting as a direct link between PRTSC and their communities, local leaders, civic groups, non-profit organizations and local police forces.

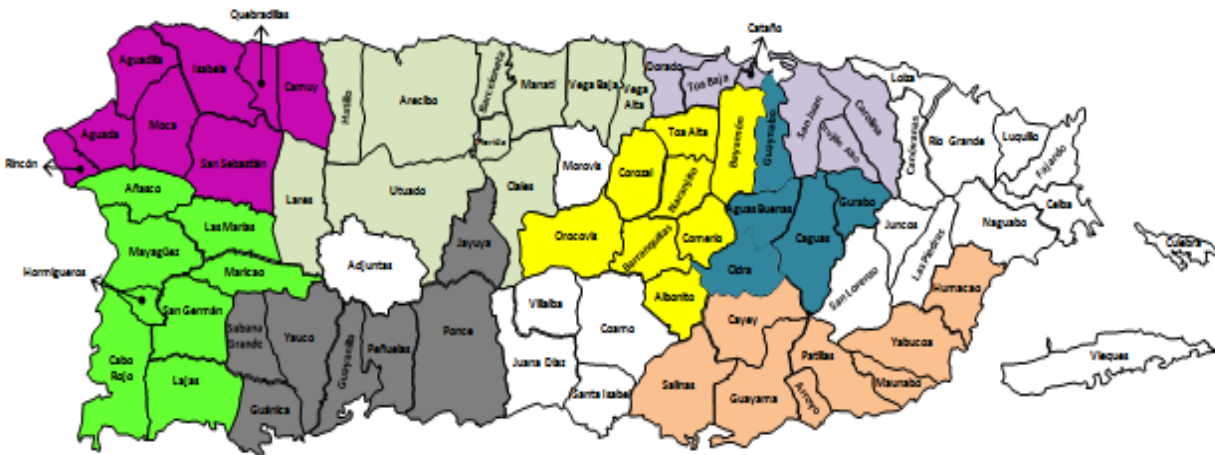
As in other states, Community Programs coordinate enforcement efforts, enlist community leaders, offer traffic safety conferences in schools, industry community/civic groups and others.

Prepare and distribute educational materials and actively participate in activities organized by the PRTSC. CSTP's have demonstrated they play a key role when the time comes to m CTSP's work very closely with the PRTSC, they meet quarterly as a group to receive information from the PRTSC on upcoming campaigns, activities and plans and report progress. The CTSP directors also coordinate training for municipal police, child restraint clinics and other activities that involve the PRTSC and other CTSP's. All activities will be established and coordinated through the identification of problem areas by each individual program through data analysis of fatalities, fatal and injury crashes.

Historically, PRTSC has established CTSP's in over sixty (60) municipalities throughout the island. The projection for FY 2020 is to continue collaboration with eight (8) community programs directly serving 60 municipalities which altogether comprise 85% of island's population.

When we refer to traffic safety education for children and teenagers we have to accept that there's not much to offer since the education system of the island does not have a curriculum related to road safety, either for future drivers (drunk, distracted, speeding among others), pedestrians, cyclists and motorcyclists. The Educational Park for Traffic Safety, better known as (PESET), specializes in the education of children from 3 to 18 years old (with the new alcohol prevention curriculum). This school/park imitates and simulates an ideal city, where positive behavior is promoted and, at the same time, is instructive and educational about the issues of road safety laws, with the main purpose of promoting safe behavior.

# Community Traffic Safety Programs (CTSP's) FY2020



- |   |  |
|---|--|
| <span style="border: 1px solid black; padding: 2px;">10</span> REGIONAL COMMUNITY BARCELONETA | <span style="border: 1px solid black; padding: 2px;">8</span> REGIONAL COMMUNITY NARANJITO     |
| <span style="border: 1px solid black; padding: 2px;">6</span> REGIONAL COMMUNITY CATAÑO       | <span style="border: 1px solid black; padding: 2px;">7</span> REGIONAL COMMUNITY SABANA GRANDE |
| <span style="border: 1px solid black; padding: 2px;">8</span> REGIONAL COMMUNITY GUAYAMA      | <span style="border: 1px solid black; padding: 2px;">8</span> REGIONAL COMMUNITY SAN GERMÁN    |
| <span style="border: 1px solid black; padding: 2px;">5</span> REGIONAL COMMUNITY GUAYNABO     |  |
| <span style="border: 1px solid black; padding: 2px;">8</span> REGIONAL COMMUNITY ISABELA      |  |

Puerto Rico Traffic Safety Commission	Community Program FY2020	Num.	Regional Community Program	Population Estimates July 1, 2018(CENSUS)
Total Fatalities(2015-2017) Total Fatalities(2015-2017)	Injury Crashes(2015-2017) Injury Crashes(2015-2017)	1	San Germán (Añasco, Cabo Rojo, Hormigueros, Lajas, Las Marías, Mayagüez Maricao)	226,203
60	5,109	2	Sabana Grande (Guayanilla, Guánica, Peñuelas, Yauco, Ponce, Jayuya)	255,411

68	5,271	3	Guayama (Arroyo, Cayey, Maunabo, Patillas, Salinas, Yabucoa, Humacao)	235,492
91	3,606	4	Barceloneta (Arecibo, Florida, Hatillo, Manatí, Utuado, Lares, Vega Baja, Vega Alta, Ciales)	347,104
96	5,219	5	Isabela (Aguada, Aguadilla, Camuy, Moca, Quebradillas, Rincón, San Sebastián)	265,006
75	7,240	6	Naranjito (Aibonito, Toa Alta, Bayamón, Corozal, Comerío, Orocovis, Barranquitas)	389,541
91	4,505	7	Guaynabo (Aguas Buenas, Caguas, Cidra, Gurabo)	317,425
85	6,458	8	Cataño (Dorado, Toa Baja, Trujillo Alto, Carolina, San Juan)	666,020
194	13,230	Total	2,702,202	760

#### Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	292.00
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	3983.0

#### Countermeasure Strategies in Program Area

Countermeasure Strategy
Community Traffic Safety Prevention and Education
Highway Safety Office Program Management (CTSP)

## Countermeasure Strategy: Community Traffic Safety Prevention and Education

Program Area: Community Traffic Safety Program

### Project Safety Impacts

The coordinator and assistant of the community program focuses on the reduction of causes and deaths in transit in all areas, referring to activities, constantly training, participating in quarterly meetings and promoting the conditions for safe roads. In addition, the Community Traffic Safety Programs, CTSP, will ensure that adequate management of the funds is maintained within the budget established in its proposal, develops events and projects to achieve the objectives, maintains a data-driven approach and completes the required reports in accordance with federal laws and state.

### Linkage Between Program Area

Community Programs are an essential resource to address traffic safety problems. They work directly with communities, citizens, and NGO's, schools, elderly centers, law and order and other social gatherings within the municipalities they served. In addition, they have direct communication with mayors and other government officials, such as senators and legislators, of each municipality they served.

These programs provide education through orientations to create awareness about occupant protection (seatbelt, child restrained, and distracted driving) and non-motorized (pedestrians and bicyclists). Also, youth alcohol consumption, alcohol impaired driving, bicyclists and motorcycle safety, areas of discussion during orientations. These workshops and educational conferences are targeted at children, teenagers, adults and seniors.

CTSP personnel also provide educational assistance to municipalities with prevention and educational campaigns scheduled by the PRTSC. They serve as a direct contact with the municipality in cases on which PRTSC personnel can't reach different areas within the municipality, such as Finance Office, Mayor's Office or Municipal Superintendent. In addition, CTSP personnel have been present in alcohol checkpoints distributing our traffic safety educational material.

These CTSP's will also work as child seat fitting stations aiding local Fire Stations in this important task directed towards child safety. Multiple child restrained checkpoints will be conducted through the year.

Because they are established in the middle of the municipalities they will attend, they have direct knowledge/access or can easily identify many of the traffic safety necessities of its communities.

CTSP's also provide assistance to municipalities in identifying road safety hazards and areas prone to crashes and fatalities. Programs coordinate with PRTSC's Impact Team to evaluate these potential traffic safety hazards such as signage, pavement marking, road audits and recommendations.

Community Programs funding include personnel costs for administrator/coordinator, office and educational materials, rent, maintenance of equipment and vehicles, out-of-state and local travel costs training, and other related costs.

### Rationale

Traffic Safety Community Programs carry traffic safety educational messages throughout the island. Among their responsibilities are: to provide traffic safety educational materials, workshops, to promote corrective actions toward specific traffic problems on the communities they serve, integrate and keep communities involve in road safety. They focuses on these areas:

Child passenger safety based on CTW 2017 Chapter 2. Seat belts and child restraints, section 7.2  
Inspection Stations

Promote and educate on pedestrian behavior based on CTW 2017 Chapter 8. Pedestrians, section  
4.6 Pedestrian Gap Acceptance Training

Bicyclist Safety based on Uniform Guidelines, Guideline 14.

Promote pedestrian and bicyclist safety among children based on CTW 2017 Chapter 8. Pedestrians  
section 2.1 Elementary-age pedestrian training and Chapter 9. Bicycle Safety Education for Children  
Promote Occupant Protection for Children and Adults based on Uniform Guidelines, Guideline 20,  
section IV.

These countermeasures strategies will be worked on FY2020 by the Highway Safety Office and the safety  
partners. They are proven effective nationally and have been successful in Puerto Rico and are appropriate  
given the data in the problem identification and the resources available.

It is a reasonable budget for the project to achieve the implementation of planned activities.

#### **Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
20-06-11	Community Program of Guayama
20-06-15	Community Program of Barceloneta
20-06-21	Community Program of Isabela
20-06-22	Community Program of Sabana Grande
20-06-28	Community Program of San Germán
20-06-29	Community Program of Naranjito
20-06-46	Community Program of Cataño
20-06-50	Traffic Safety Education Park (PESET)
20-06-52	Community Program of Guaynabo

### **Planned Activity: Community Program of Guayama**

Planned activity number: 20-06-11

Primary Countermeasure Strategy ID: Community Traffic Safety Prevention and Education

#### **Planned Activity Description**

Community Program focuses in traffic safety education to prevent crashes, injuries and fatalities from  
happening. Each community program covers between 5 and 10 municipalities within their geographic area  
conducting traffic safety orientations, workshops, safety fairs, school activities, trainings and other P&E  
activities. In addition they participate of project meetings, project and funds management to ensure costs and  
strategies established in project proposal are achieved. Costs are intended for staff salaries, fringe benefits,  
supplies, equipment, local and out state travel costs.

#### **Intended Subrecipients**

State Agency - Municipality of Guayama

#### **Countermeasure strategies**

Countermeasure Strategy
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Community Traffic Safety Prevention and Education
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### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$60,905.00	\$12,181.00	

### Planned Activity: Community Program of Barceloneta

Planned activity number: 20-06-15

Primary Countermeasure Strategy ID: Community Traffic Safety Prevention and Education

#### Planned Activity Description

Community Program focuses in traffic safety education to prevent crashes, injuries and fatalities from happening. Each community program covers between 5 and 10 municipalities within their geographic area conducting traffic safety orientations, workshops, safety fairs, school activities, trainings and other P&E activities. In addition they participate of project meetings, project and funds management to ensure costs and strategies established in project proposal are achieved. Costs are intended for staff salaries, fringe benefits, supplies, equipment, local and out state travel costs.

#### Intended Subrecipients

State Agency - Municipality of Barceloneta

#### Countermeasure strategies

Countermeasure Strategy
Community Traffic Safety Prevention and Education

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$64,969.00	\$12,994.00	

### Planned Activity: Community Program of Isabela

Planned activity number: 20-06-21

Primary Countermeasure Strategy ID: Community Traffic Safety Prevention and Education

#### Planned Activity Description

Community Program focuses in traffic safety education to prevent crashes, injuries and fatalities from happening. Each community program covers between 5 and 10 municipalities within their geographic area conducting traffic safety orientations, workshops, safety fairs, school activities, trainings and other P&E

activities. In addition they participate of project meetings, project and funds management to ensure costs and strategies established in project proposal are achieved. Costs are intended for staff salaries, fringe benefits, supplies, equipment, local and out state travel costs.

### Intended Subrecipients

State Agency - Municipality of Isabela

### Countermeasure strategies

Countermeasure Strategy
Community Traffic Safety Prevention and Education

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$53,032.00	\$10,607.00	

### Planned Activity: Community Program of Sabana Grande

Planned activity number: 20-06-22

Primary Countermeasure Strategy ID: Community Traffic Safety Prevention and Education

### Planned Activity Description

Community Program focuses in traffic safety education to prevent crashes, injuries and fatalities from happening. Each community program covers between 5 and 10 municipalities within their geographic area conducting traffic safety orientations, workshops, safety fairs, school activities, trainings and other P&E activities. In addition they participate of project meetings, project and funds management to ensure costs and strategies established in project proposal are achieved. Costs are intended for staff salaries, fringe benefits, supplies, equipment, local and out state travel costs.

### Intended Subrecipients

State Agency - Municipality of Sabana Grande

### Countermeasure strategies

Countermeasure Strategy
Community Traffic Safety Prevention and Education

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$25,855.01	\$5,171.00	
2020	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$35,945.99	\$7,189.20	

## Planned Activity: Community Program of San Germán

Planned activity number: 20-06-28

Primary Countermeasure Strategy ID: Community Traffic Safety Prevention and Education

### Planned Activity Description

Community Program focuses in traffic safety education to prevent crashes, injuries and fatalities from happening. Each community program covers between 5 and 10 municipalities within their geographic area conducting traffic safety orientations, workshops, safety fairs, school activities, trainings and other P&E activities. In addition they participate of project meetings, project and funds management to ensure costs and strategies established in project proposal are achieved. Costs are intended for staff salaries, fringe benefits, supplies, equipment, local and out state travel costs.

### Intended Subrecipients

State Agency - Municipality of San Germán

### Countermeasure strategies

Countermeasure Strategy
Community Traffic Safety Prevention and Education

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$71,312.00	\$14,263.00	

## Planned Activity: Community Program of Naranjito

Planned activity number: 20-06-29

Primary Countermeasure Strategy ID: Community Traffic Safety Prevention and Education

### Planned Activity Description

Community Program focuses in traffic safety education to prevent crashes, injuries and fatalities from happening. Each community program covers between 5 and 10 municipalities within their geographic area conducting traffic safety orientations, workshops, safety fairs, school activities, trainings and other P&E activities. In addition they participate of project meetings, project and funds management to ensure costs and strategies established in project proposal are achieved. Costs are intended for staff salaries, fringe benefits,

supplies, equipment, local and out state travel costs.

### Intended Subrecipients

State Agency - Municipality of Naranjito

### Countermeasure strategies

Countermeasure Strategy
Community Traffic Safety Prevention and Education

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$63,462.00	\$12,693.00	

### Planned Activity: Community Program of Cataño

Planned activity number: 20-06-46

Primary Countermeasure Strategy ID: Community Traffic Safety Prevention and Education

### Planned Activity Description

Community Program focuses in traffic safety education to prevent crashes, injuries and fatalities from happening. Each community program covers between 5 and 10 municipalities within their geographic area conducting traffic safety orientations, workshops, safety fairs, school activities, trainings and other P&E activities. In addition they participate of project meetings, project and funds management to ensure costs and strategies established in project proposal are achieved. Costs are intended for staff salaries, fringe benefits, supplies, equipment, local and out state travel costs.

### Intended Subrecipients

State Agency - Municipality of Cataño

### Countermeasure strategies

Countermeasure Strategy
Community Traffic Safety Prevention and Education

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$59,449.00	\$11,890.00	

### Planned Activity: Traffic Safety Education Park (PESET)

Planned activity number: 20-06-50

Primary Countermeasure Strategy ID: Community Traffic Safety Prevention and Education

### Planned Activity Description

For fiscal year 2020, Traffic Safety Education Park (PESET) in Arecibo will expand road safety educational services to increase participants age from 3 to 18 years old. Workshops and classroom activities will provide participants with driver, pedestrian and cyclist experiences through creative and interactive events such as carts, crossways and bicycle rides to apply safety rules recently learned during the workshops. By promoting safe traffic behavior among children and teenagers we ensure future citizens compromised with traffic safety. Three new curricula for Preschool, Elementary and Intermediate/Higher Level will be developed to increase participants to the PESET.

In addition, proper use of child restraint systems will be funded by maintaining a permanent child fitting station. Costs for salaries (director, educators/child seat inspector and administrative staff), supplies, office supplies, equipment, local travel, and per diem will be funded.

### Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

### Countermeasure strategies

Countermeasure Strategy
Community Traffic Safety Prevention and Education

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$260,000.00		

### Planned Activity: Community Program of Guaynabo

Planned activity number: 20-06-52

Primary Countermeasure Strategy ID: Community Traffic Safety Prevention and Education

### Planned Activity Description

Community Program focuses in traffic safety education to prevent crashes, injuries and fatalities from happening. Each community program covers between 5 and 10 municipalities within their geographic area conducting traffic safety orientations, workshops, safety fairs, school activities, trainings and other P&E activities. In addition they participate of project meetings, project and funds management to ensure costs and strategies established in project proposal are achieved. Costs are intended for staff salaries, fringe benefits, supplies, equipment, local and out state travel costs.

### Intended Subrecipients

State Agency - Municipality of Guaynabo

## Countermeasure strategies

Countermeasure Strategy
Community Traffic Safety Prevention and Education

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$39,750.00	\$7,950.00	

## Countermeasure Strategy: Highway Safety Office Program Management (CTSP)

Program Area: Community Traffic Safety Program

### Project Safety Impacts

The coordinator of community programs focuses on the reduction of injury and fatalities in all traffic areas, referring activities, providing the necessary tools, coordinating training, quarterly meetings and promoting conditions for safe roads. In addition, CTSP will ensure that the proper management of the funds is maintained within an established budget, develop and fund projects to achieve the objectives, maintain a data-driven approach and complete the required reports in accordance with federal regulations and state.

### Linkage Between Program Area

A Community Program Coordinator has the responsibility to oversee all community program activities and ensure implementation as planned and proposed. Provide crash data to aid programs in identifying crash trends and to establish working plans.

Funds will cover a 70% of coordinator's salary and fringe benefits , equipment, local and out of state travel costs.

### Rationale

Countermeasure is based on NHTSA Uniform Guidelines for State Highway Safety Programs, Guideline 14, Part I. Program Management; to promote pedestrian and bicycle safety program issues as part of a comprehensive highway safety program. Funds will cover salaries, fringe benefits, local and out of state travel, professional services, equipment and others.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-06-31	Community Programs Coordinator

### Planned Activity: Community Programs Coordinator

Planned activity number: 20-06-31

Primary Countermeasure Strategy ID: Highway Safety Office Program Management (CTSP)

### Planned Activity Description

The coordinator will provide support with the Community Traffic Safety Programs and the Traffic Safety Education Park and will continue their efforts to provide traffic safety education and materials to the communities they serve, and promote correct actions, skills and safety awareness in all matters related to traffic.

### Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

### Countermeasure strategies

Countermeasure Strategy
Highway Safety Office Program Management (CTSP)

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$38,384.00		

## Program Area: Traffic Records

### Description of Highway Safety Problems

#### Problem ID

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. That is currently one of our difficulties: we do not have available data on traffic crashes that occurred in years 2017 and 2018. In the absence of such data in a timely manner, we are limited to the use of 2017 data.

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. Information such as: Year 2018, 197,914 traffic crashes, which are reflected in 13,861 (injuries) and 95,195 (property damage), according to the data provided by the Accident Analysis Office, that data must be loaded into the SAFETY/CARE system. For 2019, 250,000 traffic crashes are expected. As for now, this data must be entered one by one, by people, into the system.

Currently, the Puerto Rico Police Department (PRPD) is in the process of implementing the digital form of Crash Report (PPR-93 now PPR-621.4), which will facilitate the feeding of crashes to the database. In March 2019, the Bureau of Puerto Rico Police approved the latest revision of the Classification Manual and the Instructions Manual of the Crash Report. In May 2019, they retook the work plan to train the 798 agents of the Highway Patrol Division. As part of the Reform Process facing the PRPD, all reports must be digitized and implemented 100% by October 2019. However due to lack of technological equipment, the agents assigned to the Highway Patrol Bureau have not been trained to work with the new digital Crash Report. A work plan has been prepared to resume the training between July and August of this year, provided that they have the necessary equipment to offer the course and the service requirements allow it. They hope to conclude the process on or before June, 2020.



During 2018, the PRPD lost an approximate 900 agents and so far in 2019 there have been 59 resignations. The losses in the main police force of the country have delayed the training process of the PPR-621.4 (Crash report), because all available human resources are necessary to preserve the country's security. This being the case, the PRTSC is requesting to maintain, at least for one more year, the human resources reimbursed by 405C funds; these are the data entries of the Office of Accident Analysis who received the manually reports of the crashes and enter them into the system.

Another challenge is the implementation of the last Assessment recommendations from 2016. Many recommendations must be evaluated by an analyst (IT) with knowledge in the field. The analyst can provide PRTSC with a complete action plan to implement the recommendations. It's necessary to continue with the collaboration of the information analyst.

As part of the information sharing that the TRCC allows, PRTSC will continue to weigh data and data sharing weaknesses to address them and work to improve uniformity, accuracy, timeliness, completeness, accessibility, and integration.

**Associated Performance Measures**

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	B-3) Mean number of days from crash date to date crash report is entered into database	2020	Annual	35.00

**Countermeasure Strategies in Program Area**

Countermeasure Strategy
Highway Safety Office Program Management (TR)
Improve completeness of the Citation/Adjudication data system
Improves accessibility of a core highway safety database
Improves timeliness of a core highway safety database
IT Consultant

**Countermeasure Strategy: Highway Safety Office Program Management (TR)**

Program Area: Traffic Records

**Project Safety Impacts**

**Linkage Between Program Area**

The TR Coordinator support highway and traffic safety decision-making and long-range transportation planning. A complete TR Coordinator is necessary for identifying the locations and causes of crashes, for planning and implementing countermeasures, for operational management and control, and for evaluating highway safety programs and improvements. TR Coordinator provides a uniform manage most, ensures TRCC stakeholder come from highway data systems.

For the fiscal year 2020, Traffic Records Coordinator will:

Coordinate the participation in the annual Traffic Records Forum. Participation in this forum is of great

importance to the representatives of each system, to have the opportunity to share and learn about the different studies, technologies and innovations that are presented in this field is of great benefit. Quarterly meetings of TRCC and constant information sharing.

To provide follow up, technical assistance and evaluate the performance of Project SAFETY/CARE. To provide follow up, technical assistance and evaluate the performance of Project Analysis Accident Office.

Work closely with Program IT contractor to develop an action plan to address assessment recommendation

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
20-07-01	Traffic Records Coordinator

**Planned Activity: Traffic Records Coordinator**

Planned activity number: 20-07-01

Primary Countermeasure Strategy ID: Highway Safety Office Program Management (TR)

**Planned Activity Description**

TR Coordinator will continue representing the interests of Puerto Rico Traffic Safety Commission (PRTSC), agencies, and stakeholders within the highway and traffic safety community. TR Coordinator will be responsible for reviewing and evaluating new technologies to keep the highway safety data and traffic records system up to date. Aligned with this objective and in order to fully develop traffic data gathering and sharing to its full potential, the Coordinator will track all the changes and issues related to ongoing projects, such as preparation, development, and implementation of the strategic plan, project management, and TRCC meetings. Funds will cover Coordinator’s salary, fringe benefits, equipment and meeting minutes, supplies, and other related costs. The main objective of TR Coordinator will be to assure that the TRCC Projects will implement field data collection in timeliness, accurate, complete, uniform, integrated and accessible way. The strategy is based on NHTSA’s Uniform Guidelines, Guideline #10 – Traffic Records, and Chapter IV-Managing Traffic Records.

**Intended Subrecipients**

State Agency - Puerto Rico Traffic Safety Commission

**Countermeasure strategies**

Countermeasure Strategy
Highway Safety Office Program Management (TR)

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Traffic Records (FAST)	\$46,697.00		

## Countermeasure Strategy: Improve completeness of the Citation/Adjudication data system

Program Area: Traffic Records

### Project Safety Impacts

The Project will begin collaboration with PRTSC to obtain a more completeness citations/adjudication database in compliance with Model Impaired Driving Records Information System (MIDRIS).

Among the tasks to be performed are: integrating recidivism data, field programming to provide information on the percentage of alcohol in the blood to query only the impaired driving convictions and/or pre-conviction administrative actions and associated penalties by offender, increase the number of file updated.

### Linkage Between Program Area

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). They both connect through the intranet to share data related to people's criminal records. These are the databases used by prosecutors at the time of writing the complaint in case of alcohol. RCI system shows the information efficiently, quickly and in real time. Although both databases are very efficient, they need to improve to provide information in a more completeness.

Currently, the RCI database does not have a mechanism to look for recidivism in cases of drunkenness in the indictment module. Therefore, the prosecutor must carry out the search in a manual manner, which delays the process and if the search is not carried out correctly, it may cause the recidivism not to be filed. The recidivism must be presented at the time of filing the case otherwise the accusation cannot be amended. The same happens with the percentage of alcohol in the blood (BAC), the prosecutor cannot perform a search by that criterion. To know the percentage of alcohol must enter individually to each case and read the accusation, which overthrows in several hours of work that again delays the process of filing.

However, the tools used do not have a quick and easily accessible mechanism to establish recidivism in case of impaired driving. It also does not have a field in which you can identify the percentage of alcohol without having to read the narrative.

It is for these and other reason that this project is presented before our consideration. With which we intend to improve the system to provide the data in a more complete and efficient way. As part of the project will be work with:

The ability to query offender's history of prior non-impaired driving traffic convictions and associated penalties, impaired driving convictions and/or pre-conviction administrative actions and associated penalties, crashes, current accumulated license penalty points, administrative license actions.

The ability to query only the impaired driving convictions and/or pre-conviction administrative actions and associated penalties by offender.

Add a field to include the driver's blood alcohol concentration (BAC) per citation.

Create an interface from to Integrated Criminal Record (RCI) system to Driver and Vehicles Information Database System (DAVID+) to transfer adjudicated data for posting to the vehicle and driver file when appropriate.

Create periodic and special statistical reports on impaired driving activities.

Updated all criminal records in the system that might be incomplete. This can be achieved by hiring data entry clerks to complete the task.

## Rationale

The strategy was recommended in an assessment. The plan activity is not part of the National Mobilization. The plan activity responds to the need to have a completeness database on citations/adjudications.

Countermeasure is based on NHTSA Uniform Guidelines for State Highway Safety Programs, Guideline 10, Part I. subsection E. The Citation/Adjudication Data Component.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-07-17	Strengthening the Prosecutor's Case Management System

## Planned Activity: Strengthening the Prosecutor's Case Management System

Planned activity number: 20-07-17

Primary Countermeasure Strategy ID: Improve completeness of the Citation/Adjudication data system

### Planned Activity Description

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). They both connect through the intranet to share data related to people's criminal records. These are the databases used by prosecutors at the time of writing the complaint in case of alcohol. RCI system shows the information efficiently, quickly and in real time.

However, the tools used do not have a quick and easily accessible mechanism to establish recidivism in case of impaired driving. It also does not have a field in which you can identify the percentage of alcohol without having to read the narrative.

The project will be making the following improvements to the system:

The ability to query offender's history of prior non-impaired driving traffic convictions and associated penalties, impaired driving convictions and/or pre-conviction administrative actions and associated penalties, crashes, current accumulated license penalty points, administrative license actions.

The ability to query only the impaired driving convictions and/or pre-conviction administrative actions and associated penalties by offender.

Add a field to include the driver's blood alcohol concentration (BAC) per citation.

Create an interface from to Integrated Criminal Record (RCI) system to Driver and Vehicles Information Database System (DAVID+) to transfer adjudicated data for posting to the vehicle and driver file when appropriate.

Create periodic and special statistical reports on impaired driving activities.

Updated all criminal records in the system that might be incomplete. This can be achieved by hiring data entry clerks to complete the task.

### Intended Subrecipients

State Agency – Puerto Rico Justice Department

## Countermeasure strategies

Countermeasure Strategy
Improve completeness of the Citation/Adjudication data system

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405c Data Program	Data Analysis Improvement Projects	\$146,262.28	\$29,252.46	
2019	FAST Act 405c Data Program	Data Analysis Improvement Projects	\$78,737.72	\$15,747.54	

## Countermeasure Strategy: Improves accessibility of a core highway safety database

Program Area: Traffic Records

### Project Safety Impacts

Project will continue collaborating with the overall goal of continuing to broaden access to Puerto Rico crash data through the SAFETY/CARE toolkit by updating the crash databases integrating health and socio-demographic data, adding functionality to the analytic tools, increasing the number of users of the data, and providing training and technical assistance to SAFETY/CARE users.

### Linkage Between Program Area

Project will continue collaborating with the overall goal of continuing to broaden access to Puerto Rico crash data through the SAFETY/CARE toolkit by updating the crash databases integrating health and socio-demographic data, adding functionality to the analytic tools, increasing the number of users of the data, and providing training and technical assistance to SAFETY/CARE users.

This goal will be accomplished through the following ten specific objectives: 1) integrate 100% of the new Police Crash Report to a relational crash database; 2) implement quality control procedures to identify errors in the electronic Police Crash Reports and provide weekly structured feedback to the Police; 3) geolocate at least 50% of crashes in local streets; 4) collect and integrate at least 90% of blood alcohol test results; 5) develop and implement 100% of the queries required to calculate performance measures and other indicators of interest; 6) design and implement 100% of a new analytical tool to examine and visualize crash trends and patterns; 7) design and implement six dashboard for general crash description, impaired drivers, motorcycles, bicycles, pedestrians and children; 8) upload at least 90% of the 2019-20 Police Crash Report data registered electronically; 9) at least 40 additional users will be provided access to the new SAFETY portal and at least 20 new users will be trained in the use of the new SAFETY portal by September 30, 2019; 10) At least 30 requests of technical assistance in the use of the online tool will be received.

### Rationale

The strategy was recommended in an assessment. The plan activity is not part of the National Mobilization. The plan activity responds to the need to have an accessible database to perform data analysis on crash.

We recommend this budget because we need a web platform to upload our crash data and be able to perform the relevant crash analyzes.

Countermeasure is based on NHTSA Uniform Guidelines for State Highway Safety Programs, Guideline 10, Part II. Traffic Records System Information Quality.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
20-07-13	SAFETY/CARE System to Puerto Rico Crash Data 7

**Planned Activity: SAFETY/CARE System to Puerto Rico Crash Data 7**

Planned activity number: 20-07-13

Primary Countermeasure Strategy ID: Improves accessibility of a core highway safety database

**Planned Activity Description**

During the current year the Puerto Rico Police Crash Report has been considerably expanded and fully mechanized. In contrast to the prior report which collected less than 30% of MMUCC recommended measures, the newly established Police Crash Report is now 80% MMUCC compatible. In addition, all Police computers now have access to the electronic Police Crash Report. A major training effort has been undergoing during the present year to train all Puerto Rico Police in the completion of the new PCR. Moreover, we have developed a data transfer application to download all PCR data on a daily basis for the Puerto Rico Traffic Safety Commission (PRTSC). This change represents a major transformation in the Puerto Rico crash data. It should now be possible to:

Conduct quality tests on recently collected crash data (potentially, on the same day), provide rapid feedback, and rectify critical fields (e.g., geolocation, alcohol test results).

Update crash data on a very short time cycle – weekly or daily. Up until now, crash data would be received in paper format, entered and cleaned, and made available approximately 9-12 months after its occurrence.

Identify emerging problem spots and report promptly to the Police Traffic Bureau and PRDOT Traffic Safety Division.

Configure problem area-specific (e.g., motorcycles, pedestrian, children protection, distracted driver) data dashboards with up to date information for the PRTSC’s Area Coordinators and other special interest groups to monitor on a daily or weekly basis.

However, in order to obtain these benefits the current data analysis toolset will need to be modified substantially:

The current crash data tools have been designed for a much smaller and much simpler set of data fields, data tables, and performance measures. The Police Crash Report data, as submitted from the Police servers (i.e., in JSON format), will have to be structured into a new database. The existing database is not suitable for the new Police Crash Report data. The crash database needs to be redesigned to accept all the new Police Crash Report data fields into a normalized database with new tables and a considerably different data schema. Similarly, the query algorithms which calculate the performance measures and other indicators shown in the current dashboards need to be redesigned completely anew. Finally, the new data will provide measures which are



currently inexistent in the current data tool, so the dashboards will need to be redesigned.

This goal will be accomplished through the following ten specific objectives: 1) integrate 100% of the new Police Crash Report to a relational crash database; 2) implement quality control procedures to identify errors in the electronic Police Crash Reports and provide weekly structured feedback to the Police; 3) geolocate at least 50% of crashes in local streets; 4) collect and integrate at least 90% of blood alcohol test results; 5) develop and implement 100% of the queries required to calculate performance measures and other indicators of interest; 6) design and implement 100% of a new analytical tool to examine and visualize crash trends and patterns; 7) design and implement six dashboard for general crash description, impaired drivers, motorcycles, bicycles, pedestrians and children; 8) upload at least 90% of the 2019-20 Police Crash Report data registered electronically; 9) at least 40 additional users will be provided access to the new SAFETY portal and at least 20 new users will be trained in the use of the new SAFETY portal by September 30, 2019; 10) At least 30 requests of technical assistance in the use of the online tool will be received.

### Intended Subrecipients

Private Agency - Carlos Albizu University

### Countermeasure strategies

Countermeasure Strategy
Improves accessibility of a core highway safety database

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405c Data Program	Data Analysis Improvement Projects	\$16,781.89	\$3,356.38	
2018	FAST Act 405c Data Program	Data Analysis Improvement Projects	\$244,986.11	\$48,997.22	

### Countermeasure Strategy: Improves timeliness of a core highway safety database

Program Area: Traffic Records

### Project Safety Impacts

The Accident Analysis Office continues to work with deputation, zoning, codification and data entry of the Crash Report for years 2018 and 2019 sent by Puerto Rico Police Department.

### Linkage Between Program Area

The Accident Analysis Office work with deputation, zoning, codification and data entry of the Crash Report.

The time in performing each step is as follows:

2 to 4 minutes per step considering the number of vehicles and injured persons involved in the traffic crash.

38 critical data fields must be completed by each operator. For each additional vehicle, 10 additional critical data fields must be completed and 4 more fields for each additional injured person.



It's expected that between the month of July and the mid-August 2020 the data entry of all traffic crashes for the year 2019 can be entered into the computer. Then all the information entered in the computer system will be shared with Héctor M. Colón, Ph.D., Manager of the CARE System to Puerto Rico Crash Data project to be uploaded to a web analysis platform for the use of many agencies.

## Rationale

The strategy was recommended in a 2012 evaluation. The activity of the plan is not part of the National Mobilization. Currently, we are in the process of making the transition to the digital Crash Report. This process has confronted several problems due to the lack of training of law enforcement officers. The plan activity is due to the need for the service. The AAO performs the data entry of the Crash Report (PPR-621.4 before PPR-93) that completes the PRPD.

The AAO performs the data entry of Accident Report PPR-621.4, which is received on paper by the Bureau of the Puerto Rico Police. We recommend keeping this project active for the duration of the transition process we have begun. For us, the help provided by the staff of this office is essential to complete the data entry process of 2019 and part of the 2020 process.

Countermeasure is based on NHTSA Uniform Guidelines for State Highway Safety Programs, Guideline 10, Part II. Traffic Records System Information Quality

We are recommending this budget because we need staff assistance to complete the 2018 and 2019 data entry process.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-07-10	Analysis and Compilation of Traffic Crashes 2019-2020

## Planned Activity: Analysis and Compilation of Traffic Crashes 2019-2020

Planned activity number: 20-07-10

Primary Countermeasure Strategy ID: Improves timeliness of a core highway safety database

### Planned Activity Description

#### Intended Subrecipients

State Agency - Department of Transportation and Public Work

### Countermeasure strategies

Countermeasure Strategy
Improves timeliness of a core highway safety database

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405c Data Program	Data Analysis Improvement Projects	\$154,378.00	\$30,876.00	

## Countermeasure Strategy: IT Consultant

Program Area: Traffic Records

### Project Safety Impacts

The Consultant will assist the TR Coordinator to develop a viable action plan to implement the recommendations of the last assessment of 2016. Their knowledge in technology is essential to complement the work carried out by the TR Coordinator.

Among the tasks to be performed, the IT Consultant must participate in meetings with the representatives of the six systems. Discuss their deficiencies and strengths and study the different possibilities to achieve the implementation of the recommendations.

### Linkage Between Program Area

For the fiscal year 2020, Traffic Records Coordinator will:

Assist the coordinator in the meeting with the IT of EMS/Injury Surveillance Systems, to discuss the implementation of the electronic registry on the Department of Health and other systems to be used in that area.

Follow up with the Department of Justice to unify the procedures and integrate the alcohol information with the driveraposs information.

Assisting the TR Coordinator in the elaboration of suggestions has to be incorporated in the work plans of systems with deficiencies.

Work closely with TR Coordinator to develop an action plan to address assessment recommendation.

### Rationale

The IT Consultant is not part of the National Mobilization. The position arises as part of the need to comply with the assessment recommendations. In addition, to develop an action plan and implement them, the knowledge of a computer specialist is required.

This countermeasure strategies are the rationale that will be implemented in the FY2019 by the highway safety office and the safety partners and are appropriate given the data in the problem identification and the resources available.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-07-16	Traffic Records IT Consultant

### Planned Activity: Traffic Records IT Consultant

Planned activity number: 20-07-16

Primary Countermeasure Strategy ID: IT Consultant

### Planned Activity Description

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 integrate data from the agencies that comprise the six primary components of the State's traffic records system.

Attending meetings with the TR Coordinator.

Support in the elaboration of recommendations to be incorporated in the work plans of systems with deficiencies.

Help support the agencies in the transition process of the PPR-621.4

Help support the agencies with implementation of the assessment recommendations.

### Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

### Countermeasure strategies

Countermeasure Strategy
IT Consultant

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405c Data Program	FAST Act 405(c) Traffic Records Data Program	\$30,000.00		

### Program Area: Non-motorized (Pedestrians and Bicyclist)

#### Description of Highway Safety Problems

Problem ID

Pedestrian Fatalities & Injury Crashes

During the period of 2015-2017, Puerto Rico reported a total of 879 traffic crash fatalities, 33% or 288 of these were pedestrian fatalities.

Analyzing pedestrian fatalities profile for 3-year period of 2015-2017:

Total Traffic Fatalities	Year 2015	Year 2016	Year 2017	Total
	310	279	290	879
Pedestrian Fatalities	101	89	98	288
% Pedestrian Fatalities	33%	32%	34%	33%

36% of all pedestrian fatalities were among the 63+ age group, Followed by 50-62 yrs. with 30%

80% of pedestrian fatalities were male and 20% were female.

44% of pedestrian fatalities occur between the hours of 6:00pm and 11:59pm.

Weekend days – Friday, Saturday, and Sunday account for most pedestrian fatalities, comprising a total of 51%.

37% of pedestrian’s fatalities occurred in the Municipalities of San Juan, Bayamón, Ponce, Arecibo and Aguadilla.

According to the SAFETY database, when analyzing pedestrian injury crash profile characteristics for the three-year period 2015-2017, we found:



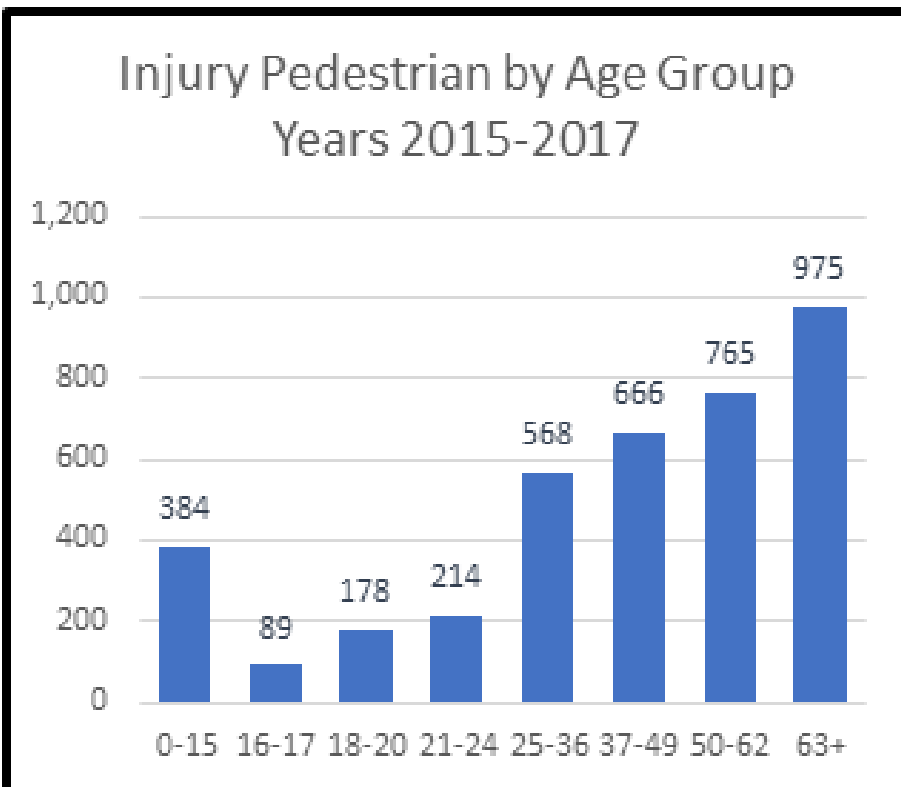
Analysis of pedestrian injury crashes for years 2015-2017 showed:

The age group of most pedestrian injury crashes is 63+. This represents 24% of all pedestrian injury crashes. Followed by 50-62 age group, with 19%

Most pedestrian injury crashes took place between the hours of 6:00pm and 11:59pm, accounting for 35% of total injury crashes.

35% of pedestrian's injury crashes occurred in the Municipalities of San Juan, Bayamón, Ponce, Caguas and Mayagüez.

34.8% of pedestrian's fatal and injury crashes occurred on the month of October, January and March.



Pedestrian injury crashes for 2015-2017 by day of week:

Day of Week	Injury	%
Sunday	496	12%
Monday	569	14%
Tuesday	585	14%
Wednesday	608	15%
Thursday	573	14%
Friday	674	16%
Saturday	585	14%

### Bicyclists Fatalities & Injury Crashes

When analyzing cyclist fatalities profile characteristics for the three-year average, 2015-2017, we found that: 30 bicyclist deaths which represent 3% of all traffic fatalities.

97% of bicyclists fatalities were men.

37% of bicyclist fatalities represent 50 – 62 age group, making them the population with the highest risk factor. Followed by 37 – 49 age group represented 23% of all bicyclist fatalities.

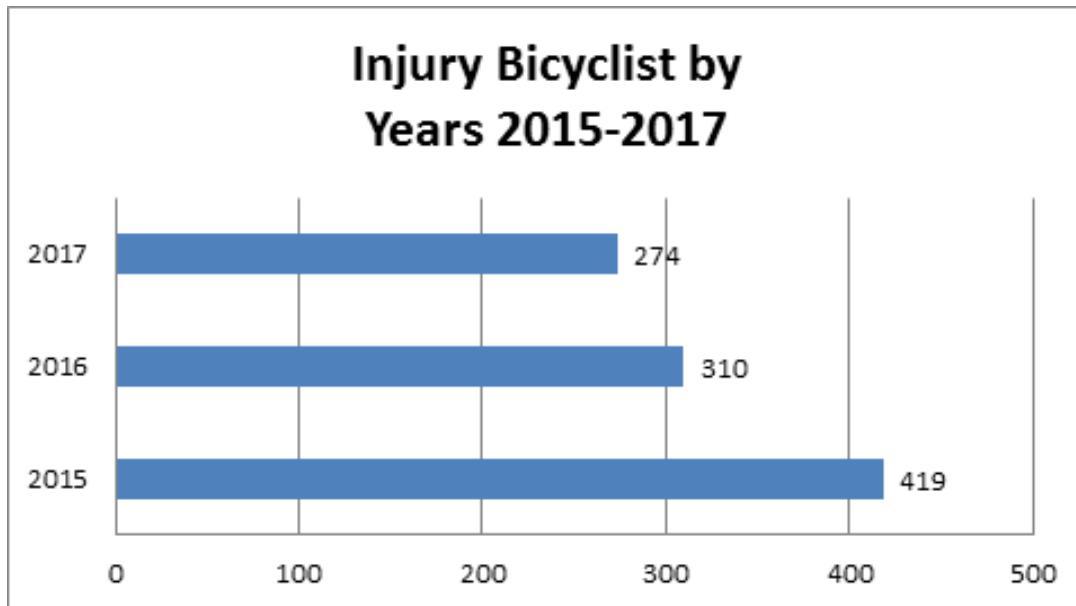
33% of cyclist fatalities occurred on Sunday

37% of bicyclist fatalities occurred between the hours of 6:00pm and 11:59pm.

27% of bicyclist fatalities occurred between the hours of 12:00am to 6:00am.

63% of bicyclist fatalities occurred in the month of November, March, January and October.

33% bicyclist of injury crashes occurred in the Municipalities of San Juan, Ponce and Mayaguez



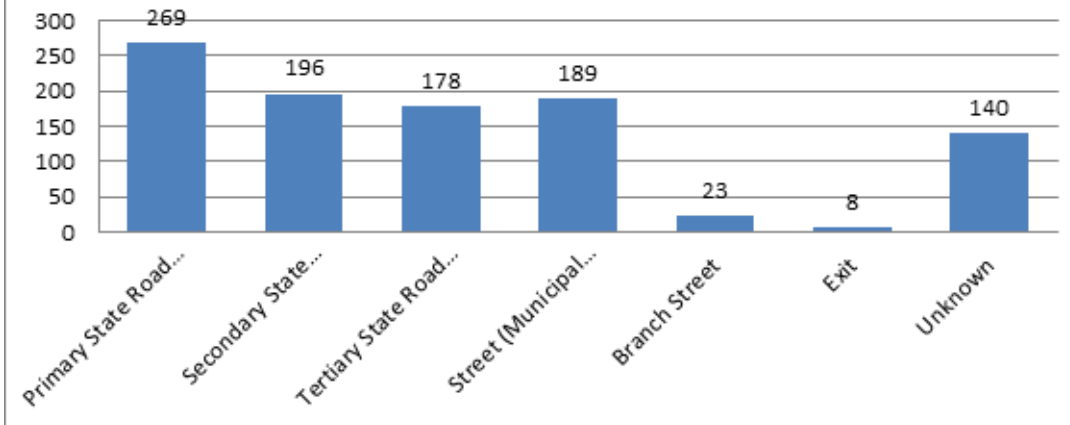
Most of these crashes occurred among roads classified as primary and secondary, with a total of 465.

Non-Motorized fatalities comprised 36% of total traffic fatalities for the three-year period 2015-2017.

Pedestrian's fatalities comprised 33% of total traffic fatalities for the three-year period 2015-2017.

Bicyclist fatalities comprised 3% of total traffic fatalities for the three-year period 2015-2017.

## Injury Bicyclist by Road And Jurisdiction Years 2015-2017



Distributi on of Non- Motorized Fatalities by Type and Year	Year	Total Fatalities	Total Fatalities Non- Motorized	Non- Motorized by Category				
					Fatal	Percent	Fatal	Percent
Pedestrian s	Bicyclist			Fatal	Percent	Fatal	Percent	
Fatal	Percent	2015	310	112	36%	101	33%	
11	3%	2016	279	98	35%	89	32%	
9	3%	2017	290	108	37%	98	34%	
10	3%	Total	879	318	36%	288	33%	

### Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-10) Number of pedestrian fatalities (FARS)	2020	Annual	94
2020	C-11) Number of bicyclists fatalities (FARS)	2020	Annual	9

### Countermeasure Strategies in Program Area

Countermeasure Strategy
Highway Safety Office Program Management (NM)
Pedestrian and Bicycle Safety Zones
Short term, High Visibility Law Enforcement (NM)

### Countermeasure Strategy: Highway Safety Office Program Management (NM)

Program Area: Non-motorized (Pedestrians and Bicyclist)

### Project Safety Impacts

Promote state and local approaches to address pedestrians and cyclist’s traffic safety issues by gathering partners with a multidisciplinary approach.

Reviews and recommends policies and programs. Prepares and distributes educational information and promotional activities to the public. Assist in the planning of designs related to bicycle and pedestrian facilities that require bicycle and pedestrian information. Prepares and delivers reports and speeches to further the objectives by keeping in contact with organizations as well as the general public. Utilizes principles of community development for walk able, livable and complete streets assess and evaluate conditions and levels of bicycling and walking areas.

### Linkage Between Program Area

The NM coordinator will ensure that all program activities are carried out in accordance with the problem identified, the funds allocated (salary, health insurance, equipment, local travel, out of PR travel and training) and regulations, they allow us to work with the most vulnerable users. In addition, a data-based approach facilitates the identification of new projects that respond to unique situations that are hampering the safety of non-motorized traffic.

### Rationale

Based on NHTSA’S Uniform guidelines, Guideline #14

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-08-01	Non-Motorized Coordinator

### Planned Activity: Non-Motorized Coordinator

Planned activity number: 20-08-01

Primary Countermeasure Strategy ID: Highway Safety Office Program Management (NM)

### Planned Activity Description

The NM Coordinator will continue to target a reduction of traffic injuries and fatalities of pedestrians and cyclists by promoting conditions for safe roadways, share the road and road use education. In addition, the NM will ensure proper management of funds stay within an established budget, develop and fund projects in order to achieve targets, maintain data driven approach, complete required reports in accordance with federal and state regulations.

### Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

### Countermeasure strategies

Countermeasure Strategy
Highway Safety Office Program Management (NM)

### Funding sources



Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$16,106.00		

## Countermeasure Strategy: Pedestrian and Bicycle Safety Zones

Program Area: Non-motorized (Pedestrians and Bicyclist)

### Project Safety Impacts

Municipality of Caguas will start a Traffic Safety Educational Project to teach children and elderly people safety skills to practice safe crossroad walking, night conspicuity gear for pedestrian and bicyclists within their municipality. Safety walking and riding zones will be identify to encourage children and adults to use. Outreach efforts will be focus to reach vulnerable road users like older pedestrian, people with disabilities and young children. Local approaches to gather partners will be conducted with a multidisciplinary approach. Funds will be intended for staff salaries, fringe benefits, supplies, equipment, local travel costs and other related costs.

### Linkage Between Program Area

#### Rationale

Based on Uniform Guidelines for State Highway Safety Programs Guideline #14 Pedestrian and Bicycle Safety.

This countermeasure implemented in the FY2020 and are appropriate given the data in the problem identification and the resources available. The budget is a reasonable for the project to achieve the implementation of planned activity.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-08-10	Pedestrian and Cycling Safety Program

### Planned Activity: Pedestrian and Cycling Safety Program

Planned activity number: 20-08-10

Primary Countermeasure Strategy ID: Pedestrian and Bicycle Safety Zones

#### Planned Activity Description

The Municipality of Caguas will be developing a Pedestrian and Cyclist Safety Program. This Educational Program will conduct workshops for children and elderly people to teach them skills for street and road crossing, bicyclist safety gear, share the road. In addition, localized educational campaigns will complement the prevention efforts. Nearly 15,000 people will be reached by the project.

Funds will be intended for staff salaries, fringe benefits, supplies, equipment, local travel and other related costs.

#### Intended Subrecipients

#### Countermeasure strategies

Countermeasure Strategy
Pedestrian and Bicycle Safety Zones

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405h Nonmotorized Safety	405h Public Education	\$60,000.00	\$12,000.00	

## Countermeasure Strategy: Short term, High Visibility Law Enforcement (NM)

Program Area: Non-motorized (Pedestrians and Bicyclist)

### Project Safety Impacts

In Puerto Rico a high visibility mobilization for pedestrians and cyclists had never been carried out. The high visibility mobilization always impacts drivers who do not respect the legal provisions for pedestrians and cyclists. 33% of all fatalities on the roads are pedestrians and 3% are cyclists. In addition, for 2017 we had 1,242 pedestrians injured, for this reason, this year we propose to implement a high visibility mobilization, as contemplated by the countermeasure #8 Pedestrians - 4.4 Directed application and # 9 Bicycles - 3.3 Application strategies, to create a perception of risk in the drivers and thus can reduce injuries and fatalities of pedestrians and cyclists.

### Linkage Between Program Area

In Puerto Rico, 33% of all fatalities on the roads are pedestrians and 3% are cyclists, for this reason, we offer to implement a high visibility mobilization, with the municipal police and state police, aimed at drivers who do not comply with the provisions of Act 22-2000 of Vehicles and Traffic of Puerto Rico, Chapter 6, Articles 6.19.

### Rationale

Based on Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017, section #8 & section #9.

This countermeasure strategy is rationale because locate High-Visibility Enforcement (HVE) operations and community outreach to promote safer walking and driving behaviors and to reinforce the message through law enforcement to increase compliance with appropriate traffic laws by both pedestrians, cyclist and drivers.

It is a reasonable budget for the project to achieve the implementation of planned activity.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-08-XX	Non-Motorized High Visibility Enforcement

### Planned Activity: Non-Motorized High Visibility Enforcement

Planned activity number: 20-08-XX

Primary Countermeasure Strategy ID: Short term, High Visibility Law Enforcement (NM)

### Planned Activity Description

For three year period from 2015-2017 pedestrians crash fatalities accounted for 33% of all roadway fatalities and bicyclists fatalities accounted 3% of total road fatalities. During fiscal year 2019 a high visibility mobilization was conducted to enforce traffic law article 6.19-3 which establish that all motor vehicle drivers must stop before a pedestrian crosswalk. This law enforcement campaign was very successful with the participation of 141 police agents 4,909 tickets issued.

For this fiscal year 2020, PRTSC proposes to conduct mobilization of high visibility with the collaboration of PRPD and Municipal Police. The mobilizations will target drivers who stop over the crosswalk and prevent safe road access to pedestrians. The mobilizations will be conducted in March and August, which are the months with highest non-motorized fatal and injured crashes.

### Intended Subrecipients

State and Municipal Police

### Countermeasure strategies

Countermeasure Strategy
Short term, High Visibility Law Enforcement (NM)

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405h Nonmotorized Safety	405h Law Enforcement	\$226,719.78		
2020	FAST Act 405h Nonmotorized Safety	405h Law Enforcement	\$23,280.22		

### Program Area: Communications (Media)

#### Description of Highway Safety Problems

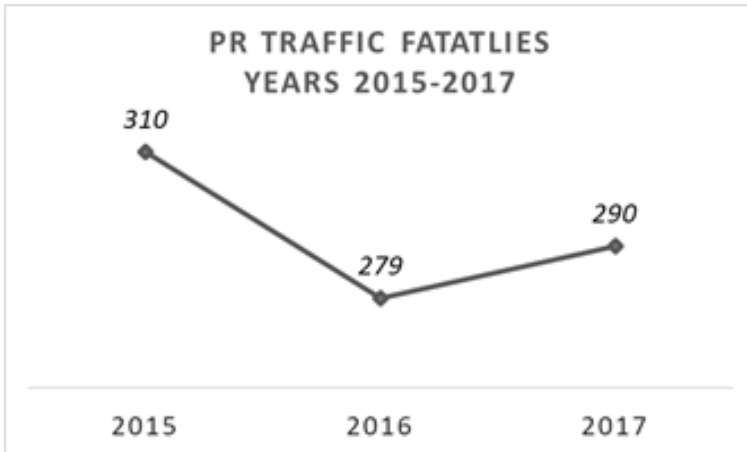
Problem ID

Puerto Rico (PR) is located in the Caribbean, the smallest island of the Greater Antilles. It has a total population of 3.4 million having at least 1,000 people per square mile. The island’s capital, San Juan, is the largest city with 395,326 habitants; it is also the 46th largest city in US. The second largest city is Bayamón, with 208,116 people; other major cities are Ponce, Mayagüez and Caguas. In the 2010 Census, onethird of PR entire population was situated in the metropolitan area. Another factor is that most of population lives an active social life which leads to crowded road traffic. Tropical climate and extensive hurricane season (JuneNovember) results in constant flooding and damage roads.

Even though it has been two (2) years since Hurricane María devastated the island on September 2017, PR is still trying to raise its infrastructure. As for traffic roads, there are still missing working traffic lights and sings, unmarked lanes. Also, severe road damage due to flooding is yet to be addressed, therefore, people step in their vehicles stressed as there is no travel safety and efficiency when it comes to traffic. Another key factor is a

visible lack of police enforcement. These have made people modify their behavior, including the way they conduct themselves towards traffic rules and regulations.

For problem identification (PI) and data analysis purposes, will use years 2015-2017 official data from NHTSA's National Center for Statistics and Analysis. The three-year period, illustrated on the table below, demonstrates PRTSC's mission to prevent and reduce fatal crashes on the roadway, yet there is much more to accomplish.



The following table shows an Analysis of Program Priorities which contains traffic fatalities and collision factors. When evaluating this table, it is important to understand that one fatality/collision can present more than one category aspect, for example: one fatality that has been alcohol intoxicated while driving, not using the seat belt and speeding will be accounted on these three factors.

Analysis of Program Priorities							
Fatalities	Year			Total	Average		Description
	2015	2016	2017		293		
	310	279	290	879	%	Rank	
Alcohol Impaired Driving	100	99	96	295	34%	1	fatalities w/ drivers ages 0-17 w/ .00+ BAC, ages 18-20 w/ .02+ BAC & ages 21+ w/ .08+ BAC and motorcyclists drivers w/ .02+ BAC
Speed and Aggressive Driving	118	97	77	292	33%	2	speeding related fatalities
Non-motorized (Pedestrians)	101	89	98	288	33%	3	pedestrian fatalities
Occupant Protection	77	82	88	247	28%	4	unrestrained fatalities, including ages 0-8
Motorcycle	48	45	28	121	14%	5	motorcyclists riders fatalities
Youth Impaired Driving	24	21	17	62	7%	6	fatalities w/ drivers ages 0-17 w/ .00+ BAC, drivers ages 18-20 w/ .02+ BAC & drivers ages 21-24 w/ .08+ BAC
Non-motorized (Bicyclists)	11	9	10	30	3%	7	bicyclists fatalities

Traffic fatalities are consequences of combined circumstances and although these numbers come from previous

years, the tendency is still the same. Roadways are not being properly patrolled, they do not count with the necessary road signs, marks and traffic needs, which leads to breach of traffic laws and regulations, on other words, speeding, aggressive, negligence or distracted driving, unrestrained drivers and occupants in all seating positions ages 8+, lack of car seat for children ages 0 to 8, car seat installed incorrectly or using the inappropriate seat due weight requirements; and drivers not sharing the road with pedestrians, bicyclists and motorcyclists, and above all our number one problem when we categorize traffic fatalities, alcohol impaired drivers and motorcyclists.

Even though it is a challenge, PRTSC needs to address traffic behavior inappropriate practices in order of occurrence. Ranking #1 is alcohol impaired driving. Statistics over the years have proven that alcohol is a key factor on all PR crashes, injuries and fatalities. Speed and aggressive driving ranks #2. As explained before, stressed drivers lead to speeding, reckless and aggressive driving, putting in danger themselves, their occupants, other drivers and nonmotorized vulnerable citizens. As for pedestrian fatalities, which ranks #3, it is expected to have a significant increase, as reflected on the previous table. This caused by pedestrian crosswalks without proper illumination, operating systems, marks or signs; a problem desperately needed to be solved, but sadly continues to exist.

Another traffic fatalities that continue to increase are unrestrained deaths. As explained in this PI, this tendency is likely to continue, which is why it represents a challenge for the next years to come. Motorcyclists and bicyclists fatalities rank among the lowest, but even one traffic fatality is plenty. There is yet so much to be done, when it comes to road safety.

Puerto Rico Traffic Commission Communications' Office will dedicate year 2019-2020 to work all program areas to create strategic educational campaigns that will contribute to decrease the death rates in the island roadways. Will continue efforts towards increasing education from social media platforms, paid media on all type or sources and by impacting the communities with massive events. Traffic safety message must be continuous and unstoppable, understanding that there is always room for improvement to protect the lives of all Puerto Rican citizens.

**Associated Performance Measures**

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	B-2) Percentage of people that reported making cell phone calls while driving. (Survey)	2020	Annual	66.50
2020	C-12) Number of youth impaired driving fatalities	2020	5 Year	19
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	3983.0

2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2020	Annual	76
2020	C-7) Number of motorcyclist fatalities (FARS)	2020	5 Year	38
2020	C-10) Number of pedestrian fatalities (FARS)	2020	Annual	94
2020	C-11) Number of bicyclists fatalities (FARS)	2020	Annual	9
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	292.00
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2020	Annual	92
2020	C-6) Number of speeding-related fatalities (FARS)	2020	5 Year	86
2020	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2020	5 Year	25

### Countermeasure Strategies in Program Area

Countermeasure Strategy
Communication Campaign

### Countermeasure Strategy: Communication Campaign

Program Area: Communications (Media)

#### Project Safety Impacts

Communications and Outreach

Media Buy Plans

Persuade Target Market

Message Frequency

Bonus Spots

Mass Events and Impacts

Impact Target Market

Message Recognition  
 Brand Respect  
 Earned Media  
 Target Market Engagement  
 Owned Media Platforms  
 Public Relations  
 Government, Private Sector and Non-profit Partnerships  
 Promotion, Resource and Support  
 Integrate, combine and promote workplans  
 Attitude and Observational Survey  
 Statistics, Research and Performance

### Linkage Between Program Area

#### Rationale

All strategies planned to be implemented have been carefully chosen based on data analysis provided by numerous sources, including previous attitude surveys, articles and editorials regarding Puerto Rico (PR) culture behavior and preferences, data analysis provided by the NHTSTA 20152017 Traffic Performance Measures for PR, FARS, PR DOT, Police Department, Forensics Sciences Institute, Automobile Accident Compensations Administration, and SAFETY/CARE Platform.

Will withstand all proposed planned activities and derive target market to identify specific population segments based on data age and gender. It will also be taken in consideration cities and/or locations with more incidents, weekdays and hours period, among others.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-12-01	Impaired Driving Media Campaign
20-12-02	Youth Impaired Driving Media Campaign
20-12-03	Speed and Aggressive Media Campaign
20-12-07	Occupant Protection Media Campaign
20-12-10	Non-Motorized Media Campaign
20-12-12	Motorcycle Awareness Media Campaign
20-12-13	Motorcycle Safety Media Campaign
20-12-14	Distracted Driving Media Campaign
20-12-15	PESET Educational Media Campaign

### Planned Activity: Impaired Driving Media Campaign

Planned activity number: 20-12-01

Primary Countermeasure Strategy ID: Communication Campaign

#### Planned Activity Description

Will continue efforts towards increasing communications and outreach fortifying Media Buy Plans, Mass Events and Impacts, Earned Media and Government, Private Sector and Non-profit Partnerships to the distracted driving educational message based on program problem identification and target audience promoting



the educational efforts that are desperately needed to stop alcohol impaired driving fatalities and injuries. Will unite enforcement efforts executed by State and Municipal Police forces during high alcohol consumption periods. Also, a survey will be conducted to measure campaign impact on citizens. Implemented Strategies are based on Countermeasures that Work 2017, Chapter 1, Alcohol- and Drug-Impaired Driving, 5.2 Mass Media Campaign, Section 1-49, Page 63.

The PRTSC has essential responsibility to implement strategic plans to reduce traffic deaths in PR. For this program will propose the following strategies to address the problem of youth impaired driving:

**Target Identification**

This information was obtained from alcohol impaired fatalities and injuries. Will consider age, gender and period to focus the strategies in achieving the goal.

**Audience-**

primary –men 25-36; 210,878 estimated\*

secondary –men 37-49; 314,516 estimated\*

\*Population Information from American Fact Finders 2013-2017

Zone- Metropolitan Area; taking in consideration the five municipalities with greater incidents.

Weekday amp Hours- according to statistics mayor incidents occurred Thursday to Sunday / 6:00pm to 1:59am. The process of selecting days and hours patterns will depend of the data systems' that evaluates target market details and preference. Further information will be given on Media Tactics.

Periods- Thanksgiving Week\*\*, Thanksgiving-Christmas PreHolidays Season (social norming prevention and educational effort), Holidays Season\*\*, Easter Weekend\*\*, Pre-Summer Season, Summer Season\*\* and Labor Day Weekend\*\*

\*\*according with PRTSC mobilizations & NHTSA crackdown periods

Below are the time frames for each campaign:

November 2019							December 2019						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2	1	2	3	4	5	6	7
3	4	5	6	7	8	9	8	9	10	11	12	13	14
10	11	12	13	14	15	16	15	16	17	18	19	20	21
17	18	19	20	21	22	23	22	23	24	25	26	27	28
24	25	26	27	28	29	30	29	30	31				

**Alcohol Impaired Driving Thanksgiving Mobilization\***

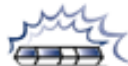
Earned Media- November 22 to December 1

Paid Media- November 26 to 30

Enforcement- November 22 to December 1



PRISC



**GUIAR BORRACHO**  
ES UN CRIMEN. SERÁS ARRESTADO.

\*Subject to Mobilization's and Fund's Approval

December 2019						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

\*Subject to Fund's Approval


December 2019						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**GUIAR BORRACHO NO ES ALTERNATIVA.**

*Alcohol Impaired Driving Pre-Holidays Awareness, Prevention and Educational Effort\**

*Earned Media- December 2 to 14*

*Paid Media- December 3 to 12*



**PRISC**

January 2020**						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

*Alcohol Impaired Driving Holidays Crackdown\**

*Earned Media- December 13 to January 6*

*Paid Media- December 17 to 31*

*Enforcement- December 13 to January 1*



\*Subject to Mobilization's and Fund's Approval

\*\*Subject to PR Election Ban's Committee Media Campaign Approval



**PRISC**

April 2020*						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

\*Subject to PR Election Ban's Committee Media Campaign Approval

\*\* Subject to Mobilization's and Fund's Approval

**GUIAR BORRACHO**  
ES UN CRIMEN. SERAS ARRESTADO.

*Alcohol Impaired Driving Easter Mobilization\*\**

*Earned Media- April 8 to 13*

*Paid Media- April 8 to 11*

*Enforcement- April 8 to 13*



**PRISC**

June 2020*						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July 2020*						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**Alcohol Impaired Driving Pre-Summer Awareness, Prevention and Educational Effort\*\***

**GUIAR BORRACHO NO ES ALTERNATIVA.**

Earned Media- June 4-7, 11-14, 16-21, 25-28 and July 1 to 5

Paid Media- June 4-7, 11-14, 16-21, 25-28



\*Subject to PR Election Ban's Committee Media Campaign Approval

\*\* Subject to Fund's Approval

July 2020*						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August 2020*						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**Alcohol Impaired Driving Summer Crackdown\*\***



Earned Media- July 17 to August 2

Paid Media- July 22 to 31

Enforcement- July 17 to August 2



\*Subject to PR Election Ban's Committee Media Campaign Approval

\*\* Subject to Mobilization's and Fund's Approval

August 2020*						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September 2020*						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

**Alcohol Impaired Driving Labor Day Crackdown\*\***



Earned Media- August 27 to September 8

Paid Media- September 2 to 7

Enforcement- August 27 to September 8



\*Subject to PR Election Ban's Committee Media Campaign Approval

\*\* Subject to Mobilization's and Fund's Approval

The educational message will be developed based on program goal and objective youth alcohol impaired driving. It can include “Guiar borracho es un crimen, serás arrestado” (drunk driving is a crime, you’ll be arrested) for mobilizations and crackdowns and “Guiar borracho no es alternativa” (drunk driving is not an alternative) to encourage a designated driver and alternative transportation.

#### Strategic Communications Plan

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media.

#### Strategic integration with PRPD and Municipality Police Work Plans

The main strategy is to communicate the active work of the Municipal and State Police forces and promote their work plan.

#### Media Tactics

It is proposed to produce, reproduce or edit strategic pieces to obtain better results in the objective commitment. Taking in consideration 2020 is election year, every media campaign must be authorized by the PR Election Ban's Committee, as required by PR Act 782011. Can create Radio, Digital, Out of Home and Educational Pieces. An Advertising Agency will be hired for this purpose. Creative Concept will be based on Proposal’s Statement of Problem, target and this program goal and objective. Result in the production of strategic pieces for a better commitment of objectives.

Paid Media- establishing the creative concept and media plan strategies in accordance to the reality of the media and the commitment with the target audience. The amount of purchase will depend on the traffic fatalities, demographic and market research. The purchase amount will depend on the traffic fatalities and demographic, market studies, analysis newspapers circulation, Google Analytic, Alexa.com, Nielsen and Arbitron.

The information will lead to selection of elements, space time and places to be successful towards the goal. An advertising agency will be hired as the carry specialized systems needed for these purposes. Also, services of an advertising agency will be hired as an authorized PRTSC agent for media ads purchasing. The hiring of this service arises from the need of human and technical resources, which include equipment and operational programs. The process of buying patterns in the media includes the selection and evaluation of our target market according to the detached information flow analysis, negotiations with broadcaster’s, space availability, formalization of the purchase, signing agreements and delivery of equipment, among other tasks performed by specialists in media buys.

According to the most recent market study “2019 PR Population Media Consumption Campaign Target Study” provided by Gaither.Inc., a well renown specialist in target placement in PR, these are the media interest (audience points) for men ages 25-34:

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on this tendency.

Frequency in exposing the message- the frequency will aim to reach the same person repeatedly. The budget will determine how much frequency can be given to each advertised effort. For example, a frequency of 2+ implies that the same person will be exposed to the same message at least two times during the advertised campaign and obtain at least 2 million impressions at the end of year 2020. The term “impression” is each time an individual is exposed to a message received through any

Men 25-34							
MEDIA	ZONE						TOTAL
	SJ- EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ	
TV	98	99	105	84	105	95	97.67
TV Local	69	78	89	68	86	76	77.67
Paid TV	29	21	16	16	19	19	20.00
Internet	93	86	73	77	90	80	83.17
Social Network	84	84	69	73	83	77	78.33
Video Streaming	67	70	38	71	65	43	59.00
Internet Radio	38	33	25	36	49	30	35.17
Radio	69	73	63	78	66	47	66.00
Movie Theater	36	28	35	26	39	35	33.17
Outdoor	22	51	32	45	28	40	36.33
Print	20	20	20	14	25	19	19.67
Magazine	3	1	2	3	1	2	2.00
Newspaper	17	19	18	11	24	17	17.67

type of media. The number is calculated based on parameters preestablished by media systems and programs.

Earned Media- the strategy will consist of lobbying Public Relations which may include press conferences, media tours, interviews, press releases, as well and distribution of educational content and increase frequency with bonuses gained thru media buy. To be fulfilled it will be needed educational material such as brochures, flyers/posters, photo/video content, banners and backdrop, among others, for impact purpose. Oasis, travel cost, equipment rent, photographer, videographer and the advertising agency can also be required for display production and mounting.

Owned Media (Websites, Social and Mobile Networks)- the need of this service arises from the requirement of human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating and optimization of owned media and availability 7 days a week, 24 hours a day to keep in touch with audience. These platforms require ongoing daily presence and constant optimization. Services can include:

promoting owned media platforms (Facebook, Instagram, Twitter, YouTube, among others).

produce shareable educational content using hashtags to engage owned media platforms.

generate live and real-time videos on live digital platforms.

boost social media platforms contracting advertising space as PRTSC authorized agent to promote the educational message when Buy Media Plans is being aired- It is developed and measured in real time aspects such as:

Users are interacting with our page.

how many users have been won in a specific period. The information is obtained on specific demographic percentages such as country, age or gender.

Which times are the bests to reach users and “Like” tendencies.

Number of visits to owned media pages.

Analysis of all uploaded videos, with their corresponding metrics and parameters.

Download reports of all page parameters

Generating a monthly and trimestral Owned Media Analytics Report

promoting educational message through owned media platforms and the PRTSC website

Analysis of new needs and strategies of the PRTSC

Posting and uploading data, statistics and information

Art reproduction and editing for the website

Integration with social networks

Maintenance of the platforms

Will contract a Social Media Management Service to run PRTSC owned media platforms, a Website

Management Service for website maintenance, the Advertising Agency for digital production and purchase, when necessary, as well as a Media Monitoring Service, all for these purposes.

Events and Massive Impact Activities- presence in public interest events and activities will be a year-round strategy used for public engagement. Puerto Rico citizens have an active social life and enjoy crowded events as they show social acceptance. As it will have a direct influence on attendees, educational content distribution will be a proactive goal in this section. Educational material such as brochures, flyers/posters, photo/video content, banners and backdrop, among others, can be produced/reproduced for impact purpose. The advertising agency will be used production and mounting services.

Also, a professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media's owned media as they published photos and videos in their page gallery. This new trend in the communications industry requires to have these resources to be effective and successful in publishing our newsletter, increase the number of publications and a better impact on public opinion. Photos and videos are also used for publication of PRTSC Earned and Owned Media. The visual material is extremely necessary for the effective and strategic use of networks as platforms of communication with our audience.

Equipment rent, direct purchases, water and food expenses as well as travel cost can be used for these purposes- renting equipment such as chairs, linen and tents will only be considered for activities such as press where people exceed 25 guests. Hiring a sound system can also be needed as it's impossible to compete with the noise generated by a group of hundreds. The audio also allows us to draw attention to our message and that it has better exposure. Also, an electric start generator with technician is needed because of the magnitude of crowd expected for many public interest events and massive impact activities, they are held on open spaces, such as parking lots or outdoor sceneries, which forms the necessity of renting this equipment to operate a sound system.

Strategies- a comprehensive Communications' Plan will be completed for this all traffic safety programs including Alcohol Impaired Driving. It will contain a distinct plan for each event and will include specifications and resources (what, when, where, how) to conduct the Tactics. It will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.



Estrategias (Strategies)	Medidas de Desempeño (Performance Measures)	Trimestre Completado (Quarter Completed)			
		Oct-Dic Oct-Dec	Ene-Mar Jan-Mar	Abr-Jun Apr-Jun	Jul-Sep Jul-Sep
a. To Publish the alcohol impaired driving educational content, data and statistics through the PRTSC website and generate shareable educational content using hashtags to engage public with owned media platforms and obtain at least 600 interactions at the end of fiscal year.	Social Media Analytics	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. To distribute at least 60,000 pieces of brochures and/or flyers/posters with the alcohol impaired driving content on Events/Mass Impact Activities and to share out to educators, Institutions and walk in public.	Number of pieces distributed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. To Produce/Reproduce at least four (4) educational pieces with the alcohol impaired driving educational content.	Production Estimates and Invoices	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d. To publish the alcohol impaired driving Media Buy Plan** for the Thanksgiving Mobilization and obtain at least 1,405,216 impressions at the end of the period.	Media Buy Estimates and Post Media Buy Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. To publish alcohol impaired driving Media Buy Plan** for the Pre-Holidays Prevention and Educational Effort and obtain at least 1,326,000 impressions at the end of the period.	Media Buy Estimates and Post Media Buy Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. To publish the alcohol impaired driving Media Buy Plan** for the Holidays Crackdown and obtain at least 4,900,094 at the end of the period.	Media Buy Estimates and Post Media Buy Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. To publish the alcohol impaired driving Media Buy Plan** for the Easter Mobilization and obtain at least 1,959,580 impressions at the end of the period.	Media Buy Estimates and Post Media Buy Reports	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
h. To publish the alcohol impaired driving Media Buy Plan** for the Pre-Summer Mobilization and obtain at least 1,000,000 impressions at the end of the period.	Media Buy Estimates and Post Media Buy Reports	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
i. To publish the alcohol impaired driving Media Buy Plan** for the Summer Mobilization and obtain at least 6,161,146 impressions at the end of the period.	Media Buy Estimates and Post Media Buy Reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
j. To publish the alcohol impaired driving Media Buy Plan** for the Labor Day Crackdown and obtain at least 3,889,545 impressions at the end of the period.	Media Buy Estimates and Post Media Buy Reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
k. To create/develop two (2) Mass Impact Event/Activity to influence directly attendees to broadcast and promote the alcohol impaired driving educational content.	Number of attendees	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
l. To publicize the alcohol impaired driving message thru Public Relations which can include, but not limited to press conferences, media tours and interviews (for details see Media Tactics Section on C.2 -Proposed Solution).	Media Platforms Performance Measure Charts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
m. To obtain at least \$500,000 on earned media from promoting the alcohol impaired driving	Quantity Obtained / Post-campaign Report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

These strategies are focused on modifying behavior towards drinking and driving and to make traffic safety part of our citizens and drivers' lifestyles.

### Intended Subrecipients



Countermeasure strategies

Countermeasure Strategy
Communication Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2016	154 Transfer Funds-AL	154 Alcohol	\$264,682.40		
2017	154 Transfer Funds-AL	154 Alcohol	\$842,494.00		
2018	154 Transfer Funds-AL	154 Alcohol	\$92,823.60		

Planned Activity: Youth Impaired Driving Media Campaign

Planned activity number: 20-12-02

Primary Countermeasure Strategy ID: Communication Campaign

Planned Activity Description

Educate young drivers, ages 16-24, to not drink and drive or take a ride with a drunk driver. Promote the use of designated drivers in outreach activities that bring in large numbers of target audience, with the finality of reducing alcohol related fatalities among youth. This strategy is based on Countermeasures that Work 2017, Chapter 1, Alcohol- and Drug-Impaired Driving, 6.5 Youth Programs, Section 1-65, Page 79.

Target Identification- based on the data obtained from the problem (C.1) will identify the specific population, age, gender and period to focus our strategies to achieving the goal.

Audience-

primary –men 16-24; 249,260 estimated\*;

secondary –women 16-24; 241,249 estimated\*

\* Population Information from American Fact Finders 2013-2017 American Community Survey

Zone- Metropolitan Area; taking in consideration the five municipalities with greater incidents.

Weekday amp Hours- according to statistics mayor incidents occurred Thursday to Sunday / 6:00pm to 1:59am. The process of selecting days and hours patterns will depend of the data systems' that evaluates target market details and preference. Further information will be given on Media Tactics.

Period- school period aimed at universities throughout the year with two massive events where youth concentration is higher, San Sebastián Street Fest and Intercollegiate Sports Competitions. Below are time frames:

JANUARY 2020

S	M	T	W	T	F	S	S	M	T	W	T	F	S	
12	13	14	15	16	17	18	19	20	21	22	23	24	25	
EARNED MEDIA**														
				PAID MEDIA**										

\* Subject to Mobilization's and Fund's Approval.  
\*\* Subject to PR Election Ban's Approval.



PRISC

APRIL 2020

W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T
15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
EARNED MEDIA***															
PAID MEDIA***							PAID MEDIA***								

\* Tentative date, subject to event organizer's official date.  
\*\* Subject to Mobilization's and Fund's Approval.  
\*\*\* Subject to PR Election Ban's Approval.



PRISC

Message and Talking Point- the educational message will be developed based on program goal and objective youth alcohol impaired driving. It can include “No guíes borracho, pasa la llave” (don’t drive drunk, pass the car keys) to encourage a designated driver and alternative transportation.

Strategic Communications Plan- focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media.

Media Tactics- it is proposed to produce and or reproduce strategic pieces to obtain better results in the objective commitment. Taking in consideration 2020 is election year, every media campaign must be authorized by the PR Election Ban's Committee, as required by PR Act 782011. Can create Radio, Digital, Out of Home and Educational Pieces. An Advertising Agency will be hired for this purpose. Creative Concept will be based on Proposal’s Statement of Problem, target and this program goal and objective. Result in the production of strategic pieces for a better commitment of objectives.

Paid Media- establishing the creative concept and media plan strategies in accordance to the reality of the media and the commitment with the target audience. The amount of purchase will depend on the traffic fatalities, demographic and market research. The purchase amount will depend on the traffic fatalities and demographic, market studies, analysis newspapers circulation, Google Analytic, Alexa.com, Nielsen and Arbitron.

The information will lead to selection of elements, space time and places to be successful towards the goal. An advertising agency will be hired as the carry specialized systems needed for these purposes. Also, services of

an advertising agency will be hired as an authorized PRTSC agent for media ads purchasing. The hiring of this service arises from the need of human and technical resources, which include equipment and operational programs. The process of buying patterns in the media includes the selection and evaluation of our target market according to the detached information flow analysis, negotiations with broadcaster's, space availability, formalization of the purchase, signing agreements and delivery of equipment, among other tasks performed by specialists in media buys.

According to the most recent market study "2019 PR Population Media Consumption Campaign Target Study" provided by Gaither.Inc. a well renown specialist in target placement in PR, these are the media interest (audience points) for men ages 16-24:

Men 16-24							
MEDIA	ZONE						TOTAL
	SJ- EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ	
TV	105	97	104	92	107	100	100.83
TV Local	71	73	82	65	85	77	75.50
Paid TV	34	24	22	27	22	23	25.33
Internet	92	90	82	82	93	84	87.17
Social Network	80	88	80	80	90	83	83.50
Video Streaming	67	70	38	71	65	43	59.00
Internet Radio	39	50	37	60	52	42	46.67
Radio	65	65	58	73	52	42	59.17
Movie Theater	40	46	46	46	51	56	47.50
Outdoor	22	51	32	45	28	40	36.33
Print	20	15	16	11	17	14	15.50
Magazine	4	2	3	4	2	2	2.83
Newspaper	16	13	13	7	15	12	12.67

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on this tendency.

Frequency in exposing the message- the frequency will aim to reach the same person repeatedly. The budget will determine how much frequency can be given to each advertised effort. For example, a frequency of 2+ implies that the same person will be exposed to the same message at least two times during the advertised campaign and obtain at least 2 million impressions at the end of year 2020. The term "impression" is each time an individual is exposed to a message received through any type of media. The number is calculated based on parameters preestablished by media systems and programs.

Earned Media- the strategy will consist of lobbying Public Relations which may include press conferences, media tours, interviews, press releases, as well and distribution of educational content and increase frequency with bonuses gained thru media buy. To be fulfilled, it will be needed educational material such as brochures, flyers/posters, photo/video content, banners and backdrop, among others, for impact purpose. Oasis, travel cost, equipment rent, photographer, videographer and the advertising agency can also be required for display production and mounting.

Owned Media (Websites, Social and Mobile Networks)- the need of this service arises from the

requirement of human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating and optimization of owned media and availability 7 days a week, 24 hours a day to keep in touch with audience. These platforms require ongoing daily presence and constant optimization. Services can include:

promoting owned media platforms (Facebook, Instagram, Twitter, YouTube, among others).

produce shareable educational content using hashtags to engage owned media platforms.

generate live and real-time videos on live digital platforms.

boost social media platforms contracting advertising space as PRTSC authorized agent to promote the educational message when Buy Media Plans is being aired- It is developed and measured in real time aspects such as:

Users are interacting with our page.

how many users have been won in a specific period. The information is obtained on specific demographic percentages such as country, age or gender.

Which times are the bests to reach users and "Like" tendencies.

Number of visits to owned media pages.

Analysis of all uploaded videos, with their corresponding metrics and parameters.

Download reports of all page parameters

Generating a monthly and trimestral Owned Media Analytics Report

promoting educational message through owned media platforms and the PRTSC website

Analysis of new needs and strategies of the CST

Posting and uploading data, statistics and information

Art reproduction and editing for the website

Integration with social networks

Maintenance of the platforms

Will contract a Social Media Management Service to run PRTSC owned media platforms, a Website Management Service for website maintenance, the Advertising Agency for digital production and purchase, when necessary, as well as a Media Monitoring Service, all for these purposes.

Events and Massive Impact Activities- presence in public interest events and activities will be a year-round strategy used for public engagement. Puerto Rico citizens have an active social life and enjoy crowded events as they show social acceptance. As it will have a direct influence on attendees, educational content distribution will be a proactive goal in this section. Educational material such as brochures, flyers/posters, photo/video content, banners and backdrop, among others, can be produced/reproduced for impact purpose. The advertising agency will be used production and mounting services.

Also, a professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media's owned media as they published photos and videos in their page gallery. This new trend in the communications industry requires to have these resources to be effective and successful in publishing our newsletter, increase the number of publications and a better impact on public opinion. Photos and videos are also used for publication of PRTSC Earned and Owned Media. The visual material is extremely necessary for the effective and strategic use of

networks as platforms of communication with our audience.

Equipment rent, direct purchases, water and food expenses as well as travel cost can be used for these purposes- renting equipment such as chairs, linen and tents will only be considered for activities such as press where people exceed 25 guests. Hiring a sound system can also be needed as it's impossible to compete with the noise generated by a group of hundreds. The audio also allows us to draw attention to our message and that it has better exposure. Also, an electric start generator with technician is needed because of the magnitude of crowd expected for many public interest events and massive impact activities, they are held on open spaces, such as parking lots or outdoor sceneries, which forms the necessity of renting this equipment to operate a sound system.

Strategies- a comprehensive Communications' Plan will be completed for this all traffic safety programs including Youth Impaired Driving. It will contain a distinct plan for each event and will include specifications and resources (what, when, where, how) to conduct the Tactics. It will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report:

These strategies are focused on shifting youth behavior towards drinking and driving and to make traffic safety part of their lifestyle.

### Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

### Countermeasure strategies

Countermeasure Strategy
Communication Campaign

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	154 Transfer Funds-AL	154 Alcohol	\$200,000.00		

### Planned Activity: Speed and Aggressive Media Campaign

Planned activity number: 20-12-03

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

Will continue efforts towards increasing communications and outreach fortifying Media Buy Plans, Mass Events and Impacts, Earned Media and Government, Private Sector and Non-profit Partnerships to expose the speed and aggressive driving educational message based on program problem identification and target audience market by exposing the consequences of speeding and the importance of using courtesy while driving and to communicate rules and regulations that apply to this program according to Act 222000.

Will also unite speed driving enforcement efforts executed by State and Municipal Police forces during the mobilization period. Also, surveys will be conducted to measure campaigns impact on citizens. This strategy is based on Countermeasures that Work 2017, Chapter 3, Speeding and Speed Management, 4.1 Communications

Estrategias (Strategies)	Medidas de Desempeño (Performance Measures)	Trimestre Completado (Quarter Completed)			
		Oct-Dic Oct-Dec	Ene-Mar Jan-Mar	Abr-Jun Apr-Jun	Jul-Sep Jul-Sep
a. To Publish the youth alcohol impaired driving educational content, data and statistics through the PRTSC website and generate shareable educational content using hashtags to engage public with owned media platforms and obtain at least 300 interactions at the end of fiscal year.	Social Media Analytics	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. To Produce/Reproduce at least two (2) educational pieces with the youth alcohol impaired driving educational content.	Production Estimates and Invoices	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. To distribute at least 10,000 pieces of brochures and/or flyers/posters with youth alcohol impaired driving content on Events/Mass Impact Activities and to share out to educators, Institutions and walk in public.	Number of pieces distributed	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d. To publish San Sebastián Street Fest Youth Alcohol Impaired Driving Media Buy Plans* with a frequency 2+ and obtain at and increase impressions by 10% from 325,914 in year 2018 to 358,505 at the end of year 2020.	Media Buy Estimates and Post Media Buy Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. To publish Intercollegiate Sports Competitions Youth Alcohol Impaired Driving Media Buy Plans* with a frequency 2+ and obtain at and increase impressions by 10% from 923,731 in year 2018 to 1,016,104 at the end of year 2020.	Media Buy Estimates and Post Media Buy Reports	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f. To create/develop two (2) Mass Impact Event/Activity to influence directly attendees of San Sebastián Street Fest and Intercollegiate Sports Competitions to broadcast and promote the youth impaired driving educational content.	Number of attendees	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g. To expose the youth alcohol impaired driving message thru Public Relations which can include, but not limited to press conferences, media tours and interviews (for details see Media Tactics Section on C.2 -Proposed Solution).	Media Platforms Performance Measure Charts	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
h. To obtain at least \$25,000 on earned media from promoting youth alcohol impaired driving educational content at the end the year.	Quantity Obtained / Post-campaign Report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

and Outreach Supporting Enforcement, Section 3-38, Page 192. Below the time frame for the educational campaigns:

#### Target Identification

Will identify the specific population, age, gender and period to focus our strategies to achieving the goal:

Audience- Primary –men 18-36; 715,255 estimated\*

\* Population Information from American Fact Finders 2013-2017 American Community Survey Zone, amp Hours- Metropolitan Area with 33% of fatalities and 22% of injuries; / 6:00pm to 1:59am.

The process of selecting days and hours patterns will depend of the data systems' that evaluates target market details and preference. Further information will be given on Media Tactics.



Period- February; according to the PRTSC Mobilization's Period. Below the timeline:



**FISCAL YEAR 2019-2020  
SPEED DRIVING MOBILIZATION  
CAMPAIGN TIME FRAME\***

**FEBRUARY 2020**

S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T		
8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25		
			EARNED MEDIA**																
				PAID MEDIA**															
			ENFORCEMENT																

\* Subject to Mobilization's and Fund's Approval.

\*\* Subject to PR Election Ban's Approval.



**Message**

The educational message will be developed based on program goal and objective Speed and Aggressive Driving Media Campaign. It can include - “Respetar los límites de Velocidad, si no obedeces pagas” (Respect Speed Limits Obey or Pay the Fine).

**Media Tactics**

It is proposed to produce, reproduce or edit strategic pieces to obtain better results in the objective commitment. Taking in consideration 2020 is election year, every media campaign must be authorized by the PR Election Ban's Committee, as required by PR Act 782011. Can create or edit Radio, Digital, Out of Home and Educational Pieces. An Advertising Agency will be hired for this purpose. Creative Concept will be based on Proposal's Statement of Problem, target and this program goal and objective. Result in the production of strategic pieces for a better commitment of objectives.

**Paid Media-** establishing the creative concept and media plan strategies in accordance to the reality of the media and the commitment with the target audience. The amount of purchase will depend on the traffic fatalities, demographic and market research. The purchase amount will depend on the traffic fatalities and demographic, market studies, analysis newspapers circulation, Google Analytic, Alexa.com, Nielsen and Arbitron.

The information will lead to selection of elements, space time and places to be successful towards the goal. An advertising agency will be hired as the carry specialized systems needed for these purposes. Also, services of an advertising agency will be hired as an authorized PRTSC agent for media ads purchasing. The hiring of this service arises from the need of human and technical resources, which include equipment and operational programs. The process of buying patterns in the media includes the selection and evaluation of our target market according to the detached information flow analysis, negotiations with broadcaster's, space availability, formalization of the purchase, signing agreements and delivery of equipment, among other tasks performed by specialists in media buys.



Men 18-34							
MEDIA	ZONE						TOTAL
	SJ- EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ	
TV	101	96	106	88	105	96	98.67
TV Local	69	75	88	67	86	75	76.67
Paid TV	32	21	18	21	19	21	22.00
Internet	92	88	76	79	92	81	84.67
Social Network	82	86	73	76	87	79	80.50
Video Streaming	70	63	29	65	59	43	54.83
Internet Radio	37	41	28	47	51	36	40.00
Radio	68	69	61	76	59	44	62.83
Movie Theater	38	35	39	34	45	43	39.00
Outdoor	20	50	29	43	27	36	34.17
Print	21	17	18	13	21	17	17.83
Magazine	3	1	2	4	1	2	2.17
Newspaper	18	16	16	9	20	15	15.67

According to the most recent market study “2019 PR Population Media Consumption Campaign Target Study” provided by Gaither.Inc. a well renown specialist in target placement in PR, these are the media interest (audience points) for men ages 18-34:

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on this tendency.

Frequency in exposing the message- the frequency will aim to reach the same person repeatedly. The budget will determine how much frequency can be given to each advertised effort. For example, a frequency of 2+ implies that the same person will be exposed to the same message at least two times during the advertised campaign and obtain at least 2 million impressions at the end of year 2020. The term “impression” is each time an individual is exposed to a message received through any type of media. The number is calculated based on parameters preestablished by media systems and programs.

Earned Media- the strategy will consist of lobbying Public Relations which may include press conferences, media tours, interviews, press releases, as well and distribution of educational content and increase frequency with bonuses gained thru media buy. To be fulfilled, it will be needed educational material such as brochures, flyers/posters, photo/video content, banners and backdrop, among others, for impact purpose. Oasis, travel cost, equipment rent, photographer, videographer and the advertising agency can also be required for display production and mounting.

Owned Media (Websites, Social and Mobile Networks)- the need of this service arises from the requirement of human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating and optimization of owned media and availability 7 days a week, 24 hours a day to keep in touch with audience. These platforms require ongoing daily presence and constant optimization. Services can include:

- promoting owned media platforms (Facebook, Instagram, Twitter, YouTube, among others).
- produce shareable educational content using hashtags to engage owned media platforms.
- generate live and real-time videos on live digital platforms.

boost social media platforms contracting advertising space as PRTSC authorized agent to promote the educational message when Buy Media Plans is being aired- It is developed and measured in real time aspects such as:

Users are interacting with our page.

how many users have been won in a specific period. The information is obtained on specific demographic percentages such as country, age or gender.

Which times are the bests to reach users and "Like" tendencies.

Number of visits to owned media pages.

Analysis of all uploaded videos, with their corresponding metrics and parameters.

Download reports of all page parameters

Generating a monthly and trimestral Owned Media Analytics Report

promoting educational message through owned media platforms and the PRTSC website

Analysis of new needs and strategies of the CST

Posting and uploading data, statistics and information

Art reproduction and editing for the website

Integration with social networks

Maintenance of the platforms

Will contract a Social Media Management Service to run PRTSC owned media platforms, a Website Management Service for website maintenance, the Advertising Agency for digital production and purchase, when necessary, as well as a Media Monitoring Service, all for these purposes.

Events and Massive Impact Activities- presence in public interest events and activities will be a year-round strategy used for public engagement. Puerto Rico citizens have an active social life and enjoy crowded events as they show social acceptance. As it will have a direct influence on attendees, educational content distribution will be a proactive goal in this section. Educational material such as brochures, flyers/posters, photo/video content, banners and backdrop, among others, can be produced/reproduced for impact purpose. The advertising agency will be used production and mounting services.

Also, a professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media's owned media as they published photos and videos in their page gallery. This new trend in the communications industry requires to have these resources to be effective and successful in publishing our newsletter, increase the number of publications and a better impact on public opinion. Photos and videos are also used for publication of PRTSC Earned and Owned Media. The visual material is extremely necessary for the effective and strategic use of networks as platforms of communication with our audience.

Equipment rent, direct purchases, water and food expenses as well as travel cost can be used for these purposes- renting equipment such as chairs, linen and tents will only be considered for activities such as press where people exceed 25 guests. Hiring a sound system can also be needed as it's impossible to compete with the noise generated by a group of hundreds. The audio also allows us to draw attention to our message and that it has better exposure. Also, an electric start generator with technician is needed because of the magnitude of crowd expected for many public interest events and massive impact activities, they are held on open spaces, such as

parking lots or outdoor sceneries, which forms the necessity of renting this equipment to operate a sound system.

A complete Communications' Plan will be made for this program to achieve the Objective and will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

**Strategies**

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media will be our main strategy. Also, will develop the following strategies:

Estrategias (Strategies)	Medidas de Desempeño (Performance Measures)	Trimestre Completado (Quarter Completed)			
		Oct-Dic Oct-Dec	Ene-Mar Jan-Mar	Abr-Jun Apr-Jun	Jul-Sep Jul-Sep
a. To promote the speed & aggressive driving educational message and generate shareable content using hashtags to engage public with owned media platforms and obtain at least 300 interactions at the end of the year.	PRTSC Owned Media Analytics by Program Area Trimestral Report	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. To print/distribute at least 10,000 pieces year-round of brochures and/or flyers/posters with speed & aggressive driving content on Events/Mass Impact Activities and to share out to educators, Institutions and walk-in public.	Supplier's Production Estimates, Invoices and PRTSC Receipt and Distribution of Educational Pieces Trimestral Report	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. To Produce/Reproduce educational pieces with the speed & aggressive driving educational content.	Supplier's Production Estimates and Invoices	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. To publish the speed & aggressive driving Media Buy Plans** and obtain at least 1,682,642 impressions* at the period.	Media Buy Estimates and Post Media Buy Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. To create/develop a Mass Impact Event/Activity to influence directly attendees and to broadcast and promote the speed & aggressive driving educational content.	Event Action Plan and Number of Attendees Reported	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. To expose the speed & aggressive driving educational message thru Public Relations which can include press conferences, media tours, interviews, as well as activities planned thru alliances with different entities (for details see Media Tactics Section on C.2 -Proposed Solution).	Communication's Officer Public Relations Plan Report and Return of Investment Report	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g. To obtain at least \$50,000 on earned media from promoting speed & aggressive driving educational content at the end the year.	Quantity Obtained/ Post-campaign Report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

All these strategies focus on changing behavior among our targeted audience to internalize the speed & aggressive driving educational message and adapt it as part of their lifestyle.

State Agency - Puerto Rico Traffic Safety Commission

**Countermeasure strategies**

Countermeasure Strategy
Communication Campaign

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Paid Advertising (FAST)	\$181,000.00		

## Planned Activity: Occupant Protection Media Campaign

Planned activity number: 20-12-07

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

Will continue efforts towards increasing communications and outreach fortifying Media Buy Plans, Mass Events and Impacts, Earned Media and Government, Private Sector and Non-profit Partnerships to expose the nonmotorized safety educational message based on program problem identification and target audience market by exposing the importance for pedestrians to be responsible while using the public roads, the importance of bicyclists to know their rights and duties while riding a bicycle and to communicate rules and regulations that apply to this program according to Act 222000.

Will also unite Seat Belt and CIOT enforcement efforts executed by State and Municipal Police forces, if applicable, during the mobilization period. Also, surveys will be conducted to measure campaigns impact on citizens. This strategy is based on Countermeasures that Work 2017, Chapter 2, Seat Belts and Child Restraint, 3. Communications and Outreach, Section 2-22, Page 138. Below the time frame for the educational campaigns:

Seat Belt Usage Campaign

Target Identification

Will consider age, gender and period to focus the strategies in achieving the goal:

Zone- Metropolitan Area; with 21% of fatalities and 18% of injuries.

Weekday amp Hours- according to statistics mayor incidents occurred Friday to Sunday / 6:00pm to 1:59am. The process of selecting days and hours patterns will depend of the data systems' that evaluates target market details and preference. Further information will be given on Media Tactics.

Period- October and May; according with PRTSC Mobilization amp NHTSA CIOT's Mobilization)

Below the timeframe for each mobilization:



**FISCAL YEAR 2019-2020  
OCCUPANT PROTECTION (SEAT BELT USAGE)  
CAMPAIGN TIME FRAME\***

OCTOBER 2019							NOVEMBER 2019						
F	S	S	M	T	W	T	F	S	S	M	T	W	T
25	26	27	28	29	30	31	1	2	3	4	5	6	7
			EARNED MEDIA										
			PAID MEDIA										
			ENFORCEMENT										

\* Subject to Mobilization's and Fund's Approval.



**FISCAL YEAR 2019-2020  
CIOT\* MOBILIZATION (SEAT BELT USAGE)  
CAMPAIGN TIME FRAME\*\***



PRTSC

MAY 2020														JUNE 2020			
F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2
EARNED MEDIA ***																	
			PAID MEDIA ***														
ENFORCEMENT																	

\*CIOT=Click It Or Ticket

\*\* Subject to Mobilization's and Fund's Approval.

\*\*\* Subject to PRElection Ban's Approval.

**Audience-**

primary – men 18-24; 249,260 estimated\*

secondary – men 25-36; 313,919 estimated\*

\* Population Information from American Fact Finders 2013-2017 American Community Survey

Message and Talking Point

“De día o de noche, si no te amarras, pagas” (Day and Night, Click It Or Ticket\*).

\*From now on CIOT for its acronym in English

**Media Buy Plan Strategy**

According to the most recent market study “2019 PR Population Media Consumption Campaign Target Study” provided by Gaither, Inc. a well renown specialist in target placement in PR, these are the media interest (audience points) for men ages 18-34:

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on this tendency.

**Strategic integration with PRPD Work Plans for Mobilization**

The main strategy is to communicate the active work of the State Police if applicable and promote their work plan. Municipalities Police can join, if applicable (according to the established rules and parameters).

Men 18-34							
MEDIA	ZONE						TOTAL
	SJ- EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ	
TV	101	96	106	88	105	96	98.67
TV Local	69	75	88	67	86	75	76.67
Paid TV	32	21	18	21	19	21	22.00
Internet	92	88	76	79	92	81	84.67
Social Network	82	86	73	76	87	79	80.50
Video Streaming	70	63	29	65	59	43	54.83
Internet Radio	37	41	28	47	51	36	40.00
Radio	68	69	61	76	59	44	62.83
Movie Theater	38	35	39	34	45	43	39.00
Outdoor	20	50	29	43	27	36	34.17
Print	21	17	18	13	21	17	17.83
Magazine	3	1	2	4	1	2	2.17
Newspaper	18	16	16	9	20	15	15.67

### Strategies

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media will be our main strategy. Also, will develop the following strategies:

Estrategias (Strategies)	Medidas de Desempeño (Performance Measures)	Trimestre Completado (Quarter Completed)			
		Oct-Dic Oct-Dec	Ene-Mar Jan-Mar	Abr-Jun Apr-Jun	Jul-Sep Jul-Sep
a. To Publish the seat belt usage educational content, data and statistics through the PRTSC website and generate shareable educational content using hashtags to engage public with owned media platforms and obtain at least 300 interactions at the end of fiscal year.	Social Media Analytics	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. To distribute at least 15,000 pieces of brochures and/or flyers/posters with the seat belt usage content on Events/Mass Impact Activities and to share out to educators, Institutions and walk in public.	Number of pieces distributed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. To Produce/Reproduce at least four (4) educational pieces with the seat belt usage educational content.	Production Estimates and Invoices	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d. To publish the Occupant Protection Media Buy Plan** for the October Mobilization and obtain at least 2,131,580* impressions at the end of the period.	Media Buy Estimates and Post Media Buy Reports	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e. To create/develop one (1) Mass Impact Event/Activity to influence directly attendees to broadcast and promote the seat belt usage educational content.	Number of attendees	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f. To expose the seat belt usage educational message thru Public Relations which can include, but not limited to press conferences, media tours and interviews (for details see Media Tactics Section on C.2 -Proposed Solution).	Media Platforms Performance Measure Charts	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g. To obtain at least \$30,000 on earned media from promoting the seat belt usage educational content at the end of the fiscal year.	Quantity Obtained / Post-campaign Report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

### Child Passenger Awareness, Prevention and Educational Effort

#### Target Audience

The data analysis obtained identifies specific population, age, gender and period to focus as follows:

Zone- Metropolitan Area; with 67% of fatalities and 16% of injuries.

Weekday Hours- Monday-Friday / 6:00pm to 1:59am

Period- will launch on September as this is the National Child Safety's Month. Below the timeframe:

Audience- Much conducted studies thru time in PR reflects that most PR households are headed by





**FISCAL YEAR 2019-2020  
CHILD PASSENGER AWARENESS, PREVENTION  
AND EDUCATIONAL EFFORT TIME FRAME\***



**PRTSC**

**SEPTEMBER 2020**

T	F	S	S	M	T	W	T	F	S	S	M	T	W
17	18	19	20	21	22	23	24	25	26	27	28	29	30
			EARNED MEDIA**										
						PAID MEDIA**							

\* Subject to Fund's Approval.

\*\* Subject to PR Election Ban's Committee Campaign Approval.

women, therefore audience will be as follow:

Primary –women 18-36; 490,509 estimated\*

Secondary – women 25-44; over 872,879 estimated\*

\* Population Information from American Fact Finders 2013-2017 American Community Survey

Message

“Asiento Protector, Úsalo Correctamente” (use the car seat properly)

Media Buy Plan Strategy

According to the most recent market study “2019 PR Population Media Consumption Campaign Target Study” provided by Gaither, Inc. a well renown specialist in target placement in PR, these are the media interest (audience points) for women ages 18-34:

Women 18-34							
MEDIA	ZONE						TOTAL
	SJ- EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ	
TV	101	101	101	96	106	103	101.33
TV Local	75	80	85	79	86	85	81.67
Paid TV	26	21	16	17	20	18	19.67
Internet	95	91	82	93	94	84	89.83
Social Network	87	89	81	91	90	82	86.67
Video Streaming	72	65	30	78	55	38	56.33
Internet Radio	40	46	31	58	42	33	41.67
Radio	69	60	57	77	59	41	60.50
Movie Theater	37	36	41	35	39	46	39.00
Outdoor	18	46	28	35	22	32	30.17
Print	21	15	21	17	27	23	20.67
Magazine	4	3	6	6	7	6	5.33
Newspaper	17	12	15	11	20	17	15.33

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on this tendency.

Strategies

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media will be our main strategy. Also, will develop the following strategies:

Occupant Protection

Media Tactics



Estrategias (Strategies)	Medidas de Desempeño (Performance Measures)	Trimestre Completado (Quarter Completed)			
		Oct-Dic Oct-Dec	Ene-Mar Jan-Mar	Abr-Jun Apr-Jun	Jul-Sep Jul-Sep
a. To Publish the car seat usage educational content, data and statistics through the PRTSC website and generate shareable educational content using hashtags to engage public with owned media platforms and obtain at least 300 interactions at the end of fiscal year.	Social Media Analytics	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. To distribute at least 30,000 pieces of brochures and/or flyers/posters with the car seat usage content on Events/Mass Impact Activities and to share out to educators, Institutions and walk in public.	Number of pieces distributed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. To Produce/Reproduce at least four (4) educational pieces with the car seat usage educational content.	Production Estimates and Invoices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d. To publish the Child Restraint Media Buy Plan** for the October Mobilization and obtain at least 2,131,580* impressions at the end of the period.	Media Buy Estimates and Post Media Buy Reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e. To create/develop one (1) Mass Impact Event/Activity to influence directly attendees to broadcast and promote the car seat usage educational content.	Number of attendees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f. To expose the car seat usage educational message thru Public Relations which can include, but not limited to press conferences, media tours and interviews (for details see Media Tactics Section on C.2 -Proposed Solution).	Media Platforms Performance Measure Charts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
g. To obtain at least \$50,000 on earned media from promoting the car seat usage educational content at the end of the fiscal year.	Quantity Obtained / Post-campaign Report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

It is proposed to produce, reproduce or edit strategic pieces to obtain better results in the objective commitment. Taking in consideration 2020 is election year, every media campaign must be authorized by the PR Election Ban's Committee, as required by PR Act 782011. Can create or edit Radio, Digital, Out of Home and Educational Pieces. An Advertising Agency will be hired for this purpose. Creative Concept will be based on Proposal's Statement of Problem, target and this program goal and objective. Result in the production of strategic pieces for a better commitment of objectives.

Paid Media- establishing the creative concept and media plan strategies in accordance to the reality of the media and the commitment with the target audience. The amount of purchase will depend on the traffic fatalities, demographic and market research. The purchase amount will depend on the traffic fatalities and demographic, market studies, analysis newspapers circulation, Google Analytic, Alexa.com, Nielsen and Arbitron.

The information will lead to selection of elements, space time and places to be successful towards the goal. An advertising agency will be hired as the carry specialized systems needed for these purposes. Also, services of an advertising agency will be hired as an authorized PRTSC agent for media ads purchasing. The hiring of this service arises from the need of human and technical resources, which include equipment and operational programs. The process of buying patterns in the media includes the selection and evaluation of our target market according to the detached information flow analysis, negotiations with broadcaster's, space availability, formalization of the purchase, signing agreements and delivery of equipment, among other tasks performed by specialists in media buys.

Frequency in exposing the message- the frequency will aim to reach the same person repeatedly. The budget will determine how much frequency can be given to each advertised effort. For example,

a frequency of 2+ implies that the same person will be exposed to the same message at least two times during the advertised campaign and obtain at least 2 million impressions at the end of year 2020. The term "impression" is each time an individual is exposed to a message received through any type of media. The number is calculated based on parameters preestablished by media systems and programs.

Earned Media- the strategy will consist of lobbying Public Relations which may include press conferences, media tours, interviews, press releases, as well and distribution of educational content and increase frequency with bonuses gained thru media buy. To be fulfilled, will be needed educational material such as brochures, flyers/posters, photo/video content, banners and backdrop, among others, for impact purpose. Oasis, travel cost, equipment rent, photographer, videographer and the advertising agency can also be required for display production and mounting.

Owned Media (Websites, Social and Mobile Networks)- the need of this service arises from the requirement of human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating and optimization of owned media and availability 7 days a week, 24 hours a day to keep in touch with audience. These platforms require ongoing daily presence and constant optimization. Services can include:

promoting owned media platforms (Facebook, Instagram, Twitter, YouTube, among others).

produce shareable educational content using hashtags to engage owned media platforms.

generate live and real-time videos on live digital platforms.

boost social media platforms contracting advertising space as PRTSC authorized agent to promote the educational message when Buy Media Plans is being aired- It is developed and measured in real time aspects such as:

Users are interacting with our page.

how many users have been won in a specific period. The information is obtained on specific demographic percentages such as country, age or gender.

Which times are the bests to reach users and "Like" tendencies.

Number of visits to owned media pages.

Analysis of all uploaded videos, with their corresponding metrics and parameters.

Download reports of all page parameters

Generating a monthly and trimestral Owned Media Analytics Report

promoting educational message through owned media platforms and the PRTSC website

Analysis of new needs and strategies of the CST

Posting and uploading data, statistics and information

Art reproduction and editing for the website

Integration with social networks

Maintenance of the platforms

Will contract a Social Media Management Service to run PRTSC owned media platforms, a Website

Management Service for website maintenance, the Advertising Agency for digital production and purchase, when necessary, as well as a Media Monitoring Service, all for these purposes.

Events and Massive Impact Activities- presence in public interest events and activities will be a year-

round strategy used for public engagement. Puerto Rico citizens have an active social life and enjoy crowded events as they show social acceptance. As it will have a direct influence on attendees, educational content distribution will be a proactive goal in this section. Educational material such as brochures, flyers/posters, photo/video content, banners and backdrop, among others, can be produced/reproduced for impact purpose. The advertising agency will be used production and mounting services.

Also, a professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media’s owned media as they published photos and videos in their page gallery. This new trend in the communications industry requires to have these resources to be effective and successful in publishing our newsletter, increase the number of publications and a better impact on public opinion. Photos and videos are also used for publication of PRTSC Earned and Owned Media. The visual material is extremely necessary for the effective and strategic use of networks as platforms of communication with our audience.

Equipment rent, direct purchases, water and food expenses as well as travel cost can be used for these purposes- renting equipment such as chairs, linen and tents will only be considered for activities such as press where people exceed 25 guests. Hiring a sound system can also be needed as it’s impossible to compete with the noise generated by a group of hundreds. The audio also allows us to draw attention to our message and that it has better exposure. Also, an electric start generator with technician is needed because of the magnitude of crowd expected for many public interest events and massive impact activities, they are held on open spaces, such as parking lots or outdoor sceneries, which forms the necessity of renting this equipment to operate a sound system.

A complete Communications’ Plan will be made for this project to achieve the Objective and will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

All these tactics focus on promoting the proper use of seat belt and car seat when traveling a motor vehicle. State Agency - Puerto Rico Traffic Safety Commission

### Countermeasure strategies

Countermeasure Strategy
Communication Campaign

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Paid Advertising (FAST)	\$545,000.00		

### Planned Activity: Non-Motorized Media Campaign

Planned activity number: 20-12-10

Primary Countermeasure Strategy ID: Communication Campaign

## Planned Activity Description

Will continue efforts towards increasing communications and outreach fortifying Media Buy Plans, Mass Events and Impacts, Earned Media and Government, Private Sector and Non-profit Partnerships to expose the nonmotorized safety educational message based on program problem identification and target audience market by exposing the importance for pedestrians to be responsible while using the public roads, the importance of bicyclists to know their rights and duties while riding a bicycle and to communicate rules and regulations that apply to this program according to Act 222000.

Will also unite pedestrian-drivers safety enforcement efforts executed by State and Municipal Police forces, if applicable, during the mobilization period. Also, surveys will be conducted to measure campaigns impact on citizens. This strategy is based on Highway Safety Program Guideline No. 14, Pedestrian and Bicycle Safety, VI. Communication Program and VII Outreach Program.

### Pedestrian Safety

#### Target Audience

The data analysis obtained identifies specific population, age, gender and period to focus as follows:

Audience- Primary –men 50+; over 577,564 estimated\*


\* Population Information from American Fact Finders, 2017, American Community Survey

Zone, Weekday amp Hours- emphasize in the Metropolitan Area, but taking in consideration the ten municipalities with greater incidents / FridaySunday / 6:00pm to 11:59am

#### Period-

“Peatón Responsable” Awareness, Prevention and Educational Effort”- November, according to the PRTSC Planning and Operations Office. Following the timeframe:

November 2019						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30



*Pedestrian Safety Awareness,  
Prevention and Educational Effort\**

*Earned Media- November 4 to 10*

*Paid Media- November 5 to 8*

\*Subject to Fund's Approval

“Somos Responsable” Mobilization- March and August, according to the PRTSC Planning and Operations Office. Following are the timeframes:

#### Message

“Peatón Responsable” (be a responsible pedestrian)

“Somos Responsables” (We are all responsible).

#### Media Buy Plan Strategy

According to the most recent market study “2019 PR Population Media Consumption Campaign Target Study” provided by Gaither, Inc. a well renown specialist in target placement in PR, these are the media interest (audience points) for men 50+:



**PRTSC**

**Non-motorized\* Safety Mobilization\*\***

March 2020***						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

*Earned Media- March 2 to 8*

*Paid Media- March 4 to 7*

*Enforcement- March 2 to 8*

August 2020***						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

*Earned Media- August 10 to 16*

*Paid Media- August 11 to 14*

*Enforcement- August 10 to 16*

\*Pedestrian-Driver Safety Mobilization

\*\* Subject to Mobilization's and Fund's Approval

\*\*\* Subject to PR Election Bar's Committee Media Campaign Approval

Men 50+							
MEDIA	ZONE						TOTAL
	SJ- EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ	
TV	117	116	107	116	112	112	113.33
TV Local	87	91	88	89	90	90	89.17
Paid TV	30	25	19	27	22	22	24.17
Internet	25	20	17	14	22	22	20.00
Social Network	19	19	13	12	18	19	16.67
Video Streaming	15	11	6	12	8	11	10.50
Internet Radio	5	3	3	3	6	5	4.17
Radio	69	58	57	76	71	55	64.33
Movie Theater	8	3	2	2	2	4	3.50
Outdoor	13	37	22	15	18	28	22.17
Print	44	49	58	42	53	42	48.00
Magazine	1	1	3	1	5	3	2.33
Newspaper	43	48	55	41	48	39	45.67

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on this tendency.

Strategic integration with PR PD Work Plans for the “Somos Responsables” Mobilization

The main strategy is to communicate the active work of the State Police if applicable and promote their work plan. Municipalities Police can join, if applicable (according to the established rules and parameters).

Strategies

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media will be our main strategy. Also, will develop the following strategies:

Bicyclist Awareness, Prevention and Educational Effort

Target Audience

The data analysis obtained identifies specific population, age, gender and period to focus as follows:

Audience-

Primary –men 50-64

Secondary – men 37-49 (over 618,708 estimated\*)

\* Population Information from American Fact Finders, 2017, American Community Survey


Zone, Weekday amp Hours- emphasize in the Metropolitan Area, but taking in consideration the ten

Estrategias (Strategies)	Medidas de Desempeño (Performance Measures)	Trimestre Completado (Quarter Completed)			
		Oct-Dic Oct-Dec	Ene-Mar Jan-Mar	Abr-Jun Apr-Jun	Jul-Sep Jul-Sep
1. To Publish the pedestrian safety educational content, data and statistics through the PRTSC website and generate shareable educational content using hashtags to engage public with owned media platforms and obtain at least 300 interactions at the end of fiscal year.	Social Media Analytics	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2. To distribute at least 10,000 pieces of brochures and/or flyers/posters with the pedestrian safety educational message on Events/Mass Impact Activities and to share out to educators, Institutions and walk in public.	Number of pieces distributed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3. To Produce/Reproduce at least two (2) educational pieces with the pedestrian safety educational message	Production Estimates and Invoices	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1. To publish the Non-Motorized Media Buy Plan** for the Pedestrian Safety Awareness, Prevention & Educational Effort and obtain at least 700,000* impressions at the end of the period.	Media Buy Estimates and Post Media Buy Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. To publish the Non-Motorized Media Buy Plan** for the Pedestrian-Driving Safety Mobilization and obtain at least 1,500,000* impressions at the end of the period.	Media Buy Estimates and Post Media Buy Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3. To create/develop two (2) Mass Impact Event/Activity to influence directly attendees to broadcast and promote the pedestrian safety educational message.	Number of attendees	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4. To expose pedestrian safety educational message thru Public Relations which can include, but not limited to press conferences, media tours and interviews (for details see Media Tactics Section on C.2 -Proposed Solution).	Media Platforms Performance Measure Charts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1. To obtain at least \$50,000 on earned media from promoting the pedestrian safety educational message at the end of the fiscal year.	Quantity Obtained / Post-campaign Report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

municipalities with greater incidents / Thursday/Sunday / 6:00pm to 5:59am.

Period- May, as this is the PR National Cyclist's Month. Following is the timeframe:

May 2020*						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30



**COMPARTE LA CARRETERA**

Cyclist Awareness, Prevention  
and Educational Effort\*\*

**Paid & Earned Media- May 13 to 17**

**Paid & Earned Media- May 14 to 17**



\* Subject to PR Election Ban's Committee Media Campaign Approval

\*\* Subject to Fund's Approval

### Message

The educational message will be developed based on program goal and objective of the cyclist safety. It can include share the road and maintaining the distance keeps all of us safe.

### Media Buy Plan Strategy

According to the most recent market study "2019 PR Population Media Consumption Campaign Target Study" provided by Gaither, Inc. a well renown specialist in target placement in PR, these are the media interest (audience points) for men 50+:

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on this tendency.



Men 50+							
MEDIA	ZONE						TOTAL
	SJ- EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ	
TV	117	116	107	116	112	112	113.33
TV Local	87	91	88	89	90	90	89.17
Paid TV	30	25	19	27	22	22	24.17
Internet	25	20	17	14	22	22	20.00
Social Network	19	19	13	12	18	19	16.67
Video Streaming	15	11	6	12	8	11	10.50
Internet Radio	5	3	3	3	6	5	4.17
Radio	69	58	57	76	71	55	64.33
Movie Theater	8	3	2	2	2	4	3.50
Outdoor	13	37	22	15	18	28	22.17
Print	44	49	58	42	53	42	48.00
Magazine	1	1	3	1	5	3	2.33
Newspaper	43	48	55	41	48	39	45.67

## Strategies

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media will be our main strategy. Also, will develop the following strategies:

Estrategias (Strategies)	Medidas de Desempeño (Performance Measures)	Trimestre Completado (Quarter Completed)			
		Oct-Dic Oct-Dec	Ene-Mar Jan-Mar	Abr-Jun Apr-Jun	Jul-Sep Jul-Sep
i. To Publish the bicyclist safety educational content, data and statistics through the PRTSC website and generate shareable educational content using hashtags to engage public with owned media platforms and obtain at least 25 interactions at the end of fiscal year.	Social Media Analytics	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ii. To distribute at least 5,000 pieces of brochures and/or flyers/posters with the bicyclist safety educational content on Events/Mass Impact Activities and to share out to educators, Institutions and walk in public.	Number of pieces distributed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
iii. To Produce/Reproduce at least two (2) educational pieces with the bicyclist safety educational content.	Production Estimates and Invoices	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
iv. To publish the Non-Motorized Media Buy Plan** for the Bicyclist Prevention and Educational Effort and obtain at least 1,132,840* impressions at the end of the period.	Media Buy Estimates and Post Media Buy Reports	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
v. To create/develop one (1) Mass Impact Event/Activity to influence directly attendees to broadcast and promote the bicyclist safety educational content.	Number of attendees	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
vi. To expose the bicyclist safety educational content thru Public Relations which can include, but not limited to press conferences, media tours and interviews (for details see Media Tactics Section on C.2 -Proposed Solution).	Media Platforms Performance Measure Charts	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
vii. To obtain at least \$5,000 on earned media from promoting the bicyclist safety educational content at the end of the fiscal year.	Quantity Obtained / Post-campaign Report	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

## Nonmotorized Safety

### Media Tactics

It is proposed to produce, reproduce or edit strategic pieces to obtain better results in the objective commitment. Taking in consideration 2020 is election year, every media campaign must be authorized by the PR Election Ban's Committee, as required by PR Act 782011. Can create or edit Radio, Digital, Out of Home and Educational Pieces. An Advertising Agency will be hired for this purpose. Creative Concept will be based on Proposal's Statement of Problem, target and this program goal and objective. Result in the production of strategic pieces for a better commitment of objectives.



Paid Media- establishing the creative concept and media plan strategies in accordance to the reality of the media and the commitment with the target audience. The amount of purchase will depend on the traffic fatalities, demographic and market research. The purchase amount will depend on the traffic fatalities and demographic, market studies, analysis newspapers circulation, Google Analytic, Alexa.com, Nielsen and Arbitron.

The information will lead to selection of elements, space time and places to be successful towards the goal. An advertising agency will be hired as the carry specialized systems needed for these purposes. Also, services of an advertising agency will be hired as an authorized PRTSC agent for media ads purchasing. The hiring of this service arises from the need of human and technical resources, which include equipment and operational programs. The process of buying patterns in the media includes the selection and evaluation of our target market according to the detached information flow analysis, negotiations with broadcaster's, space availability, formalization of the purchase, signing agreements and delivery of equipment, among other tasks performed by specialists in media buys.

Frequency in exposing the message- the frequency will aim to reach the same person repeatedly. The budget will determine how much frequency can be given to each advertised effort. For example, a frequency of 2+ implies that the same person will be exposed to the same message at least two times during the advertised campaign and obtain at least 2 million impressions at the end of year 2020. The term "impression" is each time an individual is exposed to a message received through any type of media. The number is calculated based on parameters preestablished by media systems and programs.

Earned Media- the strategy will consist of lobbying Public Relations which may include press conferences, media tours, interviews, press releases, as well and distribution of educational content and increase frequency with bonuses gained thru media buy. To be fulfilled, it will be needed educational material such as brochures, flyers/posters, photo/video content, banners and backdrop, among others, for impact purpose. Oasis, travel cost, equipment rent, photographer, videographer and the advertising agency can also be required for display production and mounting.

Owned Media (Websites, Social and Mobile Networks)- the need of this service arises from the requirement of human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating and optimization of owned media and availability 7 days a week, 24 hours a day to keep in touch with audience. These platforms require ongoing daily presence and constant optimization. Services can include:

promoting owned media platforms (Facebook, Instagram, Twitter, YouTube, among others).

produce shareable educational content using hashtags to engage owned media platforms.

generate live and real-time videos on live digital platforms.

boost social media platforms contracting advertising space as PRTSC authorized agent to promote the educational message when Buy Media Plans is being aired- It is developed and measured in real time aspects such as:

Users are interacting with our page.

how many users have been won in a specific period. The information is obtained on specific demographic percentages such as country, age or gender.

Which times are the bests to reach users and “Like” tendencies.

Number of visits to owned media pages.

Analysis of all uploaded videos, with their corresponding metrics and parameters.

Download reports of all page parameters

Generating a monthly and trimestral Owned Media Analytics Report

promoting educational message through owned media platforms and the PRTSC website

Analysis of new needs and strategies of the CST

Posting and uploading data, statistics and information

Art reproduction and editing for the website

Integration with social networks

Maintenance of the platforms

Will contract a Social Media Management Service to run PRTSC owned media platforms, a Website Management Service for website maintenance, the Advertising Agency for digital production and purchase, when necessary, as well as a Media Monitoring Service, all for these purposes.

Events and Massive Impact Activities- presence in public interest events and activities will be a year-round strategy used for public engagement. Puerto Rico citizens have an active social life and enjoy crowded events as they show social acceptance. As it will have a direct influence on attendees, educational content distribution will be a proactive goal in this section. Educational material such as brochures, flyers/posters, photo/video content, banners and backdrop, among others, can be produced/reproduced for impact purpose. The advertising agency will be used production and mounting services.

Also, a professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media’s owned media as they published photos and videos in their page gallery. This new trend in the communications industry requires to have these resources to be effective and successful in publishing our newsletter, increase the number of publications and a better impact on public opinion. Photos and videos are also used for publication of PRTSC Earned and Owned Media. The visual material is extremely necessary for the effective and strategic use of networks as platforms of communication with our audience.

Equipment rent, direct purchases, water and food expenses as well as travel cost can be used for these purposes- renting equipment such as chairs, linen and tents will only be considered for activities such as press where people exceed 25 guests. Hiring a sound system can also be needed as it’s impossible to compete with the noise generated by a group of hundreds. The audio also allows us to draw attention to our message and that it has better exposure. Also, an electric start generator with technician is needed because of the magnitude of crowd expected for many public interest events and massive impact activities, they are held on open spaces, such as parking lots or outdoor sceneries, which forms the necessity of renting this equipment to operate a sound system.

A complete Communications’ Plan will be made for this program to achieve the Objective and will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

All these tactics focus on promoting the non-motorized safety educational message.

Countermeasure strategies

Countermeasure Strategy
Communication Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405h Nonmotorized Safety	405h Public Education	\$250,000.00		

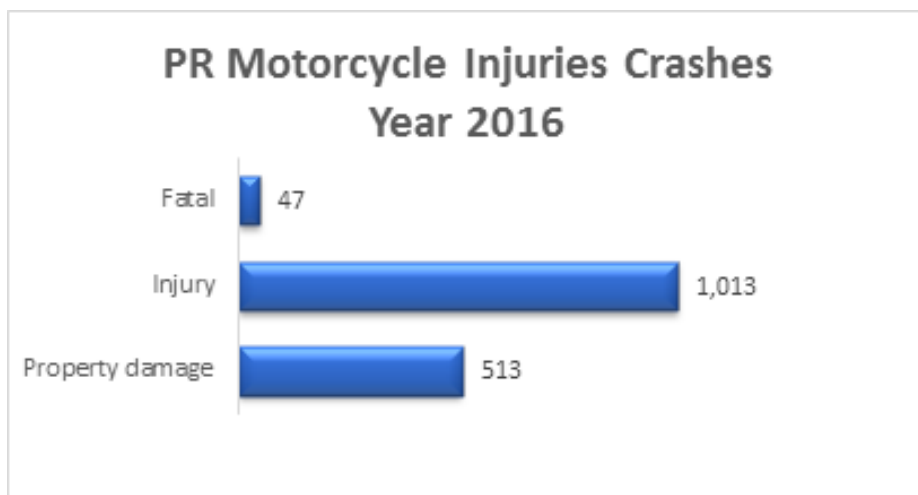
Planned Activity: Motorcycle Awareness Media Campaign

Planned activity number: 20-12-12

Primary Countermeasure Strategy ID: Communication Campaign

Planned Activity Description

Puerto Rico will implement a data-driven program in a majority of municipalities where the incidence of crashes involving a motorcycle and another vehicle is highest. Will continue efforts towards increasing communications and outreach fortifying Media Buy Plans, Mass Events and Impacts, Earned Media and Government, Private Sector and Non-profit Partnerships to expose motorcyclist Share the Road educational message based on program problem identification and target audience promoting motorcyclist’s and driver’s courtesy and coexisting toward road safety. These strategies are based on Countermeasures that Work 2017, Chapter 5, Motorcycles, 4.2 Communications and Outreach: Other Driver Awareness of Motorcyclist, Section 5-25, Page 264.



Target Identification

This information was obtained from PR Motorcyclists Fatalities and injuries (years 2015-2017). Will consider age, gender and period to focus the strategies in achieving the goal.

Audience- the three-year period (2015-2017) motorcyclist fatalities and injury crashes profile

characteristics:

97% of motorcyclist fatalities were men.

68% fatalities were ages 18-36

34% ages 18-24; and 34% were ages 25-36.

57% of motorcyclist fatalities weren't wearing helmet at the time of impact; of these

49% of the total of motorcyclist fatalities had a BAC of .02% or higher

For year 2016 Puerto Rico had 52 fatalities in crashes involving a motorcycle. Of these, 23 had a BAC .08+.

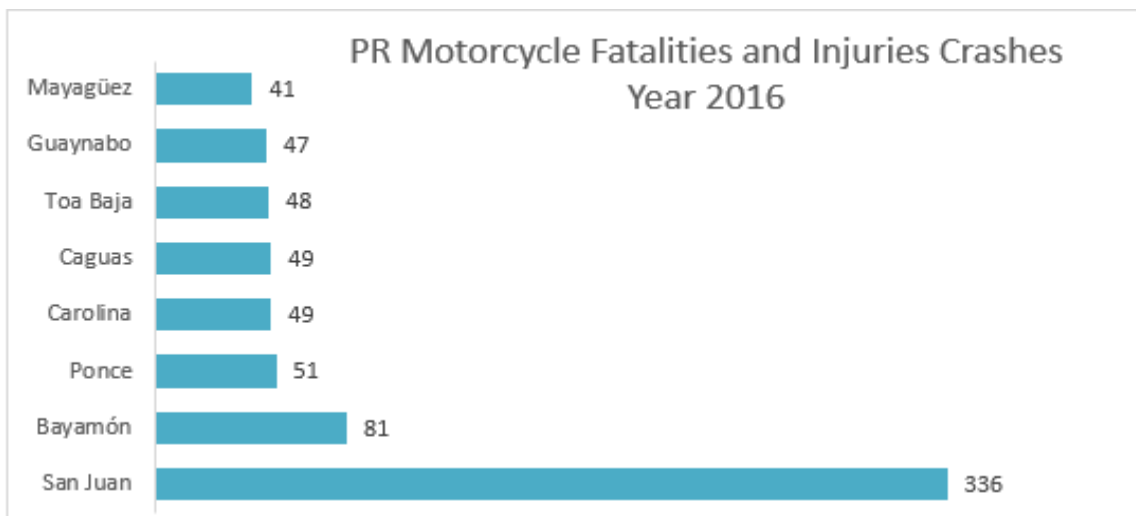
Which concludes the following audience:

primary –men 25-36; 210,878 estimated\*

secondary –men 18-24; 249,260 estimated\*

(\*Population Information from American Fact Finders 2013-2017)

Zone- After analyzing the data of the eight (8) municipalities with the highest incidence of motorcycle crashes involving a vehicle, will focus on the metropolitan area, taking in consideration the municipalities with largest population. According to the table below, 80% occurred metropolitan area (San Juan, Bayamón, Carolina, Toa Baja and Guaynabo). The other municipalities (Ponce, Caguas and Mayagüez) according to the island inhabitants and division, are three (3) of the municipalities with the largest population.



Period- February; with 12% of fatalities and 9% of injuries. Below time frame:

Weekday amp Hours- the three-year period (2015-2017) motorcyclist fatalities and injury crashes profile characteristics for weekday and hours are:

64% of the total of motorcyclist fatalities occurred on weekends (Friday to Sunday).

60% of motorcyclist fatalities were between 6:00pm and 1:59am; and 24% were between 12:00mn and 5:59am.

Which determines:

Friday to Sunday / 6:00pm to 1:59am. The process of selecting days and hours patterns will depend of the data systems' that evaluates target market details and preference. Further information will be given on Media Tactics.



**FISCAL YEAR 2019-2020  
MOTORCYCLE AWARENESS, PREVENTION  
AND EDUCATIONAL EFFORT TIME FRAME\***

JANUARY 2020							FEBRUARY 2020						
F	S	S	M	T	W	T	F	S	S	M	T	W	T
24	25	26	27	28	29	30	31	1	2	3	4	5	6

\* Subject to Mobilization's and Fund's Approval.  
\*\* Subject to PR Election Ban's Approval.



**Message**

The educational message will be developed based on program goal and motorcycle awareness media campaign. Will include “Share the Road” slogan to encourage drivers and motorcycles to get informed about the importance of sharing the streets.

**Media Tactics**

It is proposed to produce, reproduce or edit strategic pieces to obtain better results in the objective commitment. Taking in consideration 2020 is election year, every media campaign must be authorized by the PR Election Ban's Committee, as required by PR Act 782011. Can create or edit Radio, Digital, Out of Home and Educational Pieces. An Advertising Agency will be hired for this purpose. Creative Concept will be based on Proposal’s Statement of Problem, target and this program goal and objective. Result in the production of strategic pieces for a better commitment of objectives.

**Paid Media-** establishing the creative concept and media plan strategies in accordance to the reality of the media and the commitment with the target audience. The amount of purchase will depend on the traffic fatalities, demographic and market research. The purchase amount will depend on the traffic fatalities and demographic, market studies, analysis newspapers circulation, Google Analytic, Alexa.com, Nielsen and Arbitron.

The information will lead to selection of elements, space time and places to be successful towards the goal. An advertising agency will be hired as the carry specialized systems needed for these purposes. Also, services of an advertising agency will be hired as an authorized PRTSC agent for media ads purchasing. The hiring of this service arises from the need of human and technical resources, which include equipment and operational programs. The process of buying patterns in the media includes the selection and evaluation of our target market according to the detached information flow analysis, negotiations with broadcaster’s, space availability, formalization of the purchase, signing agreements and delivery of equipment, among other tasks performed by specialists in media buys.

According to the most recent market study “2019 PR Population Media Consumption Campaign Target Study” provided by Gaither Inc. a well renown specialist in target placement in PR, these are the media interest

(audience points) for men ages 25-34:

Men 25-34							
MEDIA	ZONE						TOTAL
	SJ-EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ	
TV	98	99	105	84	105	95	97.67
TV Local	69	78	89	68	86	76	77.67
Paid TV	29	21	16	16	19	19	20.00
Internet	93	86	73	77	90	80	83.17
Social Network	84	84	69	73	83	77	78.33
Video Streaming	67	70	38	71	65	43	59.00
Internet Radio	38	33	25	36	49	30	35.17
Radio	69	73	63	78	66	47	66.00
Movie Theater	36	28	35	26	39	35	33.17
Outdoor	22	51	32	45	28	40	36.33
Print	20	20	20	14	25	19	19.67
Magazine	3	1	2	3	1	2	2.00
Newspaper	17	19	18	11	24	17	17.67

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on this tendency.

Frequency in exposing the message- the frequency will aim to reach the same person repeatedly. The budget will determine how much frequency can be given to each advertised effort. For example, a frequency of 2+ implies that the same person will be exposed to the same message at least two times during the advertised campaign and obtain at least 2 million impressions at the end of year 2020. The term "impression" is each time an individual is exposed to a message received through any type of media. The number is calculated based on parameters preestablished by media systems and programs.

Earned Media- the strategy will consist of lobbying Public Relations which may include press conferences, media tours, interviews, press releases, as well and distribution of educational content and increase frequency with bonuses gained thru media buy. To be fulfilled, it will be needed educational material such as brochures, flyers/posters, photo/video content, banners and backdrop, among others, for impact purpose. Oasis, travel cost, equipment rent, photographer, videographer and the advertising agency can also be required for display production and mounting.

Owned Media (Websites, Social and Mobile Networks)- the need of this service arises from the requirement of human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating and optimization of owned media and availability 7 days a week, 24 hours a day to keep in touch with audience. These platforms require ongoing daily presence and constant optimization. Services can include:

promoting owned media platforms (Facebook, Instagram, Twitter, YouTube, among others).

produce shareable educational content using hashtags to engage owned media platforms.

generate live and real-time videos on live digital platforms.

boost social media platforms contracting advertising space as PRTSC authorized agent to promote the educational message when Buy Media Plans is being aired- It is developed and measured in real

time aspects such as:

Users are interacting with our page.

how many users have been won in a specific period. The information is obtained on specific demographic percentages such as country, age or gender.

Which times are the bests to reach users and “Like” tendencies.

Number of visits to owned media pages.

Analysis of all uploaded videos, with their corresponding metrics and parameters.

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Generating a monthly and trimestral Owned Media Analytics Report

promoting educational message through owned media platforms and the PRTSC website

Analysis of new needs and strategies of the CST

Posting and uploading data, statistics and information

Art reproduction and editing for the website

Integration with social networks

Maintenance of the platforms

Will contract a Social Media Management Service to run PRTSC owned media platforms, a Website Management Service for website maintenance, the Advertising Agency for digital production and purchase, when necessary, as well as a Media Monitoring Service, all for these purposes.

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Also, a professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media’s owned media as they published photos and videos in their page gallery. This new trend in the communications industry requires to have these resources to be effective and successful in publishing our newsletter, increase the number of publications and a better impact on public opinion. Photos and videos are also used for publication of PRTSC Earned and Owned Media. The visual material is extremely necessary for the effective and strategic use of networks as platforms of communication with our audience.

Equipment rent, direct purchases, water and food expenses as well as travel cost can be used for these purposes- renting equipment such as chairs, linen and tents will only be considered for activities such as press where people exceed 25 guests. Hiring a sound system can also be needed as it’s impossible to compete with the noise generated by a group of hundreds. The audio also allows us to draw attention to our message and that it has better exposure. Also, an electric start generator with technician is needed because of the magnitude of crowd expected for many public interest events and massive impact activities, they are held on open spaces, such as parking lots or outdoor sceneries, which forms the necessity of renting this equipment to operate a sound system.



A complete Communications' Plan will be made for this program to achieve the Objective and will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

**Strategies**

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media will be our main strategy. Also will develop the following strategies:

Estrategias (Strategies)	Medidas de Desempeño (Performance Measures)	Trimestre Completado (Quarter Completed)			
		Oct-Dic Oct-Dec	Ene-Mar Jan-Mar	Abr-Jun Apr-Jun	Jul-Sep Jul-Sep
a. To promote the motorcycle awareness message and generate shareable educational content using <i>hashtags</i> to engage public with owned media platforms and obtain at least 25 interactions at the end of the fiscal year.	Social Media Analytics	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. To distribute at least 3,000 pieces year-round of brochures and/or flyers/posters with motorcycle awareness message content on Events/Mass Impact Activities and to share out to educators, Institutions and walk-in public.	Number of pieces distributed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. To Produce/Reproduce at least 2 educational pieces with the motorcycle awareness message content.	Production estimates and Invoices	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. To publicize the motorcycle awareness message thru Public Relations which can include media tours, interviews, as well as activities planned thru alliances with different entities (for details see Media Tactics Section on C.2-Proposed Solution).	Media platforms performance measure, charts Photos/Videos, if applicable	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. To create/develop at least one Mass Impact Event/Activity to influence directly attendees and to broadcast and promote the motorcycle awareness content.	Number of attendees	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. To publish strategically purchased Media Buy Plans* during the motorcycle awareness campaign.	Media buy estimates and post media buy reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. To obtain at least \$10,000 on earned media from promoting the motorcycle awareness content at the end of fiscal year.	Quantity obtained / post-campaign report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

In summary, all these tactics focus on educational efforts that are aimed to promote motorcyclist's and driver's courtesy and coexisting toward road safety. It is imperative to educate people, so they become more conscious about the consequences of not sharing the road, the reasons why motorcyclists have the right to use the streets and the existing correlation between sharing the road and saving lives. On that behalf, and for the PRTSC to fulfill that goal, the message has to be constant and the communication efforts must cover all ways possible to spread the message, using traditional media channels and reaching the target audience through digital advertising. Since even one life lost is much, these strategies have but one goal, and it is to save as many lives as possible by keeping both, motorcyclists and drivers, safe.

**Intended Subrecipients**

State Agency - Puerto Rico Traffic Safety Commission

**Countermeasure strategies**

Countermeasure Strategy
Communication Campaign

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	\$60,000.00		

## Planned Activity: Motorcycle Safety Media Campaign

Planned activity number: 20-12-13

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

Will continue efforts towards increasing communications and outreach fortifying Media Buy Plans, Mass Events and Impacts, Earned Media and Government, Private Sector and Non-profit Partnerships to expose motorcyclist safety educational message based on program problem identification and target audience promoting motorcyclist's safety by applying rules and regulations according to PR Act 222000. This strategy is based on Countermeasures that Work 2075, Chapter 5, Motorcycles, 4.1 Communications and Outreach: Conspicuity and Protective Clothing, Section 5-23, Page 262.

#### Target Audience

Data analysis obtained identifies specific population, age, gender and period:

Audience- Primary –men 18-36; 715,255 estimated

Zone, amp Hours- emphasize in the Metropolitan Area / 6:00pm to 1:59am

Period- May; Motorcycle Safety Awareness Month (11% of fatalities and 10% of injuries)

#### Message

Motociclista Seguro "Su uso tiene una razón de ser"

(Motorcyclist Safety: Safety Gear, its use has a reason)

#### Talking Points

Motorcyclist must use proper gear when riding: Eye protection, gloves, long pants, appropriate shoes that cover the ankle and a protective DOT helmet

Always wear a DOT protective helmet when riding a motorcycle

Make sure that helmet restraint system is properly adjusted

Change the helmet every five (5) years

Discard a helmet that has been in an impact

It is illegal to drive a motorcycle with a blood alcohol level (BAC) of .02% or more

Follow the established speed limits

Children under twelve (12) years of age cannot ride on a motorcycle

Provisions of law violations will incur an administrative fault and will be sanctioned with a fine

#### Media Tactics

It is proposed to produce, reproduce or edit strategic pieces to obtain better results in the objective commitment. Taking in consideration 2020 is election year, every media campaign must be authorized by the PR Election Ban's Committee, as required by PR Act 782011. Can create or edit Radio, Digital, Out of Home and Educational Pieces. An Advertising Agency will be hired for this purpose. Creative Concept will be based on Proposal's Statement of Problem, target and this program goal and objective. Result in the production of strategic pieces for a better commitment of objectives.

**Paid Media-** establishing the creative concept and media plan strategies in accordance to the reality of the media and the commitment with the target audience. The amount of purchase will depend on the traffic fatalities, demographic and market research. The purchase amount will depend on the traffic fatalities and demographic, market studies, analysis newspapers circulation, Google Analytic, Alexa.com, Nielsen and Arbitron.

The information will lead to selection of elements, space time and places to be successful towards the goal. An advertising agency will be hired as the carry specialized systems needed for these purposes. Also, services of an advertising agency will be hired as an authorized PRTSC agent for media ads purchasing. The hiring of this service arises from the need of human and technical resources, which include equipment and operational programs. The process of buying patterns in the media includes the selection and evaluation of our target market according to the detached information flow analysis, negotiations with broadcaster's, space availability, formalization of the purchase, signing agreements and delivery of equipment, among other tasks performed by specialists in media buys.

According to the most recent market study "2019 PR Population Media Consumption Campaign Target Study" provided by Gaither.Inc. a well renown specialist in target placement in PR, these are the media interest (audience points) for men ages 18-34:

Men 18-34							
MEDIA	ZONE						TOTAL
	SJ- EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ	
TV	101	96	106	88	105	96	98.67
TV Local	69	75	88	67	86	75	76.67
Paid TV	32	21	18	21	19	21	22.00
Internet	92	88	76	79	92	81	84.67
Social Network	82	86	73	76	87	79	80.50
Video Streaming	70	63	29	65	59	43	54.83
Internet Radio	37	41	28	47	51	36	40.00
Radio	68	69	61	76	59	44	62.83
Movie Theater	38	35	39	34	45	43	39.00
Outdoor	20	50	29	43	27	36	34.17
Print	21	17	18	13	21	17	17.83
Magazine	3	1	2	4	1	2	2.17
Newspaper	18	16	16	9	20	15	15.67

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on this tendency.

**Frequency in exposing the message-** the frequency will aim to reach the same person repeatedly. The budget will determine how much frequency can be given to each advertised effort. For example, a frequency of 2+ implies that the same person will be exposed to the same message at least two times during the advertised campaign and obtain at least 2 million impressions at the end of year

2020. The term “impression” is each time an individual is exposed to a message received through any type of media. The number is calculated based on parameters preestablished by media systems and programs.

Earned Media- the strategy will consist of lobbying Public Relations which may include press conferences, media tours, interviews, press releases, as well and distribution of educational content and increase frequency with bonuses gained thru media buy. To be fulfilled, it will be needed educational material such as brochures, flyers/posters, photo/video content, banners and backdrop, among others, for impact purpose. Oasis, travel cost, equipment rent, photographer, videographer and the advertising agency can also be required for display production and mounting.

Owned Media (Websites, Social and Mobile Networks)- the need of this service arises from the requirement of human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating and optimization of owned media and availability 7 days a week, 24 hours a day to keep in touch with audience. These platforms require ongoing daily presence and constant optimization. Services can include:

promoting owned media platforms (Facebook, Instagram, Twitter, YouTube, among others).

produce shareable educational content using hashtags to engage owned media platforms.

generate live and real-time videos on live digital platforms.

boost social media platforms contracting advertising space as PRTSC authorized agent to promote the educational message when Buy Media Plans is being aired- It is developed and measured in real time aspects such as:

Users are interacting with our page.

how many users have been won in a specific period. The information is obtained on specific demographic percentages such as country, age or gender.

Which times are the bests to reach users and “Like” tendencies.

Number of visits to owned media pages.

Analysis of all uploaded videos, with their corresponding metrics and parameters.

Download reports of all page parameters

Generating a monthly and trimestral Owned Media Analytics Report

promoting educational message through owned media platforms and the PRTSC website

Analysis of new needs and strategies of the CST

Posting and uploading data, statistics and information

Art reproduction and editing for the website

Integration with social networks

Maintenance of the platforms

Will contract a Social Media Management Service to run PRTSC owned media platforms, a Website Management Service for website maintenance, the Advertising Agency for digital production and purchase, when necessary, as well as a Media Monitoring Service, all for these purposes.

Events and Massive Impact Activities- presence in public interest events and activities will be a year-round strategy used for public engagement. Puerto Rico citizens have an active social life and enjoy crowded events as they show social acceptance. As it will have a direct influence on attendees,

educational content distribution will be a proactive goal in this section. Educational material such as brochures, flyers/posters, photo/video content, banners and backdrop, among others, can be produced/reproduced for impact purpose. The advertising agency will be used production and mounting services.

Also, a professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media’s owned media as they published photos and videos in their page gallery. This new trend in the communications industry requires to have these resources to be effective and successful in publishing our newsletter, increase the number of publications and a better impact on public opinion. Photos and videos are also used for publication of PRTSC Earned and Owned Media. The visual material is extremely necessary for the effective and strategic use of networks as platforms of communication with our audience.

Equipment rent, direct purchases, water and food expenses as well as travel cost can be used for these purposes- renting equipment such as chairs, linen and tents will only be considered for activities such as press where people exceed 25 guests. Hiring a sound system can also be needed as it’s impossible to compete with the noise generated by a group of hundreds. The audio also allows us to draw attention to our message and that it has better exposure. Also, an electric start generator with technician is needed because of the magnitude of crowd expected for many public interest events and massive impact activities, they are held on open spaces, such as parking lots or outdoor sceneries, which forms the necessity of renting this equipment to operate a sound system.

A complete Communications’ Plan will be made for this program to achieve the Objective and will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

Strategies

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media will be our main strategy. Also, will develop the following strategies:

All these strategies focus on changing behavior among the targeted audience to internalize the motorcycle safety educational message and adapt it as part of their lifestyle.

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure Strategy	
Communication Campaign	

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Paid Advertising (FAST)	\$125,000.00		

Planned Activity: Distracted Driving Media Campaign

Estrategias (Strategies)	Medidas de Desempeño (Performance Measures)	Trimestre Completado (Quarter Completed)			
		Oct-Dic Oct-Dec	Ene-Mar Jan-Mar	Abr-Jun Apr-Jun	Jul-Sep Jul-Sep
a. To promote the motorcycle safety educational message and generate shareable content using hashtags to engage public with owned media platforms and obtain at least 50 interactions at the end of the fiscal year.	PRTSC Owned Media Analytics by Program Area Trimestral Report	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. To print/distribute at least 5,000 pieces year-round of brochures and/or flyers/posters with the motorcycle safety content on Events/Mass Impact Activities and to share out to educators, Institutions and walk-in public.	Supplier's Production Estimates, Invoices and PRTSC Receipt and Distribution of Educational Pieces Trimestral Report	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. To Produce/Reproduce at least two (2) educational pieces with the motorcycle safety educational content.	Supplier's Production Estimates and Invoices	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d. To publish the Motorcycle Safety Media Buy Plans** and obtain at least 1,409,522 impressions* at the end of the period.	Media Buy Estimates and Post Media Buy Reports	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e. To create/develop a Mass Impact Event/Activity to influence directly attendees and to broadcast and promote the motorcycle safety educational content.	Event Action Plan and Number of Attendees Reported	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f. To expose the motorcycle safety educational message thru Public Relations which can include press conferences, media tours, interviews, as well as activities planned thru alliances with different entities (for details see Media Tactics Section on C.2 -Proposed Solution).	Communication's Officer Public Relations Plan Report and Return of Investment Report	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g. To obtain at least \$25,000 on earned media from promoting motorcycle safety educational content at the end the year.	Quantity Obtained/ Post-campaign Report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Planned activity number: 20-12-14

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

Will continue efforts towards increasing communications and outreach fortifying Media Buy Plans, Mass Events and Impacts, Earned Media and Government, Private Sector and Non-profit Partnerships to the distracted driving educational message based on program problem identification and target audience promoting the educational efforts that are desperately needed to stop distracted driving fatalities and injuries. Also, surveys will be conducted to measure campaigns impact on citizens. This strategy is based on Countermeasures that Work 2017, Chapter 4, Distracted and Drowsy Driving, 2.2 Communications and Outreach on Distracted Driving, Section 4-18, Page 221.

#### Target Audience

The data analysis obtained identifies specific population, age, gender and period to focus as follows:

Audience- Primary –men and women 16-24; secondary – men and women 25-44; over 1.4 million estimated

Zone, Weekday amp Hours- emphasize in the Metropolitan Area, but taking in consideration the ten municipalities with greater incidents / FridayMonday / 12:00pm to 11:59pm

Period- April (according with PRTSC mobilization period). Below time frame:





**FISCAL YEAR 2019-2020  
DISTRACTED DRIVING MOBILIZATION  
CAMPAIGN TIME FRAME\***

MARCH 2020					APRIL 2020									
F	S	S	M	T	W	T	F	S	S	M	T	W	T	
27	28	29	30	31	1	2	3	4	5	6	7	8	9	
			EARNED MEDIA**											
					PAID MEDIA**									
			ENFORCEMENT											

\* Subject to Mobilization's and Fund's Approval.

\*\* Subject to PR Election Ban's Approval.



### Message and Talking Point

“Si guías y textéas Pagas” (U Drive, U Text, U Pay)

### Strategic Communications Plan

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media.

### Media Tactics

It is proposed to produce strategic pieces to obtain better results in the objective commitment. Taking in consideration 2020 is election year, every media campaign must be authorized by the PR Election Ban's Committee, as required by PR Act 782011. Can create Radio, Digital, Out of Home and Educational Pieces. An Advertising Agency will be hired for this purpose. Creative Concept will be based on Proposal’s Statement of Problem, target and this program goal and objective. Result in the production of strategic pieces for a better commitment of objectives.

**Paid Media-** establishing the creative concept and media plan strategies in accordance to the reality of the media and the commitment with the target audience. The amount of purchase will depend on the traffic fatalities, demographic and market research. The purchase amount will depend on the traffic fatalities and demographic, market studies, analysis newspapers circulation, Google Analytic, Alexa.com, Nielsen and Arbitron.

The information will lead to selection of elements, space time and places to be successful towards the goal. An advertising agency will be hired as the carry specialized systems needed for these purposes. Also, services of an advertising agency will be hired as an authorized PRTSC agent for media ads purchasing. The hiring of this service arises from the need of human and technical resources, which include equipment and operational programs. The process of buying patterns in the media includes the selection and evaluation of our target market according to the detached information flow analysis, negotiations with broadcaster’s, space availability, formalization of the purchase, signing agreements and delivery of equipment, among other tasks performed by specialists in media buys.

According to the most recent market study “2019 PR Population Media Consumption Campaign Target Study” provided by Gaither.Inc. a well renown specialist in target placement in PR, these are the media interest (audience points) for men and women ages 18-34:



Men 18-34							
MEDIA	ZONE						TOTAL
	SJ- EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ	
TV	101	96	106	88	105	96	98.67
TV Local	69	75	88	67	86	75	76.67
Paid TV	32	21	18	21	19	21	22.00
Internet	92	88	76	79	92	81	84.67
Social Network	82	86	73	76	87	79	80.50
Video Streaming	70	63	29	65	59	43	54.83
Internet Radio	37	41	28	47	51	36	40.00
Radio	68	69	61	76	59	44	62.83
Movie Theater	38	35	39	34	45	43	39.00
Outdoor	20	50	29	43	27	36	34.17
Print	21	17	18	13	21	17	17.83
Magazine	3	1	2	4	1	2	2.17
Newspaper	18	16	16	9	20	15	15.67

Women 18-34								
MEDIA	ZONE						TOTAL	INVERSION
	SJ- EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ		
TV	101	101	101	96	106	103	101.33	30%
TV Local	75	80	85	79	86	85	81.67	
Paid TV	26	21	16	17	20	18	19.67	
Internet	95	91	82	93	94	84	89.83	26%
Social Network	87	89	81	91	90	82	86.67	
Video Streaming	72	65	30	78	55	38	56.33	
Internet Radio	40	46	31	58	42	33	41.67	
Radio	69	60	57	77	59	41	60.50	18%
Movie Theater	37	36	41	35	39	46	39.00	11%
Outdoor	18	46	28	35	22	32	30.17	9%
Print	21	15	21	17	27	23	20.67	6%
Magazine	4	3	6	6	7	6	5.33	
Newspaper	17	12	15	11	20	17	15.33	
<b>Total</b>							<b>341.50</b>	<b>100%</b>

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on this tendency.

Frequency in exposing the message- the frequency will aim to reach the same person repeatedly. The budget will determine how much frequency can be given to each advertised effort. For example, a frequency of 2+ implies that the same person will be exposed to the same message at least two times during the advertised campaign and obtain at least 2 million impressions at the end of year 2020. The term "impression" is each time an individual is exposed to a message received through any type of media. The number is calculated based on parameters preestablished by media systems and programs.

Earned Media- the strategy will consist of lobbying Public Relations which may include press conferences, media tours, interviews, press releases, as well and distribution of educational content and increase frequency with bonuses gained thru media buy. To be fulfilled, it will be needed educational material such as brochures, flyers/posters, photo/video content, banners and backdrop, among others, for impact purpose. Oasis, travel cost, equipment rent, photographer, videographer and the advertising agency can also be required for display production and mounting.

Owned Media (Websites, Social and Mobile Networks)- the need of this service arises from the

requirement of human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating and optimization of owned media and availability 7 days a week, 24 hours a day to keep in touch with audience. These platforms require ongoing daily presence and constant optimization. Services can include:

promoting owned media platforms (Facebook, Instagram, Twitter, YouTube, among others).

produce shareable educational content using hashtags to engage owned media platforms.

generate live and real-time videos on live digital platforms.

boost social media platforms contracting advertising space as PRTSC authorized agent to promote the educational message when Buy Media Plans is being aired- It is developed and measured in real time aspects such as:

Users are interacting with our page.

how many users have been won in a specific period. The information is obtained on specific demographic percentages such as country, age or gender.

Which times are the bests to reach users and "Like" tendencies.

Number of visits to owned media pages.

Analysis of all uploaded videos, with their corresponding metrics and parameters.

Download reports of all page parameters

Generating a monthly and trimestral Owned Media Analytics Report

promoting educational message through owned media platforms and the PRTSC website

Analysis of new needs and strategies of the CST

Posting and uploading data, statistics and information

Art reproduction and editing for the website

Integration with social networks

Maintenance of the platforms

Will contract a Social Media Management Service to run PRTSC owned media platforms, a Website Management Service for website maintenance, the Advertising Agency for digital production and purchase, when necessary, as well as a Media Monitoring Service, all for these purposes.

Events and Massive Impact Activities- presence in public interest events and activities will be a year-round strategy used for public engagement. Puerto Rico citizens have an active social life and enjoy crowded events as they show social acceptance. As it will have a direct influence on attendees, educational content distribution will be a proactive goal in this section. Educational material such as brochures, flyers/posters, photo/video content, banners and backdrop, among others, can be produced/reproduced for impact purpose. The advertising agency will be used production and mounting services.

Also, a professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media's owned media as they published photos and videos in their page gallery. This new trend in the communications industry requires to have these resources to be effective and successful in publishing our newsletter, increase the number of publications and a better impact on public opinion. Photos and videos are also used for publication of PRTSC Earned and Owned Media. The visual material is extremely necessary for the effective and strategic use of

networks as platforms of communication with our audience.

Equipment rent, indirect purchases, water and food expenses as well as travel cost can be used for these purposes- renting equipment such as chairs, linen and tents will only be considered for activities such as press where people exceed 25 guests. Hiring a sound system can also be needed as it's impossible to compete with the noise generated by a group of hundreds. The audio also allows us to draw attention to our message and that it has better exposure. Also, an electric start generator with technician is needed because of the magnitude of crowd expected for many public interest events and massive impact activities, they are held on open spaces, such as parking lots or outdoor sceneries, which forms the necessity of renting this equipment to operate a sound system.

A complete Communications' Plan will be made for this program to achieve the Objective. Will also generate an individual Event Plan for each activity that will include specific method and resources (what, when, where, how) to carry out the Tactics. It will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

Estrategias (Strategies)	Medidas de Desempeño (Performance Measures)	Trimestre Completado (Quarter Completed)			
		Oct-Dic Oct-Dec	Ene-Mar Jan-Mar	Abr-Jun Apr-Jun	Jul-Sep Jul-Sep
a. To promote the distracted driving educational message and generate shareable content using hashtags to engage public with owned media platforms and obtain at least 300 interactions at the end of the year.	PR TSC Owned Media Analytics by Program Area Trimestral Report	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. To print/distribute at least 10,000 pieces year-round of brochures and/or flyers/posters with the distracted driving content on Events/Mass Impact Activities and to share out to educators, Institutions and walk-in public.	Supplier's Production Estimates, Invoices and PR TSC Receipt and Distribution of Educational Pieces Trimestral Report	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. To Produce/Reproduce educational pieces with the distracted driving educational content.	Supplier's Production Estimates and Invoices	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d. To publish the Distracted Driving Media Buy Plans** and obtain at least 432,812 impressions* at the end of the period.	Media Buy Estimates and Post Media Buy Reports	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e. To create/develop a Mass Impact Event/Activity to influence directly attendees and to broadcast and promote the speed & aggressive driving educational content.	Event Action Plan and Number of Attendees Reported	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f. To expose the distracted driving educational message thru Public Relations which can include press conferences, media tours, interviews, as well as activities planned thru alliances with different entities (for details see Media Tactics Section on C.2 -Proposed Solution).	Communication's Officer Public Relations Plan Report and Return of Investment Report	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g. To obtain at least \$50,000 on earned media from promoting distracted driving educational content at the end the year.	Quantity Obtained / Post-campaign Report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

In summary, all these tactics focus on educational efforts that are desperately needed to stop distracted driving fatalities and injuries.

State Agency - Puerto Rico Traffic Safety Commission

### Countermeasure strategies

Countermeasure Strategy
Communication Campaign

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Paid Advertising (FAST)	\$181,000.00		

## Planned Activity: PESET Educational Media Campaign

Planned activity number: 20-12-15

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

Will continue efforts towards increasing communications and outreach fortifying Media Buy Plans, Mass Events and Impacts, Earned Media and Government, Private Sector and Non-profit Partnerships to promote PRTSC Traffic Safety Educational Theme Park, by its initials in Spanish, PESET, based on program problem identification and target audience market by exposing the importance for children and teenagers to acknowledge rules and regulations according to PR Act 222000. This strategy is based on Highway Safety Program

Guidelines:

No. 3 Motorcycle Safety

No. 8 Impaired Driving

No. 14 Pedestrian amp Bicyclist safety

No. 19 Speed Management

No. 20 Occupant Protection

Target Audience

Much conducted studies thru time in Puerto Rico (PR) reflects that most PR households are headed by women, therefore audience will be as follow:

Primary – women ages 25-44; over 872,879 estimated\*

Secondary- general audience

\* Population Information from American Fact Finders 2013-2017 American Community Survey

Zone

Metropolitan Area with 29% of fatalities and 23% of injuries.

Weekday & Hours

According to statistics mayor incidents occurred Friday to Sunday / 10:00am to 1:59am. The process of selecting days and hours patterns will depend of the data systems' that evaluates target market details and preference. Further information will be given on Media Tactics.

Period

August 2020; the beginning of the first semester of PR scholar year. Following is the timeframe:

Message

The educational message will be developed based on program goal and objective of traffic safety education and

August 2020*						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



PRTSC

PESET\*\* Awareness, Prevention and Educational Effort\*\*\*

Earned Media- August 17 to 22

Paid & Earned Media- August 18 to 21



PARQUE EDUCATIVO

\* Subject to PR Election Ban's Committee Media Campaign Approval

\*\* PRTSC Traffic Safety Educational Theme Park

\*\*\* Subject to Fund's Approval

practical skills as drivers, pedestrians and cyclists for children between the ages 7 to 18 that can be experienced in PESET.

### Media Tactics

It is proposed to produce, reproduce or edit strategic pieces to obtain better results in the objective commitment. Taking in consideration 2020 is election year, every media campaign must be authorized by the PR Election Ban's Committee, as required by PR Act 782011. Can create or edit Radio, Digital, Out of Home and Educational Pieces. An Advertising Agency will be hired for this purpose. Creative Concept will be based on Proposal's Statement of Problem, target and this program goal and objective. Result in the production of strategic pieces for a better commitment of objectives.

Paid Media- establishing the creative concept and media plan strategies in accordance to the reality of the media and the commitment with the target audience. The amount of purchase will depend on the traffic fatalities, demographic and market research. The purchase amount will depend on the traffic fatalities and demographic, market studies, analysis newspapers circulation, Google Analytic, Alexa.com, Nielsen and Arbitron.

The information will lead to selection of elements, space time and places to be successful towards the goal. An advertising agency will be hired as the carry specialized systems needed for these purposes. Also, services of an advertising agency will be hired as an authorized PRTSC agent for media ads purchasing. The hiring of this service arises from the need of human and technical resources, which include equipment and operational programs. The process of buying patterns in the media includes the selection and evaluation of our target market according to the detached information flow analysis, negotiations with broadcaster's, space availability, formalization of the purchase, signing agreements and delivery of equipment, among other tasks performed by specialists in media buys.

According to the most recent market study "2019 PR Population Media Consumption Campaign Target Study" provided by Gaither, Inc. a well renown specialist in target placement in PR, these are the media interest (audience points) for men and women ages 25-44:

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on this tendency.

Frequency in exposing the message- the frequency will aim to reach the same person repeatedly. The budget will determine how much frequency can be given to each advertised effort. For example, a frequency of 2+ implies that the same person will be exposed to the same message at least two

Women 25-44							
MEDIA	ZONE						TOTAL
	SJ-EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ	
TV	107	104	103	107	108	106	105.83
TV Local	81	81	85	85	87	85	84.00
Paid TV	26	23	18	22	21	21	21.83
Internet	94	88	83	93	89	85	88.67
Social Network	86	86	82	90	85	83	85.33
Video Streaming	69	58	26	74	41	38	51.00
Internet Radio	37	33	25	45	36	30	34.33
Radio	74	59	55	76	61	46	61.83
Movie Theater	29	27	30	23	25	35	28.17
Outdoor	20	46	26	34	21	35	30.33
Print	23	22	25	19	33	24	24.33
Magazine	4	4	6	5	7	6	5.33
Newspaper	19	18	19	14	26	18	19.00

times during the advertised campaign and obtain at least 2 million impressions at the end of year 2020. The term “impression” is each time an individual is exposed to a message received through any type of media. The number is calculated based on parameters preestablished by media systems and programs.

Earned Media- the strategy will consist of lobbying Public Relations which may include press conferences, media tours, interviews, press releases, as well and distribution of educational content and increase frequency with bonuses gained thru media buy. To be fulfilled, it will be needed educational material such as brochures, flyers/posters, photo/video content, banners and backdrop, among others, for impact purpose. Oasis, travel cost, equipment rent, photographer, videographer and the advertising agency can also be required for display production and mounting.

Owned Media (Websites, Social and Mobile Networks)- the need of this service arises from the requirement of human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating and optimization of owned media and availability 7 days a week, 24 hours a day to keep in touch with audience. These platforms require ongoing daily presence and constant optimization. Services can include:

promoting owned media platforms (Facebook, Instagram, Twitter, YouTube, among others).

produce shareable educational content using hashtags to engage owned media platforms.

generate live and real-time videos on live digital platforms.

boost social media platforms contracting advertising space as PRTSC authorized agent to promote the educational message when Buy Media Plans is being aired- It is developed and measured in real time aspects such as:

Users are interacting with our page.

how many users have been won in a specific period. The information is obtained on specific demographic percentages such as country, age or gender.

Which times are the bests to reach users and “Like” tendencies.

Number of visits to owned media pages.

Analysis of all uploaded videos, with their corresponding metrics and parameters.

Download reports of all page parameters



Generating a monthly and trimestral Owned Media Analytics Report

promoting educational message through owned media platforms and the PRTSC website

Analysis of new needs and strategies of the CST

Posting and uploading data, statistics and information

Art reproduction and editing for the website

Integration with social networks

Maintenance of the platforms

Will contract a Social Media Management Service to run PRTSC owned media platforms, a Website Management Service for website maintenance, the Advertising Agency for digital production and purchase, when necessary, as well as a Media Monitoring Service, all for these purposes.

Events and Massive Impact Activities- presence in public interest events and activities will be a year-round strategy used for public engagement. Puerto Rico citizens have an active social life and enjoy crowded events as they show social acceptance. As it will have a direct influence on attendees, educational content distribution will be a proactive goal in this section. Educational material such as brochures, flyers/posters, photo/video content, banners and backdrop, among others, can be produced/reproduced for impact purpose. The advertising agency will be used production and mounting services.

Also, a professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media's owned media as they published photos and videos in their page gallery. This new trend in the communications industry requires to have these resources to be effective and successful in publishing our newsletter, increase the number of publications and a better impact on public opinion. Photos and videos are also used for publication of PRTSC Earned and Owned Media. The visual material is extremely necessary for the effective and strategic use of networks as platforms of communication with our audience.

Equipment rent, direct purchases, water and food expenses as well as travel cost can be used for these purposes- renting equipment such as chairs, linen and tents will only be considered for activities such as press where people exceed 25 guests. Hiring a sound system can also be needed as it's impossible to compete with the noise generated by a group of hundreds. The audio also allows us to draw attention to our message and that it has better exposure. Also, an electric start generator with technician is needed because of the magnitude of crowd expected for many public interest events and massive impact activities, they are held on open spaces, such as parking lots or outdoor sceneries, which forms the necessity of renting this equipment to operate a sound system.

A complete Communications' Plan will be made for this program to achieve the Objective and will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

All these tactics focus on promoting PESET educational message.

### [Intended Subrecipients](#)

State Agency - Puerto Rico Traffic Safety Commission

### [Countermeasure strategies](#)



Countermeasure Strategy
Communication Campaign

## Funding sources

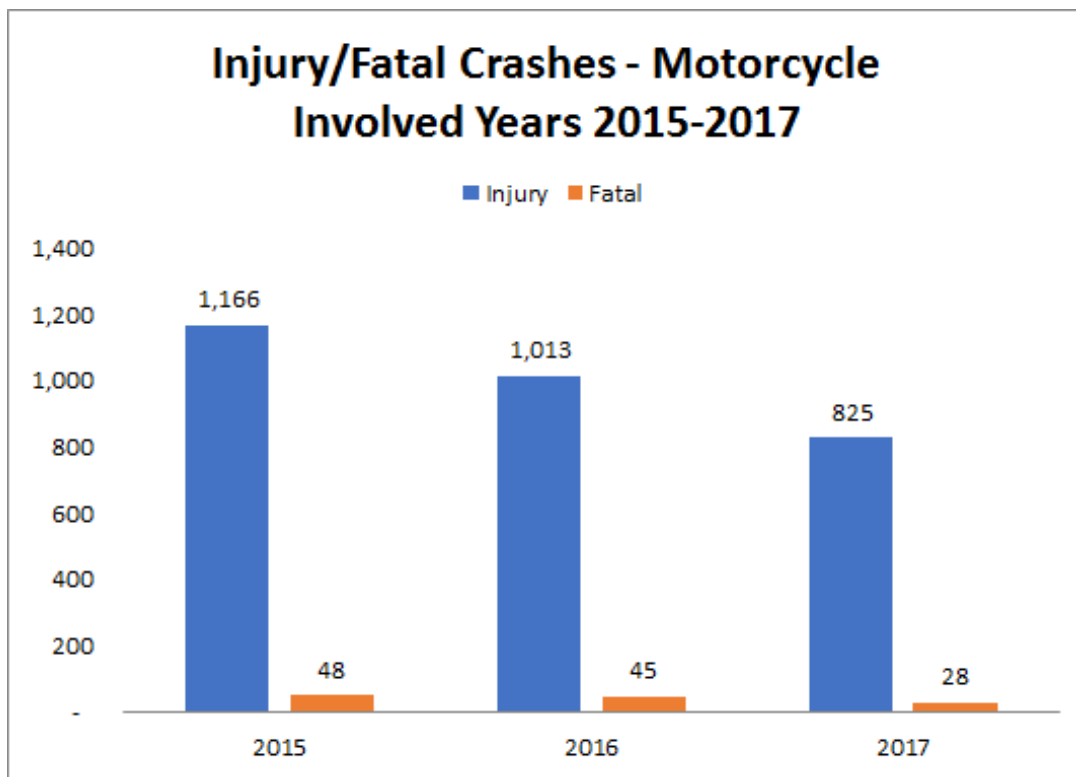
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Paid Advertising (FAST)	\$60,000.00		

## Program Area: Motorcycle Safety

### Description of Highway Safety Problems

#### Problem ID

During the three-year period of 2015-2017, Puerto Rico reported a total of 121 motorcyclist fatalities. In 2016, a total of 42 motorcyclist fatalities were reported, while 2017 reported 28; this represents a 66% reduction during this period.



During 2017, motorcyclist fatalities accounted for 10% of total traffic fatalities; this represents a reduction of 5% when compared with 2016. Law 107 is a great tool, but more encouragement must be injected through additional law enforcement measures and educational efforts, including motorcyclist training.

When analyzing data, the major contributing factors of motorcycle fatalities are speeding, impaired riding and lack of helmet use (DOT).

When analyzing motorcyclist fatalities and injury crashes profile characteristics for the three-year period, 2015-2017:

98% motorcyclist fatalities were men.

70% of motorcyclist fatalities were among the 17-36 years age group, followed by 37-54 age groups with 21%, and 55 plus with 9%.

65% of motorcyclist fatalities occurred on weekend days, while 35% occurred between Mondays through Thursdays.

69% of motorcyclist fatalities occurred between 6:00 pm-6:00 am, followed by hours between 10:00 am-5:59 pm with 24%.

63% of alcohol impaired motorcyclist fatalities were unhelmet.

63% of the total motorcyclist fatalities were .02% or higher.

30% of motorcycle involved fatal and injury crashes occur on primary roads.

29% of motorcycle involved fatal and injury crashes occur on secondary roads.

Most fatal and injury crashes were reported in the municipality of San Juan, with a total of 541; closely followed by Bayamón with 154 crashes. Both municipalities are located in the greater metropolitan area of the Island.

#### Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-7) Number of motorcyclist fatalities (FARS)	2020	5 Year	38
2020	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2020	5 Year	25

#### Countermeasure Strategies in Program Area

Countermeasure Strategy
Highway Safety Office Program Management (MS)

### Countermeasure Strategy: Highway Safety Office Program Management (MS)

Program Area: Motorcycle Safety

#### Project Safety Impacts

During the three years period 2015-2017 Puerto Rico reported 121 motorcyclist fatalities, during 2017 motorcycle fatalities accounted for 10% of total traffic fatalities, this represents a reduction of 66% when compared with 2016 numbers. More encourage must be injected through additional law enforcement measures and education efforts, including motorcyclist training. When analyzing data, the mayor contributing factors of motorcycle fatalities are: speeding, impaired riding and the lack of helmet use, specifically DOT approved helmets. Motorcycle Safety Program and the Coordinator will focus on education, share the road message and the use of proper gear including the DOT helmet.

#### Linkage Between Program Area

A comprehensive Motorcycle Safety Program that include a public awareness, enforcement and engineering

countermeasures will be coordinated at the PRTSC level. Coordinator will focus in the requirements of the law 107 for motorcyclist pointed to emphasize the issues of rider conspicuity and motorist awareness of motorcycles.

### Rationale

To reduce motorcycles fatalities, enforcement and education will continue to be the main focus of the program. In addition, we will be educating in the ways that other motorist can increase their awareness of motorcyclist and the reason why they do not see motorcycles, it will include lane positioning of motorcyclist to increase vehicle visibility. The Coordinator is an MSF Certified Rider Coach and is going to continue with the MSF curriculum to National Guard, Air National Guard members and State Police and Municipality Police Officers. Coordinator will be in charge of managing Speed and Aggressive Driving Mobilization and the Law Enforcement Liaison LELs.

Below 100 strategies will be offer to State and Municipal officers.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-13-06	Motorcycle Safety Coordinator

### Planned Activity: Motorcycle Safety Coordinator

Planned activity number: 20-13-06

Primary Countermeasure Strategy ID: Highway Safety Office Program Management (MS)

### Planned Activity Description

Training programs for law enforcement that focus on educating officers on motorcycle safety, including the requirements regarding motorcycle safety equipment, enforcement strategies, and techniques, identifying impaired riders and other topics related to motorcycle safety will be supported. A minimum of six (6) enforcement trainings will be held in FFY 2020. Decisions on where to hold training programs are data-driven and are based on a municipalities overrepresentation in motorcycle crashes. These regional training programs are conducted by MSF Certified Rider Coach.

The Program Coordinator in coordination with DISCO is looking for new sites to establish two additional ranges, those two ranges are already marked and painted, one in the municipality of Fajardo and another one in the municipality of Aibonito. Also, safety curriculum and law information will be revised.

Salary, fringe benefits, local and out of state travel expenses, rent, purchase, and maintenance of equipment, contractual services, training costs, and educational materials will be funded. The coordinator will work with PTS and MC programs, with a split-fund of 75% (PTS) and 25% (MC) accordingly.

### Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

### Countermeasure strategies

Countermeasure Strategy
Highway Safety Office Program Management (MS)

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$27,496.00		

## Program Area: Distracted Driving

### Description of Highway Safety Problems

#### Problem ID

Distracted driving involves any activity whereby or in which the driver's eyes, hands or attention are diverted from the task of driving. It is important to continue efforts toward combating distracted driving, texting and talking through hand-held phones. Steps have been taken in order to reduce the behavior, but much is still to be done. Awareness is the main key toward future success, but we must take into consideration that cell phone use has had such a predominant presence in the past 10 years. According to data published by the Puerto Rico Telecommunications Regulation Board, there were 3,091,000 cellular service subscribers. This data indicates that 95.8% of the population in Puerto Rico owns a cellular phone.

Distracted driving is performing any activity that shifts the driver's attention while driving a motor vehicle. All the distractions pose danger for drivers, passengers and safety of pedestrians and cyclists. According to the 2018 TMC Road Safety/Distracted Driving and Cell Phone Usage Study consigned by the PRTSC, the list of distractions includes the following:

- Making calls with cellphone
- Answering cellphone calls
- Sending text messages
- Reading text messages.
- Navigate the internet
- Access to quote-mailsquot
- Change radio station / handle music equipment
- Search for objects within the car
- Watch videos or movies
- Talk to passengers

On January 1, 2013, Law 201 took effect in Puerto Rico; this law, Act 22-2000 Chapter 10 Article 10.25, prohibits the use of cell phones when driving, with the purpose of intervening with distracted drivers. Out of every ten Puerto Ricans eight make use of the cell phone in some way while driving, and a much-elevated number of drivers habitually text while driving. From there, the average of 200,000 crashes the occur annually in the island have in distractive driving (majorly cell phone use) one of three principal causes of crashes, together with speed and impaired driving. Of these crashes, many minor damages are caused by cell phone use, either by talking on the cell, sending or reading text messages and navigating social networks.

If it is clearly difficult to determine the effects of cell phone use on the risk of a crash, there are investigations that indicate that these drivers confront four times more risks of being involved in a traffic crash, both with the use or no use of hand free devices. Yet more impacting is the fact that when using a cell phone, even with the

hands-free device, for one and a half minute the driver doesn't perceive 40% of traffic signals and delays his/her reaction time in case of an emergency.

The PRTSC efforts are concentrated in the delivery of an educational message through all programs, including Distracted Driving. Cell phones presence in Puerto Rico has been increasing exponentially. Studies indicate 9 out of 10 participants (88.2%) think they are at risk when they use their cell phones while driving. Also, it is estimated that a driver generates a little more than six out of ten (62.4%) use it to make or receive calls while driving "very often" or "sometimes". Text messages also require manual and visual efforts; therefore, the driver's cognitive attention is highly affected placing himself in an imminent danger situation. The Puerto Rico 2018 Road Safety/Distracted Driving and Cell Phone Usage Study reveals the following information:

95.8% of interviewed people own a cellular phone.

35.5% use it while driving.

25.3% use it "always" or "almost always".

37.6% use it "almost never" or "never".

98.4% understands that driving and talking on a cell phone without a hands-free device Puerto Rico is illegal.

88.2% have some sort of "hands free" device.

(Bluetooth installed in the car or separated is the most popular device among the participants (62.7%). The second most used device for this purpose is "headphones with a cable", indicated by two out of 10 participants and "Bluetooth earbuds (without cables), mentioned by 11.3%).

Other studies conducted by companies and organizations indicate:

88% of the population is active in social networks.

66.3% women

33.7% men

51.4% the users invest approximately three (3) hours connected to social networks.

**Associated Performance Measures**

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	B-2) Percentage of people that reported making cell phone calls while driving. (Survey)	2020	Annual	66.50

**Countermeasure Strategies in Program Area**

Countermeasure Strategy
Distracted Driving Attitude Survey
Highway Safety Office Program Management (DD)
Short-term, High-Visibility Law Enforcement (DD)

**Countermeasure Strategy: Distracted Driving Attitude Survey**

Program Area: Distracted Driving

## Project Safety Impacts

The survey will present awareness attitudes and of respondents' essential to understand distracted driving practice. With a non-intimidating environment, the gathered information will unveil facts about drivers' opinions, knowledge, level of awareness and attitudes regarding distracted driving, perception of risk such as getting caught by police (enforcement), safety and the effect of the prevention messages. By analyzing results drivers' opinion will be take into consideration on decisionmaking. This feedback will allow PRTSC to compare results over time

### Attitude Survey Statistics and Research

contract a professional firm with experience and knowledge on surveys, data collection and analysis review surveys methodology, sample and questions to ensure guidelines compliance and sample characteristics

conduct the distracted driving attitude survey

discuss an approve final survey report data and results

## Linkage Between Program Area

Will administrate attitude surveys that targets the strengths and weaknesses of the distracted driving program to comprehend driver's opinions, knowledge level of awareness and attitudes regarding distracted driving. A specialized market research agency with experience in road safety will be contracted to do the survey.

## Rationale

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-14-02	Distracted Driving Attitude Surveys

## Planned Activity: Distracted Driving Attitude Surveys

Planned activity number: 20-14-02

Primary Countermeasure Strategy ID: Distracted Driving Attitude Survey

### Planned Activity Description

A specialized firm will be contracted to conduct Attitude Surveys to measure the effectiveness and to identify which strategies were effective and areas where it will be necessary to improve or refine proposed strategic and action plans for future campaigns. Below is the time frame for the activity:

### Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission and Private Entity

### Countermeasure strategies

Countermeasure Strategy
Distracted Driving Attitude Survey

### Funding sources



**FISCAL YEAR 2019-2020  
DISTRACTED DRIVING SURVEY TIME FRAME\***

**Distracted Driving Mobilization Campaign**

- Earned Media - March 30 to April 6, 2020\*\***
- Paid Media - April 1 to 4, 2020\*\***
- Enforcement - March 30 to April 6, 2020**

**MAY**

S	M	T	W	T	F	S
24	25	26	27	28	29	30
SURVEY QUESTIONER SELECTION & APPROVAL						

MAY							JUNE						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
31	1	2	3	4	5	6	7	8	9	10	11	12	13
SURVEY FIELD WORK													

**JUNE**

S	M	T	W	T	F	S	S	M	T	W	T	F	S
14	15	16	17	18	19	20	21	22	23	24	25	26	27
SURVEY DATA ANALYSIS							SURVEY SUBMISSION, DISCUSSION & APPROVAL						

\* Subject to Mobilization's and Fund's Approval.  
\*\* Subject to PR Election Ban's Approval.



Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Attitudinal Survey	\$14,000.00		

## Countermeasure Strategy: Highway Safety Office Program Management (DD)

Program Area: Distracted Driving

### Project Safety Impacts

PRTSC and the Program Coordinator objective is to reduce the number of fatalities caused by distracted drivers for 2020, through educational campaigns and coordinated efforts with law enforcement agencies. To achieve deaths and injuries reduction from distracted driving, the PRTSC and Program Coordinator will strengthen their efforts to increase awareness on the importance of having all five senses in the steering wheel while driving, in order to prevent fatalities.

Coordinate activities and events with the Communications Area related to Act 201.

Coordinate mobilization to stop distracted drivers with LEL amp law enforcement agencies for the month of April 2020.

Continue the promotion of the educational campaign quotIf you drive and text, you payquot, to avoid cell phone calls and texting while driving.

We choose this countermeasure strategy because it is important to continue efforts toward combating distracted



driving in particular, texting and talking through hand-held phones, by means of the Distracted Driver Coordinator.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
20-14-03	Distracted Driving Coordinator

**Planned Activity: Distracted Driving Coordinator**

Planned activity number: 20-14-03

Primary Countermeasure Strategy ID: Highway Safety Office Program Management (DD)

**Planned Activity Description**

This project main objective is to provide a Program Coordinator to work with reduce the number of fatalities caused by distracted drivers for 2020. The Coordinator’s salary is 15% funded from this project and 85% from the Occupant Protection Program. Also, local and stateside travel, and equipment costs are funded.

**Intended Subrecipients**

State Agency - Puerto Rico Traffic Safety Commission

**Countermeasure strategies**

Countermeasure Strategy
Highway Safety Office Program Management (DD)

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Distracted Driving (FAST)	\$9,184.00		

**Countermeasure Strategy: Short-term, High-Visibility Law Enforcement (DD)**

Program Area: Distracted Driving

**Project Safety Impacts**

To increase the number of interventions of distracted drivers and this way reduce traffic crashes caused by cell phone distractions, the PRTSC organize one (1) enforcement campaign. This plan’s purpose is to intervene with distracted drivers particularly during the period of April 6-13, 2020 at 6:00 am – 6:00 pm. To achieve this objective, an intensive plan of proactive road patrols with the Puerto Rico Police and approximately twenty (20) Municipal Police Forces throughout the island.

Studies conducted in different countries sustain that a simple distraction affects the ability of one person to conduct the simplest task, much more when he/she is operating a motor vehicle. No one doubts that the riskiest distraction while driving is the use of cell phones. In general terms, this practice seriously affects driving skills, worsens his/her performance and considerably reduces his/her perception on diverse situations that can occur on the road.

## Linkage Between Program Area

### Rationale

We choose this countermeasure strategy because is part of a National Mobilization.

This countermeasure strategy is rationale because locate High-Visibility Enforcement (HVE) operations and community outreach to promote safer behaviors and to reinforce the message through law enforcement to increase compliance with appropriate traffic laws.

It is a reasonable budget for the project to achieve the implementation of planned activity.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
20-14-XX	Distracted Driving Mobilizations

### Planned Activity: Distracted Driving Mobilizations

Planned activity number: 20-14-XX

Primary Countermeasure Strategy ID: Short-term, High-Visibility Law Enforcement (DD)

### Planned Activity Description

### Intended Subrecipients

State Police and Municipal Police

### Countermeasure strategies

Countermeasure Strategy
Short-term, High-Visibility Law Enforcement (DD)

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405e Comprehensive Distracted Driving	405e DD Law Enforcement (FAST Comprehensive)	\$220,000.00		

### Evidence-based traffic safety enforcement program (TSEP)

Planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP):

Unique Identifier	Planned Activity Name
20-14-XX	Distracted Driving Mobilizations
20-01-01	Impaired Driving Overtime Enforcement
20-01-XX	Impaired Driving Overtime Enforcement
20-08-XX	Non-Motorized High Visibility Enforcement
20-05-XX	Seat Belt Enforcement - Mobilization Overtime

## **Analysis of crashes, crash fatalities, and injuries in areas of highest risk.**

### **Crash Analysis**

PRTSC administers grant funding to implement an Evidence-Based Traffic Safety Enforcement Program with the finality of preventing traffic violations, crashes, and crash fatalities and injuries in areas of highest risk. High Visibility Enforcement (HVE), combines enforcement, visibility elements, and a publicity strategy to educate the public and promote voluntary compliance with the law. The assignment of planned activities to enforcement mobilization campaigns that focus on speed, impaired driving, distracted driving, non-motorized, and the use of seat belt is funded. A vast amount of Puerto Rico's highway safety grant funds is allocated on these grants to state and municipal law enforcement agencies for the execution of these mobilizations each year. Conducting High Visibility Enforcement combines highly visible and proactive law enforcement targeting a specific traffic safety issue based on main components of data-driven problem identification of crashes, and crash fatalities and injuries in areas of highest risk. These data are necessary to ensure that the planned activity be effectively and that these support the achievement of overall goal and objectives established in its Highway Safety Plan.

Law enforcement planned activities for mobilizations are assigned based on the seriousness of the problem(s) identified, the likelihood of success and potential traffic safety impact. Conducting evidence-based enforcement requires three main components. PRTSC obtains data necessary for the problem identification process from various data sources:

**FARS: traffic crash fatalities**

**SAFETY/CARE: fatal and injury traffic crashes**

**ACAA: traffic crash serious injuries**

Problem identification is also essential in identifying traffic crash cluster areas, or hotspots. SAFETY/CARE data system provides essential information to understand which roadways and municipalities have highest rates of traffic crashes, that way resources can be efficiently directed towards these.

The High Crash Location Reports (HCLR), are prepared as part of the implementation efforts of the 2019-2023 Puerto Rico Strategic Highway Safety Plan (SHSP). The main purpose of this report has been to define the corridors (3-km or more), spots (500-meters), and intersections with higher crash costs (CCF) and frequency indexes (FI) for specific three-year periods.

In addition, includes the identification of the most hazardous locations within the State Highway System (Island wide), by State Roadway Classification, and by Emphasis Areas. The analysis was conducted using the SAFETY/CARE and the FARS crash databases.

The methodology used to identify the high crash locations in Puerto Rico was designed locally. It considered the Highway Safety Manual (HSM) 2010 recommendations for determining the Severity Index (SI) and the Crash Rates (CR). However, the limitations of the local data available forced the PRHTA to use alternative methods to define high crash locations in Puerto Rico. This helped define two factors: Crash Cost Factor (CCF) and Frequency Index (FI). One associated with the crash severity and the other with the proportion of crashes.

The process, in general, is summarized in the following steps:

**Step 1. Generate the lists of locations (i.e. spots, corridors, and intersections).**

Step 2. Determine the frequency index (FI) and the crash cost factor (CCF). This step does not apply to the locations identified using the fatalities database (Puerto Rico Fatalities or local FARS).

Step 3. Perform the analysis of the most critical locations, selecting minimum CCF and FI.

Step 4. Prepare maps.

Step 5. Evaluate and report results.

Step 6. Make recommendations.

SAFETY/CARE database is used to access the PRDOTPW crash database. SAFETY/CARE database assists in identifying the crash prone spots (hot-spots), corridors and intersections based on specific parameters, such as segment length and the minimum number of crashes.

The process within the SAFETY/CARE database includes:

Filtering the data – Depends on the classification area.

Entering the parameters

Minimum of one (1) crash

Spots: 500 mts.

Corridors: 3.0 km

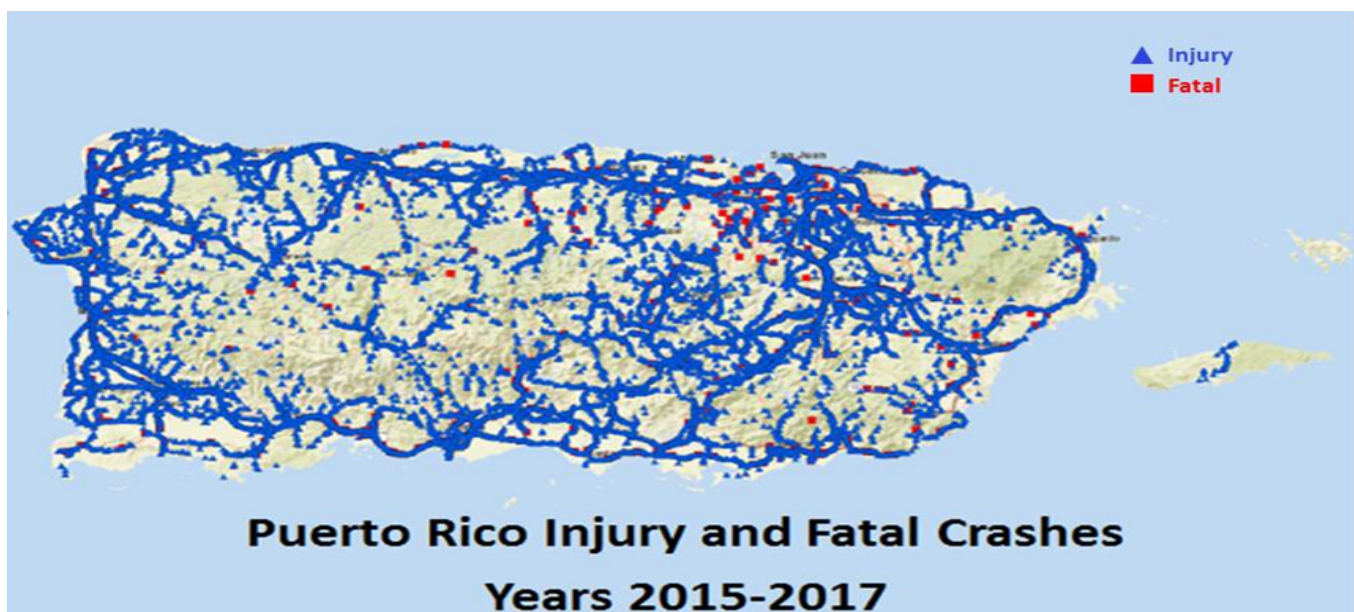
Intersections

Puerto Rico FARS data pre-processing was performed as summarized below:

Road number/name consistency – Several roads were identified by different name/number formats (i.e., PR-1 or PR-01, or 1, or Road 1). For instance, the road names in the Puerto Rico FARS database were re-coded using the 'PR-#' format.

Convert fatalities to crashes – The crash events were identified within the fatality database using the fatality date, time, and location. Identifying these fatal crashes or events is crucial, since this analysis is intended for the identification of high crash locations and shall consider only crash events and not fatalities.

Map below is an example of fatal and injury traffic crashes by municipality, which clearly illustrates most of these occurring among metropolitan area municipalities. This data is then further analyzed to identify other trends and factors that contribute to crashes, and enforcement measures necessary to address them.



## Deployment of Resources

PRTSC outlines best approaches to address traffic problem through enforcement and educational areas, guiding state and municipal police agencies in the development of appropriate countermeasures for their specific areas. Some examples of these strategies include targeting enforcement on a specific traffic violation, such as speeding, unrestrained vehicle occupant, impaired driving, distracted driving, and non-motorized.

PRTSC has a data-driven approach throughout the year, we are also constantly reviewing them. Each database is evaluated, discussed and consulted with the responsible entity. This includes continuous efforts to improve or obtain traffic volumes, road and vehicle data, and registered motorcycles. The data analysis includes the available data for all public roads.

As an example of the latter, state and municipal police execute enforcement efforts following best practices as listed in NHTSA's Uniform Guidelines for State Highway Safety Programs and Countermeasures That Work 2017, such as DUI saturation patrols, speed enforcement, etc. distracted driving, speeding, and the unrestrained vehicle occupant. These DUI saturation patrols take place in periods with high numbers of alcohol impaired traffic crashes and fatalities due to high alcohol consumption in Puerto Rico.

In addition, state and municipal police execute high visibility enforcement through their participation in national campaigns such as "Click It or Ticket" in May and "Distracted Driving Awareness Month" in April, "Christmas y Labor Day Crackdown" and other local campaigns programed by the PRTSC.

See below the calendar on specific enforcement efforts can be found in each of the program areas.

## Effectiveness Monitoring

Continuous monitoring of law enforcement implementation programs is another important factor of the enforcement program. Participating law enforcement agencies that receive mini- grants are obligated to report their progress, the activities conducted and their results (number of tickets or citations issued) to ensure that target, objectives and tasks performed are as they were established on work plans.

Work plans must be established by each state and municipal agency by an established due date for approval. Once mobilization is approved, all agencies will be subject to performance monitoring during the mobilizations period to assure their progress and achievement of goal. When mobilization ends all agencies have fifteen (15) days to submit a work report detailing the number of participating police, hours and tickets or citations. This report is analyzed by program coordinator and LELs to establish if agency was successful and identifying areas that need to be improved.

Law Enforcement Liaisons (LELs) play a crucial role in the implementation of enforcement program. They are responsible of staying in contact with enforcement agencies before, during and after mobilization campaign periods, through meetings, phone calls and emails, and offer solutions and expert advice in the case a problem arises. They also assist PRTSC staff with monitoring programs and assessing their overall performance.

Funding decisions for subsequent mobilization campaigns are based on the effectiveness of the implementation and performance of the enforcement agency. If program does not meet its intended goal, assistance will be provided to determine if and how the program can be helped and guided to increase its effectiveness.

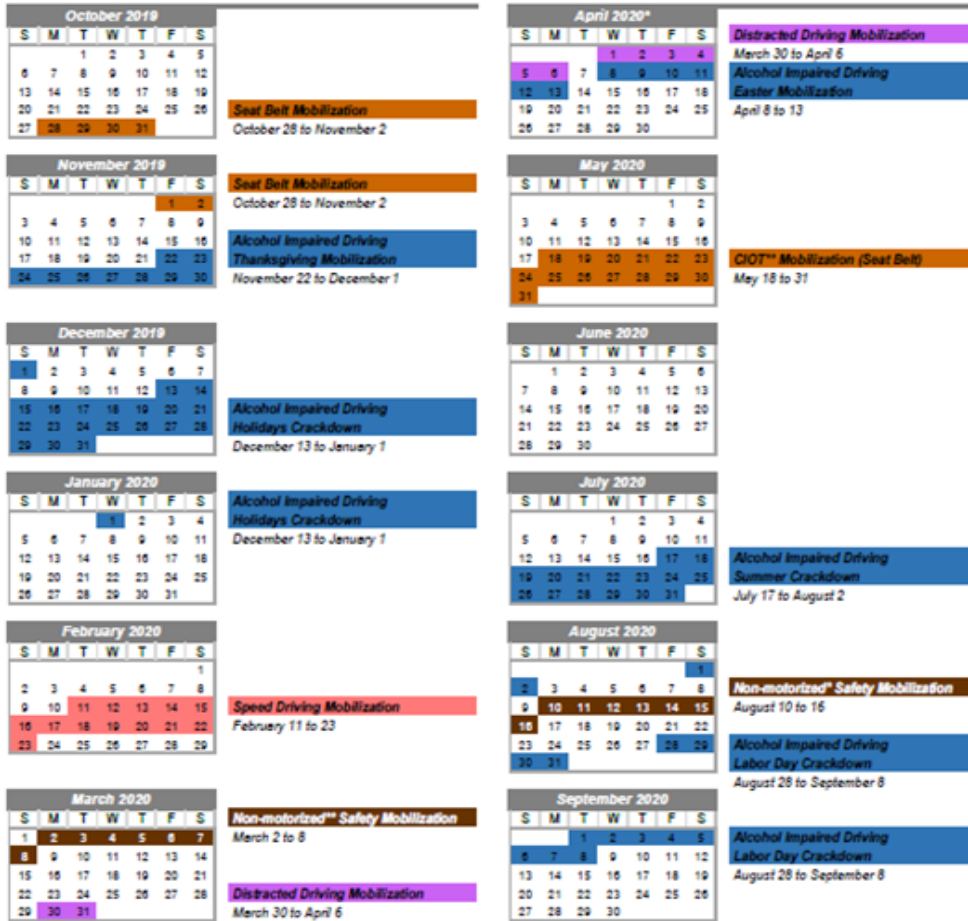
## High-visibility enforcement (HVE) strategies

**Planned HVE strategies to support national mobilizations:**





## PRTSC Mobilizations Calendar FY 2020



\*Pedestrian-Driver Safety Mobilization  
\*\*Click It Or Ticket

Preliminary dates subject to NHTSA's Enforcement Approvals Dates and/or External Event Organizer's Official Dates.

Revision: July 9, 2019

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Countermeasure Strategy
Drug Screening for Prosecutorial Evidence
Occupant Protection Observational Survey
Short term, High Visibility Law Enforcement (NM)
Short-term, High Visibility Law Enforcement (ID)
Short-term, High Visibility Law Enforcement (PTS)
Short-term, High Visibility Seat Belt Law Enforcement
Short-term, High-Visibility Law Enforcement (DD)

HVE planned activities that demonstrate the State's support and participation in the National HVE mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles:

Unique Identifier	Planned Activity Name
20-01-01	Impaired Driving Overtime Enforcement
20-01-XX	Impaired Driving Overtime Enforcement

20-03-XX	Speed Enforcement Mobilization
20-05-XX	Seat Belt Enforcement - Mobilization Overtime
20-08-XX	Non-Motorized High Visibility Enforcement
20-14-XX	Distracted Driving Mobilizations

## 405(b) Occupant protection grant

### Occupant protection plan

State occupant protection program area plan that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems:

Program Area Name
Occupant Protection (Adult and Child Passenger Safety)

### Participation in Click-it-or-Ticket (CIOT) national mobilization

Agencies planning to participate in CIOT:

Agency
Puerto Rico Police Department
Aguadilla Municipal Police
Arecibo Municipal Police
Barceloneta Municipal Police
Bayamón Municipal Police
Caguas Municipal Police
Camuy Municipal Police
Carolina Municipal Police
Cidra Municipal Police
Florida Municipal Police
Guaynabo Municipal Police
Hatillo Municipal Police
Isabela Municipal Police
Moca Municipal Police
Naranjito Municipal Police
Ponce Municipal Police
San Germán Municipal Police
Vega Alta Municipal Police
Yauco Municipal Police
Vega Baja Municipal Police
San Juan Municipal Police
Cabo Rojo Municipal Police
Canóvanas Municipal Police
Cataño Municipal Police
Morovis Municipal Police



Utuado Municipal Police
Toa Baja Municipal Police

**Description of the State's planned participation in the Click-it-or-Ticket national mobilization:**

**Planned Participation in Click-it-or-Ticket**

This planned activity has a purpose, increase seat belt use and educate the public on the impact belt use has had on reducing injuries and fatalities in motor vehicle crashes. Based in this data, PRTSC planned conducted (2) Mobilizations on the hours of 2:00 pm- 10:00 pm, the Click It or Ticket campaign will be conducted from May 18-31, 2020, and Seat Belt Enforcement Mobilization from October 28 to November 2, 2019. Funds will be provided to State and municipal law enforcement agencies to implement seat belt saturation and/or tactical overtime patrols. State and municipal police forces will receive funds to participate in enforcement efforts. For both mobilizations, greater participation will be requested in the geographic areas in which at least 70 percent of the unrestrained passenger vehicle occupant fatalities, combined fatalities and serious injuries occurred. This type of enforcement has proven to be an effective mechanism to maintain awareness on these matters of road safety.

**List of Task for Participants & Organizations**

**Child restraint inspection stations**

**Countermeasure strategies demonstrating an active network of child passenger safety inspection stations and/or inspection events:**

Countermeasure Strategy
Child Restraint System Inspection Station(s)
CPST Training

**Planned activities demonstrating an active network of child passenger safety inspection stations and/or inspection events:**

Unique Identifier	Planned Activity Name
20-05-27	Increase Child Protection & Education
20-05-43	Puerto Rico Fire Department - Fitting Stations
20-05-XX	Seat Belt Enforcement - Mobilization Overtime

**Total number of planned inspection stations and/or events in the State.**

Planned inspection stations and/or events: 24

**Total number of planned inspection stations and/or events in the State serving each of the following population categories: urban, rural, and at-risk:**

Populations served - urban: 15

Populations served - rural: 4

Populations served - at risk: 4

**CERTIFICATION: The inspection stations/events are staffed with at least one current nationally Certified Child Passenger Safety Technician.**

**Child passenger safety technicians**

Countermeasure strategies for recruiting, training and maintaining a sufficient number of child passenger safety technicians:

Countermeasure Strategy
Child Restraint System Inspection Station(s)
CPST Training

Planned activities for recruiting, training and maintaining a sufficient number of child passenger safety technicians:

Unique Identifier	Planned Activity Name
20-05-27	Increase Child Protection & Education
20-05-43	Puerto Rico Fire Department - Fitting Stations
20-05-XX	Seat Belt Enforcement - Mobilization Overtime

Estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and inspection events by nationally Certified Child Passenger Safety Technicians.

Estimated total number of classes: 4

Estimated total number of technicians: 45

### Maintenance of effort

**ASSURANCE:** The lead State agency responsible for occupant protection programs shall maintain its aggregate expenditures for occupant protection programs at or above the level of such expenditures in fiscal year 2014 and 2015.

### Qualification criteria for a lower seat belt use rate State

The State applied under the following criteria:

Primary enforcement seat belt use statute: Yes

Occupant protection statute: No

Seat belt enforcement: Yes

High risk population countermeasure programs: Yes

Comprehensive occupant protection program: No

Occupant protection program assessment: No

### Primary enforcement seat belt use statute

Requirement Description	State citation(s) captured
The State's statute(s) demonstrates that the State has enacted and is enforcing occupant protection statutes that make a violation of the requirement to be secured in a seat belt or child restraint a primary offense.	Yes

### Citations

Legal Citation Requirement: The State's statute(s) demonstrates that the State has enacted and is enforcing

occupant protection statutes that make a violation of the requirement to be secured in a seat belt or child restraint a primary offense.

Legal Citation: \$100.00

Amended Date: 7/1/2017

### Citations

Legal Citation Requirement: The State's statute(s) demonstrates that the State has enacted and is enforcing occupant protection statutes that make a violation of the requirement to be secured in a seat belt or child restraint a primary offense.

Legal Citation: Act 22-2000, Chapter 13, Article 13.01

Amended Date: 7/1/2017

### Seat belt enforcement

Countermeasure strategies demonstrating that the State conducts sustained enforcement throughout the fiscal year of the grant to promote seat belt and child restraint enforcement and involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred:

Countermeasure Strategy
Child Restraint System Inspection Station(s)
Occupant Protection Observational Survey
Short-term, High Visibility Seat Belt Law Enforcement

Planned activities demonstrating that the State conducts sustained enforcement throughout the fiscal year of the grant to promote seat belt and child restraint enforcement, and involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred:

Unique Identifier	Planned Activity Name
20-05-27	Increase Child Protection & Education
20-05-29	Occupant Protection Observational Surveys
20-05-43	Puerto Rico Fire Department - Fitting Stations
20-05-XX	Seat Belt Enforcement - Mobilization Overtime

### High risk population countermeasure programs

Countermeasure strategies demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: Drivers on rural roadways; Unrestrained nighttime drivers; Teenage drivers; Other high-risk populations identified in the occupant protection program area plan:

Countermeasure Strategy
Child Restraint System Inspection Station(s)
CPST Training

Occupant Protection Observational Survey
Short-term, High Visibility Seat Belt Law Enforcement

Submit planned activities demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: Drivers on rural roadways; Unrestrained nighttime drivers; Teenage drivers; Other high-risk populations identified in the occupant protection program area plan:

### 405(c) State traffic safety information system improvements grant

#### Traffic records coordinating committee (TRCC)

Meeting dates of the TRCC during the 12 months immediately preceding the application due date:

Meeting Date
12/13/2018
4/4/2019
6/6/2019

#### Name and title of the State’s Traffic Records Coordinator:

Name of State’s Traffic Records Coordinator: Ariana Peña-Guzmán

Title of State’s Traffic Records Coordinator: Traffic Records Coordinator

#### TRCC members by name, title, home organization and the core safety database represented:

#### List of TRCC members

NAME	TITLE	AGENCY	SYSTEM OR DISCIPLINE
Carlos Contreras Aponte, PE	Secretary	DOT	Governor Highway Safety Representative
CRASH SYSTEM	Darelis López Rosario, Esq.	Executive Director	Puerto Rico Traffic Safety Commission
Crash System	Liz Y. López Del Río	Federal Program Manager	Puerto Rico Traffic Safety Commission
Crash SystemCrash System	Melvies A. Rodríguez Torres	FARS Analyst	Puerto Rico Traffic Safety Commission
Fatality Analysis Reporting System	Juan Carlos Rivera Ortiz, PE	Supervisor	DOT – Highway and Transportation Authority
Crash SystemCrash System	Marilizette Rodríguez Marrero, Executive Officer II	Supervisor	DOT – Accident Analysis Office
Crash SystemCrash System	José J. Colón	Supervisor	Association of Joint Subscription
Crash SystemCrash System	Lynnette Alicea, PE	Highway and Transportation Authority Consultant	Strategic Road Safety Plan – CSA Group
Crash SystemCrash System	CITATION/ADJUDICATION SYSTEM	Alberto Pérez Ocasio, Judge	Assistant Administrative Director

Administration of Courts	Citation/Adjudication System	Rosaura González Vélez, Prosecutor	Traffic Safety Resource Prosecutor (TSRP)
Department of Justice	Citation/Adjudication System	LAW ENFORCEMENT/AJUDICATION DATA SYSTEM	Julio Sepúlveda Irizarry
Special Assistant	Bureau of Transportation and Other Public Services	Law Enforcement/Adjudication Data System	Gaby Pérez Cintrón, Inspector
Director Negotiated Highway Patrol	State Police	Law Enforcement/Adjudication Data System	Juan C. Rivera Vázquez, PhD
Assistant Secretary of technology and Telecommunications	Puerto Rico Department of Public Safety	Law Enforcement/Adjudication Data System	Monserrate Rodríguez, Officer
Municipal PoliceMunicipal PoliceMunicipal Police	Municipality of Guaynabo	Law Enforcement/Adjudication Data System	DRIVER AND VEHICLE SYSTEM
Nelson Ruiz Otero	Director Point System	Puerto Rico DMV	Driver and Vehicle System
Adrián Cerros	Director	FMCSA	Driver System
EMS/INJURY SURVEILLANCE SYSTEM	Lydivel Martínez Colón, Esq.	Assistant Regional Director of Arecibo	Automobile Accident Compensation Administration
Injury Surveillance System	Jaime González Torrez	Interagency Coordinator	Emergency Medical System
EMS/Injury Surveillance System	Luis R. Rivera Molina	Interagency Coordinator	Government Board of the 911 Service
EMS/Injury Surveillance System	Marta E. Figueroa Solis	Trauma Registry	Department of Health
EMS	ROADWAY SYSTEM	Cándido Camacho	Director Office of Traffic Collection and Analysis
DOT – Highway and Transportation Authority	Roadway System	Grace Díaz Estrada	Highway EngineerHighway Engineer
Federal Highway Administration	Roadway System	DATA USE AND INTEGRATION	Héctor M. Colón Jordán, PhD
CARE Project Director	Carlos Albizu University	Data Use and Integration	Josie D. Bianchi, PE

## Traffic Records System Assessment

Recommendation from most recent assessment of 2016

### Crash Recommendations

Improve the procedures/process flows for the Crash data system to reflect best practices identified in the Traffic Records Programs Assessment Advisory.

Improve the interfaces with the Crash data system to reflect best practice identified in the Traffic Records Programs Assessment Advisory.

Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

#### Vehicle Recommendations

Improve the applicable guidelines for the Vehicle data systems to reflect best practices identified in the Traffic Records Programs Assessment Advisory.

Improve the data dictionary or the Vehicle data system to reflect best practices identified in the Traffic Records Programs Assessment Advisory.

Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

#### Driver Recommendations

Improve the applicable guidelines for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Improve the data dictionary for the Driver data system to reflect best practices identified in the Traffic Records Programs Assessment Advisory.

Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

#### Roadway Recommendations

Improved the applicable guidelines for the Roadway data system to reflect best practices identified in the Traffic Records Programs Assessment Advisory.

Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Programs Assessment Advisory.

Improved the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Programs Assessment Advisory.

#### Citation/Adjudication Recommendations

Improved the applicable guidelines for the Citation and Adjudication system to system to reflect best practices identified in the Traffic Records Programs Assessment Advisory.

Improved the data dictionary for the Citation and Adjudication system to reflect best practices identified in the Traffic Records Programs Assessment Advisory.

Improved the interfaces with the Citation and Adjudication system to reflect best practices identified in the Traffic Records Programs Assessment Advisory.

Improve the data quality control program for the Citation and Adjudication system to reflect best practices identified in the Traffic Records Programs Assessment Advisory.

#### EMS/Injury Surveillance Recommendations

Improve the description and contents of the Injury Surveillance system to reflect best practices identified in the Traffic Records Programs Assessment Advisory.

Improve the interface with the Injury Surveillance system to reflect best practices identified in the Traffic Records Programs Assessment Advisory.

Improve the data quality control program for the Injury Surveillance system to reflect best practices identified in the Traffic Records Programs Assessment Advisory.

#### Data Use and Integration Recommendations

Improve the traffic record system capacity to integrate data to reflect best practices identified in the Traffic Records Programs Assessment Advisory.

### Traffic Records for Measurable Progress

#### RECOMMENDATIONS TO BE WORKED ON FY2020

Core System: Crash

Recommendation: Improve the procedures/ process flows for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The Puerto Rico Police Department (PRPD) continues the process of implementing a new, standard electronic police crash report (PPR 621.4) to collect crash data in the field that is consistent with MMUCC guidelines. During the current fiscal year, the PRPD made several changes to the new police crash report, the classification manual and the user instruction manual to comply with the Puerto Rico Police Reform and with required state laws from several agencies that will utilize the collected data causing a delay on the projected go live date. The final version of the PPR 621.4 police crash report and the user manuals was finally approved during the fourth quarter of the fiscal year.

Puerto Rico has detailed policies and procedures for key processes governing the collection, reporting, and posting of crash data and FARS data. The policies and procedures are included in the following documents: Puerto Rico Fatality Analysis Reporting System (FARS) Procedures Manual, 'Reglamento para el Control en el Envío, Distribución, Archivo y Expedición de Informes Policiacos en la Policía de Puerto Rico', and Article 4.09 of Law 22. Each document will be updated accordingly to accommodate the new flow of data and represent the new reality.

Detailed training material was created and approved based on the criteria established by the "Manual on Classification of Motor Vehicle Traffic Accident" published by the National Safety Council and the MMUCC Guideline Model Minimum Uniform Crash Criteria Fourth Edition (2017). Officers' training is scheduled to commence at the beginning of August of the current year and expected to be completed by December of the same year. Highway Patrol Division Officers' training is scheduled to commence in July 2019 and should be completed by December of 2019. The training will focus on the importance of data accuracy and completeness. Once Officer's training is complete the Traffic Safety Commission will provide guidance in the creation of process flow diagrams detailing the processes governing the collection, submission, processing, posting, and maintenance of crash data.

The new, standard electronic police crash report (PPR 621.4) is expected to go live 100% at the end of October 2019.

Recommendation: Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The new, standard electronic police crash report (PPR 621.4) is expected to go live 100% at the end of October 2019. This process was delayed due to changes made to the PPR 621.4, the classification and the user instruction manual to comply with the Puerto Rico Police Reform and with required state laws from several agencies that will utilize the collected data.

The functional and technical specifications documents for edit checks and validations rules will be created during the next fiscal year and incorporated to the new police crash report once the technical development has



been completed and tested. The implementation of automated edit checks and validation rules will ensure accuracy and completeness in the data collection. A document describing the function of system checks, validations rules, required fields and dependencies, will be created to help users understand how data is collected.

The quality control and data error correction will continue to be managed by the Accident Analysis Office. New processes will be established and documented to manage data errors and corrections as well as providing feedback to users.

A formal process will be established and documented to manage the return of rejected crash reports to the originating officer. Currently, the supervising officer reviews all crash reports before they can be approved. If any critical information is missing the report is returned to the originating officer. This process will be reviewed with the implementation of the new police crash report (PPR 621.4) and if proven efficient will become the formal process for rejected crash reports.

Performance measures will be defined once the new electronic police crash report (PPR 621.4) is fully deployed and operational.

Core System: Vehicle

Recommendation: Improve the data dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

A complete data dictionary exists and was provided for the assessment meeting advisory ideal. Procedures for collection, reporting, and posting of registration, and title information are formally documented by are in Spanish.

We were unable to complete this recommendation during the current fiscal year because the Department of Transportation and Public Works (PRDOT) has been going through an internal restructuring due to the reduction of available personnel (early retirement windows offered by the government and hiring freeze) as part of the austerity measures imposed by the Puerto Rico Fiscal Control Board.

During the next fiscal year, the Traffic Safety Commission will translate the necessary documentation.

Core System: Driver

Recommendation: Improve the applicable guidelines for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The Bureau of Transportation and Other Public Services (BTOPS), formerly Public Service Commission, recognizes the importance and benefits of the interaction with FMCSA's Commercial Driver's License Information System (CDLIS). Currently, the BTOPS is responsible for regulating and providing safety oversight of commercial motor vehicles in Puerto Rico.

During the next fiscal year, the BTOPS will adopt the use of Commercial Driver's License (CDL) in accordance with Federal Motor Carrier Safety Administration (FMCSA) regulations. The Commercial Drivers Licenses will be expedited by Department of Transportation and Public Works (PRDOT) and BTOPS will have oversight on who gets the licenses. Once the transformation process is complete and the new regulations go into effect, then we can focus on commencing the interaction with the Commercial Driver's License Information System (CDLIS).

Recommendation: Improve the data dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

A complete data dictionary exists and was provided for the assessment meeting advisory ideal. Procedures for collection, reporting, and posting of registration, and title information are formally documented but are in Spanish. The Traffic Safety Commission is actively working with the Drivers Service Directorate (DISCO) in creating a formal document repository and prioritizing the documents that will require translation. The process was delayed during the current fiscal year due to a reduction in personnel (early retirement windows offered by the government and hiring freeze) as part of the austerity measures imposed by the Puerto Rico Fiscal Control Board.

#### Core System: Roadway

Recommendation: Improve the applicable guidelines for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

During the current fiscal year, the Puerto Rico Highway and Transportation Authority (PRHTA) published a request for proposal for the development and deployment of a Roads Information Management System (RIMS) solution to fulfill primarily the mandate of the Federal Highway Administration's (FHWA) Highway Performance Monitoring System (HPMS). The development of the database structure will support FHWA programs requirements such as Model Inventory of Roadway Elements (MIRE). The development and deployment of RIMS is expected to take approximately two (2) years.

After completing the evaluation process the bid was awarded in late March 2019. The contract is been redacted in the PRHTA legal department and is expected to be finalized by June 2019. For the next fiscal year, PRHTA will work with the hired company to establish a realistic work plan, set up initial meetings, deadlines, and any other details that still need to be worked on.

#### Core System: Citation/Adjudication

Recommendation: Improve the applicable guidelines for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The Puerto Rico Justice Department (PRJD) uses the Integrated Criminal Record (RCI) System which resides in the Criminal Justice Information System (SIJC, for its Spanish acronym), a fully NIEM compliant system with the FBI's CJIS requirements. Access to this system strictly follows the FBI CJIS Security Policy and is audited by FBI CJIS HQ in Virginia.

The Puerto Rico Criminal Justice Information System (SIJC) adheres to the National Crime Information Center (NCIC) data guidelines. The connection to the Center was interrupted during the aftermath of Hurricane Maria but has since been reestablished. The same situation happened with the National Law Enforcement Telecommunication System (NLETS).

Puerto Rico does not have a centralized impaired driving data tracking system and recognizing the potential benefits we are committed, for the next fiscal, to clearly define the requirements (information, interfaces, reporting) to develop a system following The Model Impaired Driver Records Information System (MIDRIS) specifications.

During the current fiscal year, the Chief Technology Officer (CIO) of the Puerto Rico Justice Department resigned from his position during the first quarter of the fiscal year. The position was vacant until the third quarter of the fiscal year. Also, during this time the Puerto Rico Justice Department allocated most of its information technology personnel to preparing and moving the departments headquarter to a new government facility due to the damages caused by Hurricane Maria in the old structure. For these reasons, all

recommendations from the previous year were halted until the new CIO could get up to date with all the ongoing work.

Recommendation: Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

There is available documentation for the Integrated Criminal Record (RCI) System and Criminal Justice Information System (SIJC, for its Spanish acronym). In the next fiscal year, a document inventory will be created to determine what specific system documentation is available and what needs to be created. This initiative was delayed during the current fiscal year due to the resignation of the Justice Department CIO in the first quarter of the year. This position was vacant until the third quarter. Also, during this time the Puerto Rico Justice Department allocated most of its information technology personnel to preparing and moving the departments headquarter to a new government facility due to the damages caused by Hurricane Maria in the old structure.

Recommendation: Improve the interfaces with the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Currently, the Integrated Criminal Record (RCI) system has online access to the Driver and Vehicles Information Database System (DAVID+) to query/validate driver's personal data as the first step in creating a case.

During the current fiscal year, the interface required to exchange information from the Court's Unified System for Management and Administration of Cases (SUMAC) to the Justice's Department Integrated Criminal Record (RCI) system so case information and court's adjudication/determination information can flow seamlessly between the systems was completed.

In the next fiscal, the requirements for the following interfaces will be evaluated and defined where information sharing is possible:

Interface driver's history, including citations and DUI, from the Driver and Vehicles Information Database System (DAVID+) to Integrated Criminal Record (RCI) system.

Interface from to Integrated Criminal Record (RCI) system to Driver and Vehicles Information Database System (DAVID+) to transfer adjudicated data for posting to the vehicle and driver file when appropriate.

These recommendations were delayed during the current fiscal year due to the resignation of the Justice Department CIO in the first quarter of the year. This position was vacant until the third quarter. Also, during this time the Puerto Rico Justice Department allocated most of its information technology personnel to preparing and moving the departments headquarter to a new government facility due to the damages caused by Hurricane Maria in the old structure.

Recommendation: Improve the data quality control program for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Performances measures of timeliness, completeness, integration and accessibility will be defined during the next fiscal year. This initiative was delayed during the current fiscal year due to the resignation of the Justice Department CIO in the first quarter of the year. This position was vacant until the third quarter. Also, during this time the Puerto Rico Justice Department allocated most of its information technology personnel to preparing and moving the departments headquarter to a new government facility due to the damages caused by

Hurricane Maria in the old structure.

Core System: Data Use and Integration

Recommendation: Improve the traffic records systems capacity to integrate data to reflect best practices identified in the Traffic Records Program Assessment Advisory.

During the current fiscal year the following tasks were completed or are in progress: (1) Training was provided for existing and potential users on the SAFETY tool; (2) Insurance data elements are been transferred from the Automobile Accident Compensation Administration and integrated in the SAFETY tool; (3) Interface testing of the electronic police crash report data to a designated server for analysis is in progress.

In a continuous effort to collect quality data, its access and analysis, we will focus on the following goals during the next fiscal year:

Improve the quality and validity of the crash data, including increasing the correct geolocation of crash.

Extend the contents of the analytical crash datasets by increasing their compatibility with the MMUCC standards and integrating injury and insurance data elements from external datasets.

Provide advanced analytical tools to a broad base user by extending the functionality of the tools, training potential users in their use, and increasing the number of active users. Access to crash data will continue to have a one-year delay for the next two years since the new electronic crash report will not be fully functional until mid-2020.

Core System: EMS/Injury Surveillance

Recommendation: Improve the description and contents of the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

EMS – In Puerto Rico ambulance services are provided by some of the larger municipalities, the state and private companies. Due to the aftermath of Hurricane Maria most of the private companies that provided emergency services/vehicles went bankrupt and ceased operations. The regulation of emergency vehicles in the island was assigned to the Bureau of Transportation and Other Public Services (BTOPS), formerly Public Service Commission.

During the current fiscal year, BTOPS created the Ambulance Service Transformation Committee with the purpose of establishing a formal EMS Office. The purpose of the EMS Office will be to standardize and regulate all ambulance services (municipal, state and private) in the island. This includes the creation of protocols, ambulance inspections, compliance and credentials among other tasks. The EMS Office will also be responsible for standardizing EMS patient care information to be NEMESIS compliant. All the information collected in this office will be used to establish reliable outcome measures, identify and reduce errors, and focus on data driven decision-making.

During the next fiscal year, we will monitor the progress of the Bureau of Transportation and Other Public Services on the creation of the EMS Office.

Trauma Registry - The Trauma Center (Centro Medico) in Puerto Rico implemented a new electronic medical record system. The project went live in the second quarter of the fiscal year. The IT department is working on making final adjustments to improve the systems performance and response. The new system complies with the latest federal and local regulations including ARRA Stage 3 Meaningful Use and HIPPA. We will follow-up on the progress.

Recommendation: Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The Trauma Center (Centro Medico) in Puerto Rico implemented a new electronic medical record system. The project went live in the second quarter of the fiscal year. The new system complies with the latest federal and local regulations including ARRA Stage 3 Meaningful Use and HIPPA. It also includes a Continuity of Care Document (CCD) interface suite to receive and display CCD medical summaries from other systems. Now that the system is fully implemented and operational, we will evaluate to integration of trauma data to other data sources.

## Traffic Records Supporting Non-Implemented Recommendations

### RECOMMENDATIONS THAT WILL NOT BE WORKED ON FY2020

#### Core System: Crash

Recommendation: Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The Traffic Safety Commission and the Police Department recognize the importance of data quality for accurate crash data statistics and analysis that will support policy-level decision-making processes. The focus and goal for the next fiscal year is to expedite the implementation of the electronic police crash report (PPR 621.4) in order to streamline data collection by officers at the crash scene. Once the new police crash report is fully deployed and operational the integration to the database of the Department of Transportation and Public Works (Driver and Vehicles Information Database System DAVID+) will be considered.

Due to the delayed in the deployment of the new electronic police crash report caused by the changes made to the PPR 621.4 and the user instruction manual, the proposal for a Geo-localization project was put on hold during the current fiscal year.

For purposes of data accuracy and validation officers have access to the Driver and Vehicles Information Database System (DAVID+) in the field to verify and validate driver and vehicle information. Officers also have access to the Integrated Criminal Record System (RCI) to verify criminal records and outstanding warrants.

#### Core System: Vehicle

Recommendation: Improve the applicable guidelines for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Puerto Rico maintains the State of record for new out-of-state titles but does not maintain brand information. As a part of the vehicle registration process in the agency computerized system, when the VIN is inserted, the system automatically connects to CVINA (a POLK Company software) to validate and provide vehicle information. The Department of Transportation and Public Works recognizes the importance of capturing brands which is essential for ensuring that vehicles with serious, potentially dangerous defects and those that have been totaled are not reintroduced into the market.

During the current fiscal year, the Department of Transportation and Public Works (PRDOT) established a list of priorities allocating all resources to focus on the restoration of the island's deeply battered infrastructure caused by hurricanes Irma and Maria. For that reason and a reduction of available personnel (early retirement windows offered by the government and hiring freeze) as part of the austerity measures imposed by the Puerto

Rico Fiscal Control Board, the PRDOT cannot commit to working on improvements to the Vehicle data system during the next fiscal year.

Recommendation: Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The Puerto Rico Department of Transportation and Public Works has various data quality control procedures in place to ensure entered data falls within the range of acceptable values and is logically consistent between other elements. PRDOT recognizes the importance of improving quality control programs and establishing comprehensive performance measures to ensure the integrity of the data collected.

During the current fiscal year, the Department of Transportation and Public Works (PRDOT) established a list of priorities allocating all resources to focus on the restoration of the island's deeply battered infrastructure caused by hurricanes Irma and Maria. For that reason and a reduction of available personnel (early retirement windows offered by the government and hiring freeze) as part of the austerity measures imposed by the Puerto Rico Fiscal Control Board, the PRDOT cannot commit to working on improvements to the Vehicle data system during the next fiscal year.

Core System: Driver

Recommendation: Improve the applicable guidelines for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The Department of Transportation and Public Works (PRDOT) recognizes the importance and benefits of the interaction with National Driver Register (NDR), and Problem Driver Pointer System (PDPS).

During the current fiscal year, the Department of Transportation and Public Works (PRDOT) established a list of priorities allocating all resources to focus on the restoration of the island's deeply battered infrastructure caused by hurricanes Irma and Maria. For that reason and a reduction of available personnel (early retirement windows offered by the government and hiring freeze) as part of the austerity measures imposed by the Puerto Rico Fiscal Control Board, the PRDOT cannot commit to working on improvements to the Vehicle data system during the next fiscal year.

Recommendation: Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The Puerto Rico Department of Transportation and Public Works (PRDOT) has various data quality control procedures in place to ensure entered data falls within the range of acceptable values and is logically consistent between other elements. PRDOT recognizes the importance of improving quality control programs and establishing comprehensive performance measures to ensure the integrity of the data collected.

During the current fiscal year, the Department of Transportation and Public Works (PRDOT) established a list of priorities allocating all resources to focus on the restoration of the island's deeply battered infrastructure caused by hurricanes Irma and Maria. For that reason and a reduction of available personnel (early retirement windows offered by the government and hiring freeze) as part of the austerity measures imposed by the Puerto Rico Fiscal Control Board, the PRDOT cannot commit to working on improvements to the Vehicle data system during the next fiscal year.

Core System: Roadway

Recommendation: Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

During the current fiscal year, the Puerto Rico Highway and Transportation Authority (PRHTA) published a request for proposal and awarded the project for the development and deployment of a Roads Information Management System (RIMS) solution to fulfill primarily the mandate of the Federal Highway Administration's (FHWA) Highway Performance Monitoring System (HPMS). The development of the database structure will support FHWA programs requirements such as Model Inventory of Roadway Elements (MIRE).

The proposal included the creation and delivery of administrator guides as well as installation procedures and configuration file instructions, data dictionary, technical manuals, and user guides. The technical manuals, and user guides will be available during the training phase of the project. Other technical documentation should be available right after deployment.

After completing the evaluation process the bid was awarded in late March 2019. The contract is been redacted in the PRHTA legal department and is expected to be finalized by June 2019. The development and deployment of RIMS is expected to take approximately two (2) years.

Recommendation: Improve the procedures/ process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

During the current fiscal year, the Puerto Rico Highway and Transportation Authority (PRHTA) published a request for proposal and awarded the project for the development and deployment of a Roads Information Management System (RIMS) solution to fulfill primarily the mandate of the Federal Highway Administration's (FHWA) Highway Performance Monitoring System (HPMS). The development of the database structure will support FHWA programs requirements such as Model Inventory of Roadway Elements (MIRE).

The proposal included the creation and delivery of administrator guides as well as installation procedures and configuration file instructions, data dictionary, technical manuals, and user guides. The technical manuals, and user guides will be available during the training phase of the project. Other technical documentation should be available right after deployment.

After completing the evaluation process the bid was awarded in late March 2019. The contract is been redacted in the PRHTA legal department and is expected to be finalized by June 2019. The development and deployment of RIMS is expected to take approximately two (2) years.

Recommendation: Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

During the current fiscal year, the Puerto Rico Highway and Transportation Authority (PRHTA) published a request for proposal and awarded the project for the development and deployment of a Roads Information Management System (RIMS) solution to fulfill primarily the mandate of the Federal Highway Administration's (FHWA) Highway Performance Monitoring System (HPMS).

The development and deployment of RIMS is expected to take approximately two (2) years. The quality control measures will be addressed once the RIMS project is completed.

Core System: EMS/Injury Surveillance

Recommendation: Improve the description and contents of the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Emergency Department and Hospital Discharge – In Puerto Rico there are approximately 20 hospitals and 50 emergency rooms. Due to the current financial crisis and the aftermath of Hurricane Maria some of the hospitals and emergency rooms are undergoing financial restructuring or are in the process of ceasing operations. For this



reason, there are no improvement initiatives contemplated for the next fiscal year.

Vital Records - Vital records in Puerto Rico are kept by the Puerto Rico Demographic Registry, part of the Puerto Rico Department of Health. This subdivision consolidates all death certificates into a standardized death registry for the complete population of Puerto Rico. The Demographic Registry employs professional pathologist to classify causes of death using ICD-10 scheme. Vital records data is available upon request for roadway safety analyses. Currently, the Forensic Sciences Institute of Puerto Rico is going through a crisis due to the lack of administrative personnel and pathologists causing a backlog on autopsies, death certificates and reports. For this reason, there are no improvement initiatives contemplated for the next fiscal year.

Recommendation: Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Due to fiscal and financial constraints and restructuring there are no improvement of interfaces initiatives contemplated for the next fiscal in the component area of EMS and Emergency Department and Hospital Discharge.

Recommendation: Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory

EMS - The regulation of emergency vehicles in the island was assigned to the Bureau of Transportation and Other Public Services (BTOPS), formerly Public Service Commission. During the current fiscal year, BTOPS created the Ambulance Service Transformation Committee with the purpose of establishing a formal EMS Office. The purpose of the EMS Office will be to standardize and regulate all ambulance services (municipal, state and private) in the island. The EMS Office will also be responsible for standardizing EMS patient care information to be NEMSIS compliant. Once the EMS Office is created and the initiative to standardize EMS patient care information is completed and a formal process established, data quality control programs will be defined.

Emergency department and hospital discharge – In Puerto Rico there are approximately 20 hospitals in and 50 emergency rooms. Due to the current financial crisis and the aftermath of Hurricane Maria some of the hospitals and emergency rooms are undergoing financial restructuring or are in the process of ceasing operations. For this reason, there are no data quality control initiatives contemplated for the next fiscal year.

Trauma Registry - The Trauma Center (Centro Medico) in Puerto Rico implemented a new electronic medical record system. The project went live in the second quarter of the fiscal year. The new system complies with the latest federal and local regulations including ARRA Stage 3 Meaningful Use and HIPPA. It also includes a Continuity of Care Document (CCD) interface suite to receive and display CCD medical summaries from other systems. During the next fiscal year, we will evaluate to integration of trauma data to other data sources. Once all the possible integrations are completed, data quality control programs will be defined.

Vital records - The Puerto Rico Demographic Registry follows the NCHS standards and specifications in its collection, editing, and processing of vital records. The NCHS quality algorithms report all data that fails to fall within acceptable values and data fields that are not logically consistent. The Puerto Rico Demographic Registry is subject to the quality control processes established at NCHS.

## Traffic Records for Model Performance Measures

PR-PM-1 – Vehicle Registration / Completeness

This performance measure is based on the V-C-04 model. Puerto Rico will improve the Completeness of the Vehicle Registration system as measured in terms of Increase of Integrate data from Weight and Tonnage application to DAVID (Driver and Vehicle Information Database) System.

The state will show measurable progress using the following method: Since 2003 the program Weights and Measures was implemented on in the weighing station located in the municipality of Salinas. This is a database that extracts information from the DAVID+ System. Basically, it works with all heavy motor vehicle weighing more than 10,001 pounds.

In compliance with the Law No. 22, Articles 15.02, 15.03 and 15.06 and the 6726 Regulations "Regulations for Motor Vehicles Heavy" will proceed to make the certifications and weight tonnage. These documents establishing the collection of annual fees payable by each driver to move the truck on the public highways of Puerto Rico duly authorized. In addition, other certifications are issued as the Certification of Dimensions, indicating the weight to be loaded on the truck.

As part of support among government agencies, on a daily basis, they may have an official representative of the Bureau of Transportation and Other Public Services (BTOPS), formerly Public Service Commission, who is watching the work of the Station. In case of any irregularity, the individual may step in to inspect the truck and make recommendations for correcting the deficiencies identified.

MONTH	YEAR 2016	YEAR 2017	YEAR 2018	YEAR 2019
January	112	205	136	124
February	113	152	123	154
March	112	181	122	130
April	200	79	220	
May	206	45	191	
June	199	79	188	
July	119	76	143	
August	168	52	201	
September	165	25	191	
October	171	61	205	
November	109	135	164	
December	120	141	118	
TOTAL	1,794	1,231	2,002	408

April 1, 2017 – March 31, 2018 = 1,074

April 1, 2018 – March 31, 2019 = 2,029

PR-PM-2 – Driver License / History / Completeness (12 to 15 points)

This performance measure is based on the D-T-01B model.

Puerto Rico will improve the Completeness of the Driver License / History system as measured in terms of Increase of Number of suspension warning letters issued by DISCO (12 to 15 points). This Performance Measure is related to the Point System Project 11-07-11.

In order to comply with the provisions of State Law No. 22, Article 3.22 and Regulation 7977, the Drivers Service Directorate (DISCO) submitted a Proposal for 2010-2011 focused on the mechanization of the correspondence to be sent depending on a standardized rating scale. The proposal was approved by the amount

of \$623,753.31

If the driver accumulates 12 to 15 points, he will receive a First Notice, in which he is encouraged to driving more cautiously and in turn makes the warning that if he accumulates 16 to 24 points, he will be named to attend an Orientation and if he accumulates 25 points or more points he will receive a suspension notice.

MONTH	YEAR 2016	YEAR 2017	YEAR 2018	YEAR 2019
January	1,597	711	39	749
February	3,149	355	36	777
March	2,361	2,741	87	873
April	2,163	763	25	
May	2,501	416	1,179	
June	1,731	653	3,204	
July	1,166	87	698	
August	1,381	26	699	
September	1,060	0	659	
October	91	99	1,831	
November	2,486	10	1,006	
December	925	50	93	
TOTAL	20,611	5,911	9,556	2,399

April 1, 2017 – March 31, 2018 = 2,266

April 1, 2018 – March 31, 2019 = 11,793

PR-PM-3 – Driver License / History / Completeness (16 to 24 points)

This performance measure is based on the D-T-01B model.

Puerto Rico will improve the Completeness of the Driver License / History system as measured in terms of Increase of Number of suspension warning letters issued by DISCO (16 to 24 points). This Performance Measure is related to the Point System Project 11-07-11.

In order to comply with the provisions of State Law No. 22, Article 3.22 and Regulation 7977, the Drivers Service Directorate (DISCO) submitted a Proposal for 2010-2011 focused on the mechanization of the correspondence to be sent depending on a standardized rating scale. The proposal was approved by the amount of \$623,753.31

If the driver accumulates 16 to 24 points, will receive a citation to take the Orientation to the Point System Course and in turn, makes the warning that if he accumulates 25 points or more points, he will receive a suspension notice. In addition, it includes the driver's record.

MONTH	YEAR 2016	YEAR 2017	YEAR 2018	YEAR 2019
January	675	287	1	598
February	1,251	131	0	424
March	1,026	891	46	472
April	904	25	7	
May	991	24	443	
June	731	35	1,589	
July	457	9	595	

August	457	2	1,556	
September	466	0	704	
October	28	2	991	
November	1,152	1	847	
December	399	0	19	
TOTAL	8,537	1,407	6,798	1,494

April 1, 2017 – March 31, 2018 = 145

April 1, 2018 – March 31, 2019 = 8,245

PR-PM-4 – Driver License / History / Completeness (25 points or more)

This performance measure is based on the D-T-01B model.

Puerto Rico will improve the Completeness of the Driver License / History system as measured in terms of Increase of Number of suspension warning letters issued by DISCO (25 or more points). This Performance Measure is related to the Point System Project 11-07-11.

In order to comply with the provisions of State Law No. 22, Article 3.22 and Regulation 7977, the Drivers Service Directorate (DISCO) submitted a Proposal for 2010-2011 focused on the mechanization of the correspondence to be sent depending on a standardized rating scale. The proposal was approved by the amount of \$623,753.31

If the driver accumulates 25 or more points, he will receive a notice of suspension which will indicate the points accumulated and the term of suspension, which may be: 3 months, 6 months or 1 year. In addition, it includes the driver's record.

MONTH	YEAR 2016	YEAR 2017	YEAR 2018	YEAR 2019
January	188	98	2	120
February	512	112	1	221
March	191	171	40	122
April	229	23	1	
May	263	21	190	
June	194	26	1,014	
July	68	3	546	
August	164	3	30	
September	224	0	26	
October	201	3	233	
November	486	0	76	
December	180	2	11	
TOTAL	2,900	462	2,170	463

April 1, 2017 – March 31, 2018 = 124

April 1, 2018 – March 31, 2019 = 2,590

PR-PM-5 – Roadway - Uniformity

This performance measure is based on the R-U-01 model. In order to improve uniformity in the roadway database, the Puerto Rico Highway and Transportation Authority (PRHTA) developed an action plan to meet the MIRE FDE database in 2017, meeting federal register Vol. 81 No. 50 from March 15, 2016: "States must incorporate specific quantifiable and measurable anticipated improvements for the collection of MIRE

fundamental data elements into their Traffic Records Strategic Plan by July 1, 2017, and have access to the complete collection of the MIRE fundamental data elements by September 30, 2026.” This action plan is been implemented since the end of 2018.

The Puerto Rico Traffic Records Coordinating Committee (TRCC) was established in 1990, and formally meet since 2006. It includes representatives from the public agencies related to the six (6) traffic records information systems: CRASH, VEHICLE, ROADWAY, INJURY SURVEILLANCE, DRIVER, and CITATION/ADJUDICATION. The TRCC is the emphasis area team for the Traffic Records and Information Systems emphasis area within the Puerto Rico SHSP. This emphasis area is the foundation to achieve deep changes in the highway safety in Puerto Rico.

As technology evolves and new data is required, these agencies are moving forward to create an updated database to the warehouse and manage not only the crash database but other associated databases that include all the necessary data to achieve the Model Inventory Roadway Elements (MIRE) Fundamental Data Elements (FDE) for the year 2026. One of the first steps achieved was the implementation of the updated crash report form (PPR-621.4).

In addition, the PRHTA collects several roadway data elements for different programs such as Highway Performance Monitoring System (HPMS), Pavement Management System (PMS), Bridge Management System (BMS), Intelligent Transportation Systems (ITS), and others. The HPMS started in the year 1993, as required by the Federal Highway Administration (FHWA) and more than twenty-three (23) years later, the HPMS database has become an important component of the PRHTA, especially for planning and operations purposes. The data collected to fulfill the HPMS database is very similar to the data required for MIRE. The PRHTA is currently, performing the necessary steps to start gathering the ramps, intersections, and local roads data for the MIRE. The most significant project under the responsibility of the PRHTA is the development and deployment of a Roads Information Management System (RIMS) to fulfill primarily the mandate of the Federal Highway Administration’s (FHWA) Highway Performance Monitoring System (HPMS). The development of the database structure will support FHWA programs requirements such as Model Inventory of Roadway Elements (MIRE).

PR-PM-6 – Crash – Timelines

Performance Targets/Goals

This performance measure is based on the C-T-01A model. Puerto Rico will improve the Timeliness of the Crash system as measured in terms of Increase of Number of crash reports in the backlog entering into the database (2017). The progress will be measured by the number of cases that are entering into the database.

April 1, 2018 to March 31, 2019

CRASH YEAR	TOTAL CRASHES	(TIME DAYS)	TOTAL DELAY (DAYS)
2016(4/1/2016-3/31/2017)2016(4/1/2016-3/31/2017)	175,500	365	64,057,500
2017(4/1/2017-3/31/2018)2017(4/1/2017-3/31/2018)	141,380	371	54,714,060

2018(4/1/2018-3/31/2019)2018(4/1/2018-3/31/2019)	133,719	409	65,522,310
<b>TOTAL</b>	<b>450,559</b>		<b>184,293,870</b>

April 1, 2017 to March 31, 2018: 167,315,465/449,877 = 371

April 1, 2018 to March 31, 2019: 184,293,870/450,559 = 409

From April 1, 2018, to March 31, 2019, there were entered a total of 133,719 crash reports (injuries, fatalities, and property damage), and it took an average of 409 days from the date of the crash to the date entered. (using 2018 to calculate) It's important to mention that we are making the transition to the Digital Crash Report.

Therefore, the Puerto Rico Police has not been able to deliver a time the hard copy of the Reports.

**PR-PM-7 – Crash – Accessibility**

**Performance Targets/Goals**

This performance measure is based on the C-X-01 model. Puerto Rico will improve the Accessibility of the Crash system as measured in terms of increase of: capability to improve decision-making for the purpose of reducing crashes and crash severity. It uses advanced analytical and statistical techniques to generate valuable information directly from data. Its warehouse approach to data enrichment and storage leads to virtually instantaneous responses to any query, giving the user access to all information residing in the crash and other supplementary databases. The ability to create filters from outputs is unique, producing filters of complexity that would otherwise be impossible to achieve without extensive testing and rewrite.

The state will show measurable progress using the following method: The number of users that have access.

BASELINE PERIOD 2017	QUANTITY	BASELINE PERIOD 2018	QUANTITY
April	2	April	2
May	5	May	2
June	1	June	1
July	2	July	0
August	4	August	9
September	0	September	24
October	1	October	1
November	0	November	1
December	4	December	0
BASELINE PERIOD 2018	19	BASELINE PERIOD 2019	40
January	1	January	3
February	16	February	11
March	3	March	0
<b>TOTAL</b>	<b>39</b>	<b>TOTAL</b>	<b>54</b>

April 1, 2017 – March 31, 2018 = 39

April 1, 2018 – March 31, 2019 = 54

**PR-PM-8 – Crash – Completeness**

**Percent of Baseman Completion**

Currently processing the latest update from the Planning Board line work. This process replaces the

OpenStreetMap sections with the new Planning Board updates. All edge work has been completed and IWIDs have been assigned to the Planning Board areas. We are beginning the transfer of route-kilometer information onto the base map. From a base map completion standpoint, the map was 62% complete at the start of the month of June 2018 under Dynamic Segmentation of States routes, 99.3% of transferring PDF maps into the digital base map and 30.7% of identified errors corrected. At the end of June 2019 all PDF maps was transferred into the digital base map, a 100% of the identified errors corrected, and the dynamic segmentation associated with the PDF transferring was completed. Also, all the State Route was calibrated according to the latest KM post data.

BASELINE PERIOD 2018	Project Progress %	Month Progress %	Project Cumulative Progress %		Dynamic Segmentation
PDF Maps Into Digital Basemap	Identified Errors Corrected			April	62
83.3	30.7	2.2	58.7	May	62
99.3	30.7	5.3	64.0	June	62
99.3	30.7	0	64.0	July	62
100	40.1	3.1	67.1	August	62
100	50.1	2.4	69.5	September	62
100	90.1	6.2	75.7	October	62
100	90.1	0	75.7	November	62
100	90.1	0	75.7	December	62
100	90.1	0	75.7	BASELINE PERIOD 2019	Project Progress % Project Progress % Project Progress %
Month Progress %	Project Cumulative Progress %		Dynamic Segmentation	PDF Maps Into Digital Basemap	Identified Errors Corrected
		January	62	100	90.1
0	75.7	February	62	100	90.1
0	75.7	March	62	100	90.1
0	75.7	April	62	100	100
2.1	77.8	May	62	100	100

April 1, 2017 – March 31, 2018 = 2%

April 1, 2018 – March 31, 2019 = 19.1%

### State traffic records strategic plan

Strategic Plan, approved by the TRCC, that— (i) Describes specific, quantifiable and measurable improvements that are anticipated in the State’s core safety databases (ii) Includes a list of all recommendations from its most recent highway safety data and traffic records system assessment; (iii) Identifies which recommendations the State intends to address in the fiscal year, the countermeasure strategies and planned activities that implement each recommendation, and the performance measures to be used to demonstrate



quantifiable and measurable progress; and (iv) Identifies which recommendations the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations:

Supporting Documents
PR-PM - Driver License-History-Completeness.pdf
PR-PM – Crash – Timelines.pdf
PR-PM - Crash – Completeness.pdf
PR's response to 405c clarifying question.msg
PR-PM – Crash – Accessibility.pdf
Traffic Safety Information System Strategic Plan 2017-2021.pdf

**Planned activities that implement recommendations:**

Unique Identifier	Planned Activity Name
20-07-10	Analysis and Compilation of Traffic Crashes 2019-2020
20-07-13	SAFETY/CARE System to Puerto Rico Crash Data 7
20-07-17	Strengthening the Prosecutor's Case Management System
20-07-01	Traffic Records Coordinator
20-07-16	Traffic Records IT Consultant

### Quantitative and Measurable Improvement

Supporting documentation covering a contiguous 12-month performance period starting no earlier than April 1 of the calendar year prior to the application due date, that demonstrates quantitative improvement when compared to the comparable 12-month baseline period.

Supporting Documents
PR-PM - Driver License-History-Completeness.pdf
PR-PM – Crash – Timelines.pdf
PR-PM - Crash – Completeness.pdf
PR's response to 405c clarifying question.msg
PR-PM – Crash – Accessibility.pdf
Traffic Safety Information System Strategic Plan 2017-2021.pdf

### State Highway Safety Data and Traffic Records System Assessment

Date of the assessment of the State’s highway safety data and traffic records system that was conducted or updated within the five years prior to the application due date:

Date of Assessment: 9/13/2016

### Requirement for maintenance of effort

**ASSURANCE:** The lead State agency responsible for State traffic safety information system improvements programs shall maintain its aggregate expenditures for State traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015

### 405(d) Impaired driving countermeasures grant

## Impaired driving assurances

Impaired driving qualification: High-Range State

**ASSURANCE:** The State shall use the funds awarded under 23 U.S.C. 405(d)(1) only for the implementation and enforcement of programs authorized in 23 C.F.R. 1300.23(j).

**ASSURANCE:** The lead State agency responsible for impaired driving programs shall maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

## Impaired driving program assessment

Date of the last NHTSA-facilitated assessment of the State's impaired driving program conducted:

Date of Last NHTSA Assessment: 6/19/2017

## Authority to operate

Direct copy of the section of the statewide impaired driving plan that describes the authority and basis for the operation of the Statewide impaired driving task force, including the process used to develop and approve the plan and date of approval.

## Authority and Basis of Operation

Puerto Rico Impaired Driving Task Force and Plan

Mission Statement

The primary purpose of the Puerto Rico Impaired Driving Task Force (PRIDTF) is to address problems caused by impaired driving through education, enforcement, prosecution and adjudication procedures.

Program Management

During many years, Puerto Rico has taken measures to reduce the incidents of alcohol-related and impaired driving crashes; the persistent regularity of these incidents continues to be a problem. For year 2015, 104 impaired driving fatalities were reported. This represents a 34% of total traffic fatalities.

According to studies, a statewide interagency effective task force on drunk driving may be a key tool in decreasing drunk and impaired driving.

The Puerto Rico Impaired Driving Task Force was assembled on August 2013, to enforce Puerto Rico's DWI Laws and to analyze and implement strategies to reduce drunk driving with a multifaceted approach as required by MAP 21. The updated plan in compliance with FAST Act was accepted on June 29, 2017.

This task force will meet at least once every quarter. Meetings will be re-directed toward data analysis, alcohol impaired driving literature revision, laws revisions, impaired driving diversion curriculum, agencies data sharing among other tasks. Methods of reducing the incidents of drunk and impaired driving and develop recommendations regarding the enhancement of government services, education, and intervention to prevent drunk and impaired driving. Task force members will develop an evaluation process ensuring the right track is being followed and strategies and tactics are effective towards achieving a goal. The PRTSC as task force leading agency should provide the information of progress and performance.

The task force will operate at a state level and may engage in a variety of activities such as:

Alcohol Enforcement, Enforcement Training and Best Practices

DWI prosecution and adjudication support

Victims Impact Panel

Public Information and Education (PI amp E)- focal groups

Policy and Legislative Alcohol Proposals and revision

Multiagency coordination

The task force shall consist, but not limited to:

The executive director of the Puerto Rico Traffic Safety Commission, (PRTSC) or his/hers designee

The PRTSC Federal Funds Manager

The PRTSC Impaired Driving Coordinator

The PRTSC Motorcyclist Safety Coordinator

The PRTSC Traffic Records Coordinator

Law Enforcement Liaison

A representative of the Puerto Rico Highway amp Transportation Authority

The State Traffic Patrol Officer

A representative of the DWI Prosecution Unit of the Puerto Rico Department of Justice

A representative of An Impaired Driving Awareness Youth Groups

A representative of a Traffic Safety Community Program

It is important to informed to all members that:

Members of the task force shall not be compensated for or reimbursed for their expenses incurred in attending meetings of the task force.

The initial meeting of the task force shall be arranged on or before August 31, 2013.













The task force shall meet not less frequently three times a year (every four months), unless other reasons, and may adopt policies and procedures necessary to carry out its duties.

The task force shall report its findings and recommendations to the Puerto Rico Traffic Safety Commission

The task force will discussed Puerto Rico's Impaired Driving Plan and future changes and updates

Members will be added accordingly.

**IMPAIRED DRIVING TASK FORCE MEMBERS**





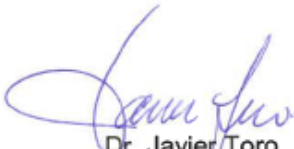

Name and Position	Signature
Darelis López Rosario Puerto Rico Traffic Safety Commission Executive Director	
Liz Y. López Del Río PRTSC Federal Funds Manager	
Betty Rivera Carrillo PRTSC Impaired Driver Coordinator	
Ariana Peña Guzmán PRTSC Traffic Records Coordinator	
Ramón Castrillón PRTSC Motorcycle Coordinator	
Juan Carlos Rivera Puerto Rico Highway & Transportation Authority SHSP Coordinator	
Zuleika Colón PR DOJ DWI Prosecution Unit Acting Director	
Joedy Flores FIESTA Project-University of Puerto Rico Youth Alcohol	
Capt. Carlos Rivera Puerto Rico Police Department	
Tomás Colón Law Enforcement Liaison	
Mariadela La Torre Representative of CTSP's	
Monserrate Rodríguez Pérez Guaynabo City Municipal Traffic Police	

Key Stakeholders

**REPRESENTATIVES OF THE IMPAIRED DRIVING TASK FORCE**

**New Members as of April 4<sup>th</sup>, 2019**

**Plan received and Presented**

 Hon. Alberto Pérez-Ocasio Judge	 Mr. Christian González PRTSC Impaired Driving Coordinator I
 Lt. Héctor Estrada SFST Instructor/Coordinator	 Mr. Angel Avilés CTSP's Representative Municipality of Barceloneta
 Dr. Javier Toro Director Impaired Driving Victims Impact Panel	 Ms. Ariana Peña-Guzmán PRTSC Traffic Records Program Coordinator

NAME	AGENCY/ORGANIZATION	POSITION
Darelis López	Puerto Rico Traffic Safety Commission	Executive Director
Liz López	Puerto Rico Traffic Safety Commission	Federal Funds Manager
Betty Rivera	Puerto Rico Traffic Safety Commission	Impaired Driving Coordinator
Rosaura González	Puerto Rico Department of Justice-Impaired Driving Prosecution Unit	Director Impaired Driving Prosecution Unit/TSRP
Dr. Javier Toro	Mental Health and Anti-Drug Services Administration	Director DWI Victims Impact Panel Project
Christian González	Puerto Rico Traffic Safety Commission	Impaired Driving Coordinator I
Juan Carlos Rivera	Puerto Rico Department of Transportation and Public Works	Supervisor Traffic Safety Engineer Program & SHSP Coordinator
Ariana Peña	Puerto Rico Traffic Safety Commission	Traffic Records Coordinator
Lt. Cor. Jorge Hernández-Peña	Puerto Rico Police Department- Traffic Bureau	Director PRPD Traffic Bureau
Agent Monserrate Rodríguez	Guaynabo City Traffic Police Department	Traffic Police Agent-Guaynabo Traffic Police
Ramón Castrillón	Puerto Rico Traffic Safety Commission	Motorcyclist Safety/Police Traffic Services Program Coordinator
Joeidy Flores	University of Puerto Rico- Youth Impaired Driving Prevention, FIESTA Project	Youth Representative and FIESTA II Sub-Coordinator
Angel Avilés	Barceloneta City Community Traffic Program	Traffic Safety Educator- Community Program
Héctor Estrada	PRPD/Puerto Rico Traffic Safety Commission	SFST Coordinator
Tomás Colón	Puerto Rico Traffic Safety Commission	LEL
Hon. Alberto Pérez-Ocasio	Courts Administration	Judge

## Planned Activities

Related Planned Activity Unique Identifier		Project Title	Sub-recipient	Source Fiscal Year	Funding Source	Eligible Use of Funds
Funding Amount	20-01-01	Impaired Driving Overtime Enforcement	PRPD	2015	MAP 21 405d Impaired Driving Mid	405d Impaired Driving Mid (MAP-21)
	20-01-XX	Impaired Driving Overtime Enforcement	Municipal Police	2015	MAP 21 405d Impaired Driving Mid	405d Impaired Driving Mid (MAP-21)
	20-01-XX	Impaired Driving Overtime Enforcement	Municipal Police	2015	MAP 21 405d Impaired Driving Mid	405d Impaired Driving Mid (MAP-21)
	20-01-06	Impaired Driving Prosecution Enhancement	PRDOJ	2015	164 Transfer Funds-AL	164 Alcohol
	20-01-13	Impaired Driving Program Coordinator	PRTSC	2016	164 Transfer Funds-AL	164 Alcohol
	20-01-25	Impaired Driving Surveys	PRTSC	2015	154 Transfer Funds-AL	154 Alcohol
	20-01-71	SFST Program Coordinator	PRTSC	2016	164 Transfer Funds-AL	164 Alcohol
	20-01-72	Alcohol Toxicology Lab	PRDOH	2015	154 Transfer Funds-AL	154 Alcohol
	20-01-72	Alcohol Toxicology Lab	PRDOH	2016	154 Transfer Funds-AL	154 Alcohol
	20-01-67	Victims Impact Panel Program	ASSMCA	2016	164 Transfer Funds-AL	164 Alcohol
	20-02-02	FIESTA II -UPR Rio Piedras Campus	UPR Rio Piedras Campus	2016	154 Transfer Funds-AL	154 Alcohol

	20-02-05	FIESTA VI - UPR Mayaguez Campus	UPR Mayaguez Campus	2016	154 Transfer Funds-AL	154 Alcohol
	20-02-10	FIESTA VIII - UPR Cayey Campus	UPR Cayey Campus	2016	154 Transfer Funds-AL	154 Alcohol
	20-02-14	FIESTA IX - UPR Ponce Campus	UPR Ponce Campus	2016	164 Transfer Funds-AL	164 Alcohol
	20-02-15	FIESTA CREATIVO	Hogar CREA Inc.	2016	164 Transfer Funds-AL	164 Alcohol
	20-02-16	FIESTA XII - PUCPR Ponce	PUCPR Ponce	2016	164 Transfer Funds-AL	164 Alcohol
	20-02-16	FIESTA XII - PUCPR Ponce	PUCPR Ponce	2016	154 Transfer Funds-AL	154 Alcohol
	20-02-17	FIESTA - UPR Utuado Campus	UPR Utuado Campus	2016	164 Transfer Funds-AL	164 Alcohol
	20-02-21	FIESTA XI - UPR Aguadilla Campus	UPR Aguadilla Campus	2016	164 Transfer Funds-AL	164 Alcohol
	20-02-25	FIESTA PISTA XIII - UMET	UAGM	2016	164 Transfer Funds-AL	164 Alcohol
	20-02-25	FIESTA PISTA XIII - UMET	UAGM	2016	154 Transfer Funds-AL	154 Alcohol
	20-02-32	POLI FIESTA XVI - PUPR	PUPR	2016	154 Transfer Funds-AL	154 Alcohol

## Achievement of Performance Targets

### ACTIVITIES SUPPORT

The allocation of funds to projects and activities within this plan and the HSP are the actions that PRTSC supports in order to achieve impaired driving crashes, injuries and fatalities.

Impaired driving is a traffic safety issue and, as many other issues, doesn't have an easy solution. It requires an interdisciplinary collaboration of people working toward the same goal: reduce this criminal behavior. The challenge is to mix all the different approaches to the same problem: education and prevention, enforcement, prosecution, penalties, treatment, etc., and make a solid front line.

As mentioned before in this plan, Puerto Rico keeps undergoing a major financial challenge that affects directly the capacity of government agencies and municipalities to face all important issues. Federal funds have



contributed and keep contributing to the states impaired driving program by financing DWI prevention media educational campaigns and material, DWI enforcement, trainings, technology, prosecution resources, youth impaired driving prevention. Without these funds projects couldn't be develop and ID program brought to the next level.

**Date that the Statewide impaired driving plan was approved by the State's task force.**

Date impaired driving plan approved by task force: 6/29/2017

### Strategic plan details

State will submit updates to a Statewide impaired driving plan that was previously submitted under 23 C.F.R. 1300.23(f)(1). If the State is relying on a previously submitted plan, the State must provide updates to its Statewide impaired driving plan that meet the requirements of 23 C.F.R. 1300.23(e)(1) and updates to its assessment review and spending plan that meet the requirements of 23 C.F.R. 1300.23(f)(1).

Indicate either new or updated submission: Submit updates

### Planned activities

Planned activities for spending grant funds on impaired driving activities authorized under 23 C.F.R. 1300.23(j)(4). Planned activities described in this section must include high visibility enforcement efforts and must meet the level of detail required under 23 C.F.R. 1300.11(d).

Unique Identifier	Planned Activity Name
20-02-35	A trip without alcohol
20-01-72	Alcohol Toxicology Lab
20-02-34	Check ID
20-02-33	Check ID Southwest of PR
20-01-77	Drug Impaired Driving Screening Lab
20-02-17	FIESTA - UPR Utuado Campus
20-02-15	FIESTA CREATIVO
20-02-02	FIESTA II - UPR Rio Piedras Campus
20-02-14	FIESTA IX - UPR Ponce Campus
20-02-25	FIESTA PISTA XIII - UAGM
20-02-05	FIESTA VI - UPR Mayaguez Campus
20-02-10	FIESTA VIII - UPR Cayey Campus
20-02-21	FIESTA XI - UPR Aguadilla Campus
20-02-16	FIESTA XII - PUCPR Ponce
20-12-01	Impaired Driving Media Campaign
20-01-01	Impaired Driving Overtime Enforcement
20-01-XX	Impaired Driving Overtime Enforcement
20-01-13	Impaired Driving Program Coordinator
20-01-06	Impaired Driving Prosecution Enhancement
20-02-32	POLI FIESTA XVI - PUPR
20-01-71	SFST Program Coordinator
20-01-67	Victims Impact Panel Program

## 405(d) Alcohol-ignition interlock law grant

## Alcohol-ignition interlock laws Grant

Legal citations to demonstrate that the State statute meets the requirement.

Requirement Description	State citation(s) captured
The State has enacted and is enforcing a law that requires all individuals convicted of driving under the influence or of driving while intoxicated to drive only motor vehicles with alcohol-ignition interlocks for an authorized period of not less than 6 months.	No

## 405(d) 24-7 Sobriety programs grant

### Mandatory license restriction requirement

The State has enacted and is enforcing a statute that requires all individuals convicted of driving under the influence of alcohol or of driving while intoxicated to receive a restriction of driving privileges, unless an exception in paragraph 1300.23(9)(2) applies, for a period of not less than 30 days.

Requirement Description	State citation(s) captured
The State has enacted and is enforcing a statute that requires all individuals convicted of driving under the influence of alcohol or of driving while intoxicated to receive a restriction of driving privileges, unless an exception in paragraph 1300.23(g)(2) applies, for a period of not less than 30 days.	No

### Sobriety program information

Legal citations: No

State program information: No

### Legal citations

State law authorizes a Statewide 24-7 sobriety program.

Requirement Description	State citation(s) captured
State law authorizes a Statewide 24-7 sobriety program.	No

### Program information

State program information that authorize a Statewide 24-7 sobriety program.

## 405(e) Distracted driving grant

### Sample Questions

Is a cell phone use while driving prohibited, why?

Which of the following behaviors represents a distraction while driving?

### Legal citations

The State's texting ban statute, prohibiting texting while driving and requiring a minimum fine of at least \$25,

is in effect and will be enforced during the entire fiscal year of the grant.

Is a violation of the law a primary or secondary offense?: Primary Offense

Date enacted: 10/11/2011

Date amended: 7/1/2017

Requirement Description	State citation(s) captured
Prohibition on texting while driving.	Yes
Definition of covered wireless communication devices.	Yes
Minimum fine of at least \$25 for an offense.	Yes

### Citations

Legal Citation Requirement: Prohibition on texting while driving.

Legal Citation: \$100.00

Amended Date: 7/1/2017

### Citations

Legal Citation Requirement: Definition of covered wireless communication devices.

Legal Citation: \$100.00

Amended Date: 7/1/2017

### Citations

Legal Citation Requirement: Minimum fine of at least \$25 for an offense.

Legal Citation: \$100.00

Amended Date: 7/1/2017

### Legal citations for exemptions to the State's texting ban:

### Citations

Legal Citation Requirement:

Legal Citation: Act 22 of Vehicle and Traffic of Puerto Rico, Chapter 10 - Article 10.25

Amended Date: 7/1/2017

**The State's youth cell phone use ban statute, prohibiting youth cell phone use while driving and requiring a minimum fine of at least \$25, is in effect and will be enforced during the entire fiscal year of the grant.**

Is a violation of the law a primary or secondary offense?:

Date enacted:

Date amended:

Requirement Description	State citation(s) captured
Prohibition on youth cell phone use while driving.	No
Definition of covered wireless communication devices.	No
Minimum fine of at least \$25 for an offense.	No

Legal citations for exemptions to the State’s youth cell phone use ban.

## 405(f) Motorcyclist safety grant

### Motorcycle safety information

To qualify for a Motorcyclist Safety Grant in a fiscal year, a State shall submit as part of its HSP documentation demonstrating compliance with at least two of the following criteria:

Motorcycle rider training course: No

Motorcyclist awareness program: Yes

Reduction of fatalities and crashes: Yes

Impaired driving program: Yes

Reduction of impaired fatalities and accidents: No

Use of fees collected from motorcyclists: No

### Motorcyclist awareness program

**Name and organization of the head of the designated State authority over motorcyclist safety issues.**

State authority agency: Department of Transportation and Public Works

State authority name/title: Carlos Contreras, DOT Secretary

**CERTIFICATION: The State’s motorcyclist awareness program was developed by or in coordination with the designated State authority having jurisdiction over motorcyclist safety issues.**

**Performance measures and corresponding performance targets developed for motorcycle awareness that identifies, using State crash data, the counties or political subdivisions within the State with the highest number of motorcycle crashes involving a motorcycle and another motor vehicle.**

Fiscal Year	Performance measure name	Target Period	Target Start Year	Target End Year	Target Value	Sort Order
2020	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2016	2020	38	7
2020	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2016	2020	25	8

**Counties or political subdivisions within the State with the highest number of motorcycle crashes (MCC) involving a motorcycle and another motor vehicle.**

County or Political Subdivision	# of MCC involving another motor vehicle
Adjuntas	13
Aguada	17
Aguadilla	22
Aguas Buenas	18

Aibonito	17
Añasco	12
Arecibo	31
Arroyo	2
Barceloneta	18
Barranquitas	30
Bayamón	81
Cabo Rojo	16
Caguas	49
Camuy	21
Canóvanas	10
Carolina	49
Cataño	14
Cayey	26
Ceiba	4
Ciales	5
Cidra	20
Coamo	16
Comerío	6
Corozal	22
Culebra	1
Dorado	27
Fajardo	7
Florida	4
Guánica	1
Guayama	13
Guayanilla	1
Guaynabo	47
Gurabo	16
Hatillo	16
Hormigueros	3
Humacao	13
Isabela	16
Jayuya	1
Juana Díaz	15
Juncos	21
Lajas	14
Lares	10
Las Marías	8
Las Piedras	5
Loíza	6
Luquillo	11
Manatí	8
Maricao	2
Maunabo	1

Mayaguez	41
Moca	13
Morovis	2
Naguabo	2
Naranjito	26
Orocovis	11
Patillas	5
Peñuelas	1
Ponce	51
Quebradillas	6
Rincón	10
Rio Grande	26
Sabana Grande	10
Salinas	21
San Germán	13
San Juan	336
San Lorenzo	32
San Sebastián	17
Santa Isabel	11
Toa Alta	3
Toa Baja	48
Trujillo Alto	23
Utua	5
Vega Alta	11
Vega Baja	16
Vieques	19
Villalba	6
Yabucoa	16
Yauco	6

**Total number of motorcycle crashes (MCC) involving a motorcycle and another motor vehicle:**

Total # of MCC crashes involving another motor vehicle: 1,573

**Countermeasure strategies and planned activities that demonstrate that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest.**

Countermeasure Strategy
Communication Campaign

Unique Identifier	Planned Activity Name
20-12-12	Motorcycle Awareness Media Campaign

### Reduction of fatalities and crashes involving motorcycles

**State data showing the total number of motor vehicle crashes involving motorcycles in the State:**

Year Reported: 2016

Total # of motorcycle crashes: 1,573

**Total number of motorcycle registrations per Federal Highway Administration (FHWA) in the State for the year reported:**

Number of motorcycle registrations per FHWA: 115,685

**State data showing the total number of motor vehicle crashes involving motorcycles in the State for the calendar year immediately prior to that calendar year of the most recent data submitted:**

Total number of motorcycle crashes previous year: 1,892

Year Reported Previous Year: 2015

**Total number of motorcycle registrations per FHWA in the State for the year reported above:**

Number of motorcycle registrations per FHWA previous year: 115,685

Crash rate change: 27.57

**Motorcyclist fatalities:**

FARS Year Reported: 2016

Total number of motorcycle fatalities: 45

**Motorcyclist fatalities for the calendar year immediately prior to that calendar year of the most recent data submitted:**

Total number of motorcycle fatalities previous year: 48

FARS Year Reported Previous Year (Old):

Fatality change: 3

**Description of the State's methods for collecting and analyzing data:**

### [Method for Collecting and Analyzing Data](#)

Compilation Process of Crash Data

Category: Motorcyclists Data

The Traffic Accident Report – Traffic Officer Completes the crash report.

A copy of the report is sent to the Accident Analysis Office of the Department of Transportation and Public Works which has the knowledge and responsibility, as described in Law 22, Art. 4.09 (Analysis and Tabulation of Accidents Reports), to keep statistics of all traffic crashes.

This office is in charge of completing the following:

Debug reports

Coding

Zoning

Date entry

Once this process is completed, the data is entered to the CARE/SAFETY database:

This tool offers access to Puerto Rico's traffic crash data in a way that users can do a variety of data analyses, with the goal of identifying roads with higher incidences, comparison of municipalities, observe tendencies, as well as to create work plans with the purpose of preventing and reducing fatalities, injuries and property damages.

Compilation Process of Fatalities Data

Category: Motorcyclists Data



## Impaired driving program

Performance measures and corresponding performance targets developed to reduce impaired motorcycle operation.

Fiscal Year	Performance measure name	Target Period	Target Start Year	Target End Year	Target Value	Sort Order
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Annual	2020	2020	92	5

Countermeasure strategies and planned activities demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest based upon State data.

Countermeasure Strategy
Communication Campaign

Unique Identifier	Planned Activity Name
20-12-12	Motorcycle Awareness Media Campaign

Counties or political subdivisions with motorcycle crashes (MCC) involving an impaired operator.

County or Political Subdivision	# of MCC involving an impaired operator
Adjuntas	0
Aguada	0
Aguadilla	0
Aguas Buenas	0
Aibonito	0
Añasco	0
Arecibo	2
Arroyo	0
Barceloneta	0
Barranquitas	0
Bayamón	1
Cabo Rojo	0
Caguas	2
Camuy	0
Canóvanas	0

Carolina	0
Cataño	0
Cayey	1
Ceiba	1
Ciales	0
Cidra	0
Coamo	1
Comerío	0
Corozal	1
Culebra	0
Dorado	0
Fajardo	0
Florida	0
Guánica	0
Guayama	0
Guayanilla	0
Guaynabo	2
Gurabo	2
Hatillo	0
Hormigueros	0
Humacao	0
Isabela	1
Jayuya	0
Juana Díaz	1
Juncos	0
Lajas	0
Lares	0
Las Marías	1
Las Piedras	1
Loíza	0
Luquillo	0
Manatí	0
Maricao	0
Maunabo	0
Mayaguez	2
Moca	0
Morovis	0
Naguabo	0
Naranjito	0
Orocovis	0
Patillas	0
Peñuelas	0
Ponce	0
Quebradillas	1
Rincón	0

Rio Grande	1
Sabana Grande	0
Salinas	0
San Germán	0
San Juan	8
San Lorenzo	0
San Sebastián	0
Santa Isabel	0
Toa Alta	1
Toa Baja	0
Trujillo Alto	0
Utuado	0
Vega Alta	0
Vega Baja	0
Vieques	0
Villalba	0
Yabucoa	0
Yauco	0

**Total number of motorcycle crashes involving an impaired operator:**

Total # of MCC involving an impaired operator: 30

## 405(g) State graduated driver licensing incentive grant

### Graduated driver licensing

**Date that the State's graduated driver's licensing statute requiring both a learner's permit stage and intermediate stage prior to receiving an unrestricted driver's license was last amended. The statute must be in effect and be enforced during the entire fiscal year of the grant.**

Graduated driver licensing law last amended on:

**Legal citations demonstrating that the State statute meets the requirement.**

Requirement Description	State citation(s) captured
Applies prior to receipt of any other permit, license, or endorsement by the State if applicant is younger than 18 years of age and has not been issued an intermediate license or unrestricted driver's license by any State.	No
Applicant must pass vision test and knowledge assessment.	No
In effect for at least 6 months.	No
In effect until driver is at least 16 years of age.	No
Must be accompanied and supervised at all times.	No

Requires completion of State-certified driver education or training course or at least 50 hours of behind-the-wheel training, with at least 10 of those hours at night.	No
Prohibits use of personal wireless communications device.	No
Extension of learner's permit stage if convicted of a driving-related offense.	No

Legal citations for exemptions to the State's texting ban:

Legal citations demonstrating that the State statute meets the requirement.

Requirement Description	State citation(s) captured
Commences after applicant younger than 18 years of age successfully completes the learner's permit stage, but prior to receipt of any other permit, license, or endorsement by the State.	No
Applicant must pass behind-the-wheel driving skills assessment.	No
In effect for at least 6 months.	No
In effect until driver is at least 17 years of age.	No
Must be accompanied and supervised between hours of 10:00 p.m. and 5:00 a.m. during first 6 months of stage, except when operating a motor vehicle for the purposes of work, school, religious activities, or emergencies.	No
No more than 1 nonfamilial passenger younger than 21 years of age allowed.	No
Prohibits use of personal wireless communications device.	No
Extension of intermediate stage if convicted of a driving-related offense.	No

Legal citations for exemptions to the State's texting ban:

## 405(h) Nonmotorized safety grant

**ASSURANCE:** The State shall use the funds awarded under 23 U.S.C. 405(h) only for the authorized uses identified in § 1300.27(d).

## 1906 Racial profiling data collection grant

### Racial profiling data collection grant

Application Type: Official documents

### Official documents

Official documents that demonstrate that the State maintains and allows public inspection of statistical information on the race and ethnicity of the driver for each motor vehicle stop made by a law enforcement officer on all public roads except those classified as local or minor rural roads.

Law: No

Regulation: No

Binding policy directive: No

Letter from the Governor: No

Court order: No

Other: No

Enter other document type:

**Each requirement below provides legal citations to demonstrate that the State statute meets the requirement:**

Requirement Description	State citation(s) captured
Law(s) that demonstrate that the State maintains and allows public inspection of statistical information on the race and ethnicity of the driver for each motor vehicle stop made by a law enforcement officer on all public roads except those classified as local or minor rural roads.	No

**Official documents that demonstrate that the State maintains and allows public inspection of statistical information on the race and ethnicity of the driver for each motor vehicle stop made by a law enforcement officer on all public roads except those classified as local or minor rural roads.**

## Certifications, Assurances, and Highway Safety Plan PDFs

**Certifications and Assurances for 23 U.S.C. Chapter 4 and Section 1906 grants, signed by the Governor's Representative for Highway Safety, certifying to the HSP application contents and performance conditions and providing assurances that the State will comply with applicable laws, and financial and programmatic requirements.**

Supporting Documents
Certifications and Assurances FY 2020.pdf
PR HSP Comments.msg

