

PUERTO RICO
**TRAFFIC
SAFETY
COMMISSION**



Highway Safety Plan

FY2023

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TABLE OF CONTENTS

HIGHWAY SAFETY PLAN – NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS.....	4
HIGHWAY SAFETY PLANNING PROCESS.....	5
DATA SOURCES AND PROCESSES.....	5
PROCESSES PARTICIPANTS	6
DESCRIPTION OF HIGHWAY SAFETY PROBLEMS.....	6
METHODS FOR PROJECT SELECTION	7
LIST OF INFORMATION AND DATA SOURCES	8
DESCRIPTION OF OUTCOMES REGARDING SHSP AND HSIP COORDINATION.....	8
PERFORMANCE MEASURE REPORT CHART	10
PERFORMANCE MEASURES CHART FFY 2023 HSP.....	17
GRANT PROGRAM ACTIVITY REPORTING	33
PROGRAM AREAS	34
PROGRAM AREA: IMPAIRED DRIVING	34
PROGRAM AREA: YOUTH IMPAIRED DRIVING	67
PROGRAM AREA: POLICE TRAFFIC SERVICES.....	79
PROGRAM AREA: PLANNING & ADMINISTRATION.....	95
PROGRAM AREA: OCCUPANT PROTECTION (ADULT AND CHILD PASSENGER SAFETY)	104
PROGRAM AREA: COMMUNITY TRAFFIC SAFETY PROGRAM	119
PROGRAM AREA: TRAFFIC RECORDS	133
PROGRAM AREA: NON-MOTORIZED (PEDESTRIANS AND BICYLIST)	159
PROGRAM AREA: COMUNICATIONS (MEDIA)	172
PROGRAM AREA: MOTORCYCLE SAFETY	213
PROGRAM AREA: DISTRACTED DRIVING	219
EVIDENCE-BASED TRAFFIC SAFETY ENFORCEMENT PROGRAM (Tsep).....	233
HIGH-VISIBILITY ENFORCEMENT (HVE) STRATEGIES	237
CERTIFICATIONS, ASSURANCES, AND HIGHWAY SAFETY PLAN	239

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:	No
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:	No
S. 405(d) Alcohol-Ignition Interlock Law:	No
S. 405(h) Nonmotorized Safety:	Yes
S. 405(d) 24-7 Sobriety Programs:	No
S. 1906 Racial Profiling Data Collection:	No

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 2007-2021 Puerto Rico Department of Transportation and Public Works (PRDTPW), fatal and serious injury crash data; the 2007-2021 Puerto Rico Traffic Safety Commission (PRTSC), fatalities data; the 2013-2021 Puerto Rico Highways and Transportation Authority, traffic data (i.e. Vehicle Miles Traveled (VMT), Annual Average Daily Traffic (AADT), roadway miles); annual PRHTA safety improvement projects lists, and others, as needed. In addition, the different PRTSC Task Forces provided other relevant information related to safety issues not evident from the data available (i.e., processes and data limitations, needs for additional data, outdated data). From this point forward the HSP and SHSP will report the serious injuries crashes using the KABCO Classification Scale, that is already available from the new crash form, PPR-621.4.

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. During this report period, Puerto Rico has implemented nearly four years of the current SHSP 2019-2023. The SHSP is a participative and collaborative effort lead by the PRHTA and the PRTSC, with the support of all sectors among the 4Es of highway safety (i.e., Engineering, Education, Enforcement, and Emergency Medical Services).

The performance measures 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 services, personal safety gear, negligent drivers, under the influence of alcohol and other substances, and lane departure). The similar core performance measures between the HSP and the SHSP are the number of traffic fatalities, the 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, and non-motorized fatalities. The SHSP includes seven (7) performance measures and report annually two of them through the Highway Safety Improvement Program (HSIP) Annual Report and sixteen (16) throughout the HSP annual report.

These performance measures are the key to evaluate the effectiveness of the strategies and actions implemented in Puerto Rico. Each year, safety stakeholders from all sectors in Puerto Rico evaluate alternatives, based on the SHSP and HSP, and determine the course of action to perform to achieve the different goals associated to improve highway safety in Puerto Rico. By their support to the actions and strategies included in

the HSP and SHSP, they manage to enhance the culture of strategic planning, data-based decisions, and progress evaluation as the main tool for highway safety improvements in Puerto Rico. The actions defined in the SHSP for a five-year schedule are annually distributed in the HSP, the SHSP Action Plans, and the PRHTA HSIP projects list (STIP). These plans are revised based on the performance of Puerto Rico on each of the performance measures mentioned.

During 2021, the traffic fatalities went up to 337, representing an increase of 39% versus 2020 and 17% versus 2019. The behavior of the drivers around the island was very risky and neglecting traffic laws. This behavior has changed the first half of the 2022 due to the price of gas and inflation in other items.

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), other federal agencies (i.e., FHWA, FTA, FMCSA), DISCO, among others. In total, there are more than 80 stakeholders involved in these efforts in Puerto Rico.

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

PRTSC in conjunction with traffic partners, has identified several highway safety problems. However, it is important to mention some of the state's problems that hinder traffic safety: money constraints, out of date technology and data integration, among other situations. All these limits the traffic data analysis process, which depends on multiple microanalyses of different databases, manual reports, and data entry delays, which we will establish as a primary highway safety problem.

The accurate location of crashes and the injury classifications are still an issue. But the PRTSC, with the implementation of "Observatorio de Seguridad Vial", have been enhancing the integration and publication of crash data, including a better localization of crashes.

The recompilation of MIRE Fundamental Data Elements, although it's still slow, is getting better due to an ad-hoc committee of the PRHTA. To achieve the required MIRE FDE for the year 2026, Puerto Rico has incorporated this plan as one of the main topics of the Traffic Records Coordinating Committee (TRCC).

Over the last years, alcohol-impaired driving and pedestrian fatalities have represented two-thirds of total traffic fatalities in our island. Concerns about the lack of resources for the police to intervene with pedestrians and a significant reduction in police agents complicate the enforcement of Act 22 of 2000 as amended. For both issues, HSP has joined forces with the SHSP Plan 2019-2023 to keep working towards reductions in both categories.

Other traffic safety problems, which will be described in further detail in each Program Module, are Occupant Protection and Child Restraint with the basic rule to buckle up in each seating position within a vehicle. Motorcyclist Safety education towards sharing the road and the importance of wearing safety gear such as DOT helmets. Police Traffic Services that address speed, distracted, and reckless driving all contributing factors in many crashes. P&E to complement all enforcement efforts and to maintain traffic safety issues current all year long.

METHODS FOR PROJECT SELECTION

The methods for project selections are the strategies to be applied to respond to the traffic safety problems revealed as a result of the 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.

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



The following steps outline the planning process and project selections:

- ★ Review the most recent data available. (Fatalities, Serious Injuries, Injuries Crashes, Property of Damage and Surveys)
- ★ Ensure FARS analyst provides the latest fatality statistics and compare it 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.
- ★ Insert data analysis, justification of planned activities, countermeasure, and performance target. Include tables, graphs, and other information required.
- ★ Review the last draft, sign certifications, and assurances and send it to NHTSA.
- ★ After the 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 REGARDING SHSP AND HSIP COORDINATION

The close coordination of the HSIP and the SHSP facilitates outcomes because both teams collaborated as one throughout the years. Since the implementation of the first SHSP in 2014, the TRCC has received the active support of several representatives from all sectors in the TRCC meetings, sub-committees (i.e., police crash report upgrade, MIRE), as well as other task forces (i.e., alcohol). In addition, the safety stakeholders representing the 4Es have actively participated in the Emphasis Areas teams' meetings and events coordinated by PRHTS as part of the SHSP implementation (i.e., Safety Summits, Quarterly Meetings, progress meetings). The HSIP and SHSP coordinators work in close coordination, use the same databases, establish the performance goals, objectives, and strategies, define action plans, among others. In addition, both manage to identify safety issues and assume the responsibility of taking the corresponding actions

to reduce the number of fatalities and serious injuries reported by the police and/or local media. Another important outcome is the enhancement of the implementation of the safety plans by highlighting the progress and results to the safety stakeholders by communicating continuously with them.

PERFORMANCE MEASURE REPORT CHART

Performance Measure:	2023 HSP				
	Target Period	Target Year(s)	Target Value FY22 HSP	Data Source*/ FY22 Progress Results	On Track to Meet FY22 Target YES/NO/In-Progress (Must be Accompanied by Narrative**)
C-1) Number of traffic fatalities (FARS)	5 years	2018-2022	284.8	2016-2020 FARS 282	In Progress
C-2) Number of serious injuries in traffic crashes (State crash data files)	5 years	2018-2022	4,883.4	2016-2020 FARS 4,212.8	In Progress
C-3) Fatalities/VMT (FARS, FHWA)	5 years	2018-2022	1.949	2016-2020 FARS 1.93	In Progress
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 years	2018-2022	84.5	2016-2020 FARS 85	In Progress
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 years	2018-2022	100.5	2016-2020 FARS 95	In Progress
C-6) Number of speeding-related fatalities (FARS)	5 years	2018-2022	83.6	2016-2020 FARS 84	In Progress
C-7) Number of motorcyclist fatalities (FARS)	5 years	2018-2022	43.2	2016-2020 FARS 40	No

Performance Measure:	2023 HSP				
	Target Period	Target Year(s)	Target Value FY22 HSP	Data Source*/ FY22 Progress Results	On Track to Meet FY22 Target YES/NO/In-Progress (Must be Accompanied by Narrative**)
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 years	2018-2022	30	2016-2020 FARS 25	No
C-9) Number of drivers aged 20 or younger involved in fatal crashes (FARS)	5 years	2018-2022	27.2	2016-2020 FARS 26	In Progress
C-10) Number of pedestrian fatalities (FARS)	5 years	2018-2022	101.3	2016-2020 FARS 93	No
C-11) Number of bicyclists fatalities (FARS)	5 years	2018-2022	9.1	2016-2020 FARS 9	In Progress
C-12) Number of youth impaired driving fatalities	5 years	2018-2022	19.4	2016-2020 State Data 18.8	In Progress
C-13) Number of drug-impaired driving screening test conducted.	Annual	2022	100.00	2022 PR State 0	No
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2022	85.75	2022 State Survey YTD Data N/A	In Progress
B-2) Percentage of people that reported making cell phone calls while driving. (Survey)	Annual	2022	66.50	2022 State Survey YTD data N/A	In Progress

Performance Measure:	2023 HSP				
	Target Period	Target Year(s)	Target Value FY22 HSP	Data Source*/FY22 Progress Results	On Track to Meet FY22 Target YES/NO/In-Progress (Must be Accompanied by Narrative**)
B-3) Percentage crash records with no missing critical data elements (Crash, Fatal and Non-Motorist) in the CARE database.	Annual	2022	90.00	2022 PR State YTD data 66.00	In Progress
B-4) Percentage of validation criminal records of impaired driver in the PR-CJIS/RCI database.	Annual	2022	47.00	2022 PR State YTD data 40.00	In Progress

PERFORMANCE MEASURE: C-1) NUMBER OF TRAFFIC FATALITIES (FARS)

Progress: In progress

PROGRAM-AREA-LEVEL REPORT

To decrease the five-year moving average of the number of traffic fatalities from 298.2 in 2018 to 284.8 in 2022. – *The 2020 average number shows good progress toward the target of 284.8 set for 2018-2022.*

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 in traffic crashes from 3,964 in 2018 to 4,883.4 in 2022. - According to PR data in the rolling average for the years 2016-2020 was 4,212.8 serious injuries. Still, Puerto Rico expects to have a reduction in number of serious injuries in traffic crashes by the end of 2022.

PERFORMANCE MEASURE: C-3) FATALITIES/VMT (FARS, FHWA)

Progress: **In progress**

PROGRAM-AREA-LEVEL REPORT

The five-year moving average target (2018-2022) for Puerto Rico was 1,949 fatalities VMT. - The FARS data for the 5-year rolling average (2016-2022) was 1.93. Puerto Rico expects to achieve the target by the end of 2022.

PERFORMANCE MEASURE: C-4) NUMBER OF UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES, ALL SEAT POSITIONS (FARS)

Progress: **In Progress**

PROGRAM-AREA-LEVEL REPORT

To reduce unrestrained passenger vehicle occupant fatalities, all seat positions, 0.12 percent from 84.6 (2015-2019 rolling average) to 84.5 (2018 – 2022 rolling average) by 2022 – The 2020 average number shows good progress toward the target of 84.5 set for 2018-2022.

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

For the year 2022 the target for PRTSC was maintain the five-year moving average in 100.5 of number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2022. – The 2020 average number shows good progress toward the target of 100.5 set for 2018-2022.

PERFORMANCE MEASURE: C-6) NUMBER OF SPEEDING-RELATED FATALITIES (FARS)

Progress: **In progress**

PROGRAM-AREA-LEVEL REPORT

To decrease the five-year moving average of number of speeding-related fatalities in 10.5 percent from 93.4 (2015-2019) to 83.6 in (2018-2022) by 2022. - In 2020, Puerto Rico had 73 speed-related fatalities, however, in 2021 according to preliminary data from PR there was an increase with 121 in fatalities. Still, Puerto Rico expects to have a reduction in fatalities by the end of 2022.

PERFORMANCE MEASURE: C-7) NUMBER OF MOTORCYCLIST FATALITIES (FARS)

Progress: **No**

PROGRAM-AREA-LEVEL REPORT

To reduce motorcyclist fatalities by 0.9% percent from 43.6 (2015-2019 rolling average) to 43.2 (2018 – 2022 rolling average) by 2022. - Puerto Rico is not likely to achieve

PERFORMANCE MEASURE: C-8) NUMBER OF UNHELMETED MOTORCYCLIST FATALITIES (FARS)

Progress: **No**

PROGRAM-AREA-LEVEL REPORT

By 2022 the target for the PRTSC according to the five-year rolling average is to have no more than 30 unhelmeted motorcyclist fatalities. - Puerto Rico is not likely to achieve.

PERFORMANCE MEASURE: C-9) NUMBER OF DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES (FARS)

Progress: **In progress**

PROGRAM-AREA-LEVEL REPORT

According to FARS data in the rolling average for the years 2016-2020 drivers aged 20 or younger involved in fatal crashes was 26. The 2020 average number shows good progress toward the target of 27.2 set for 2018-2022.

PERFORMANCE MEASURE: C-10) NUMBER OF PEDESTRIAN FATALITIES (FARS)

Progress: **In progress**

PROGRAM-AREA-LEVEL REPORT

According to FARS data in the rolling average for the years 2016-2020 pedestrian fatalities was 93. - Puerto Rico expects to have a reduction in the number of pedestrian fatalities and reach the target by the end of 2022.

PERFORMANCE MEASURE: C-11) NUMBER OF BICYCLISTS FATALITIES (FARS)

Progress: **No**

PROGRAM-AREA-LEVEL REPORT

Based FARS data in the rolling average for the years 2016-2020 bicyclist fatalities was 9. - *Puerto Rico is not likely to achieve.*

PERFORMANCE MEASURE: C-12) NUMBER OF YOUTH IMPAIRED DRIVING FATALITIES

Progress: **In Progress**

PROGRAM-AREA-LEVEL REPORT

Based FARS data in the rolling average for the years 2016-2020 youth impaired driving fatalities was 18.8. *The 2020 average number shows good progress toward the target of 19.4 set for 2018-2022.*

PERFORMANCE MEASURE: C-13) NUMBER OF DRUG-IMPAIRED DRIVING SCREENING TEST CONDUCTED

Progress: **No**

PROGRAM-AREA-LEVEL REPORT

Delays in the implementation of the SFST Program (due to the COVID Pandemic and other administrative issues) and drug screening due to laws and regulations amendments required and the lack of funds within the Forensic Institute have hindered Project implementation. During the month of July 2021, SFST trainings began, however implementation has not been completed.

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 1.00 percentage from the 2022 calendar year usage rate of 84.75 percent to 85.75 percent by December 31, 2022. - In 2021 Puerto Rico had 88.24% of observed seat belt use of front seat belt use of occupants in passenger vehicles. YTD data is not available. However, during FFY 2022 the PRTSC conducted three seat belt mobilizations and educational campaigns reinforcing the use of seat belts by all occupants.

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 67.00 percent on 2020 to 66.50 percent by December 31, 2022. - In 2021, 43.00% of people in Puerto Rico reported making cell phone calls while driving. YTD data is not available. However, during FFY 2022 the PRTSC conducted one mobilizations and educational campaigns reinforcing the campaigns "Under U Drive, U Text, U Pay".

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 increase the percentage of crash records with no missing critical data elements in the crash database from 90% in 2020 to 90.5% by the end of the calendar year 2022. – We are currently working hard to achieve this target.

PERFORMANCE MEASURE: B-4) PERCENTAGE OF VALIDATION CRIMINAL RECORDS OF IMPAIRED DRIVER IN THE PR-CJIS/RCI DATABASE.

Progress: **In Progress**

PROGRAM-AREA-LEVEL REPORT

To increase the percentage of validation criminal records of impaired driver in the PR-CJIS/RCI database from 47% in year 2020 to 49% by the end of the fiscal year 2022. - We are currently working hard to achieve this target.

PERFORMANCE MEASURES CHART FFY 2023 HSP

			BASE YEARS				
PERFORMANCE MEASURES			2016	2017	2018	2019	2020
C-1	Traffic Fatalities	FARS Annual	279	290	308	289	242
	Maintain total traffic fatalities to 284.8 by 2023.	5-Year Rolling Avg.	320.6	305.4	298.2	295.2	281.6
C-2	Serious Injuries in Traffic Crashes	State Annual	605	564	485	545	505
	Maintain serious injuries in traffic crashes to 554.6 by 2023.	5-Year Rolling Avg.	Not Available	Not Available	566.1	558.5	541.0
C-3	Fatalities/100 MVMT	State Annual	1.832	1.932	2.051	1.965	1.763
	Maintain fatalities/100 MVMT to 1.968 by 2023.	5-Year Rolling Avg.	Not available	2.005	1.963	1.938	1.908
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	FARS Annual	82	88	77	99	77

			BASE YEARS				
PERFORMANCE MEASURES			2016	2017	2018	2019	2020
	Reduce unrestrained passenger vehicle occupant fatalities, all seat positions 1 percent from 84.6 (2016-2020 rolling average) to 83.8 (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	92.8	88.4	80.4	84.6	84.6
C-5	Alcohol-Impaired Driving Fatalities	FARS Annual	99	94	129	78	77
	Reduce alcohol impaired driving fatalities 3 percent from 95.4 (2016-2020 rolling average) to 92.5 (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	108.0	102.0	103.2	100.0	95.4
C-6	Speeding-Related Fatalities	FARS Annual	97	77	82	93	73
	Reduce speeding-related fatalities by 1 percent from 84.4 (2016-2020 rolling average) to 83.6 (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	124.6	111.2	97.8	93.4	84.4
C-7	Motorcyclist Fatalities	FARS Annual	45	28	44	34	50
	Reduce motorcyclist fatalities by 1 percent from 40.2 (2016-2020 rolling average) to 39.8 (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	47.2	42.0	42.4	39.8	40.2

				BASE YEARS				
PERFORMANCE MEASURES				2016	2017	2018	2019	2020
C-8	Unhelmeted Motorcyclist Fatalities Reduce unhelmeted, motorcyclist fatalities 1 percent from 24.8 (2016-2020 rolling average) to 24.6 (2019-2023 rolling average) by 2023.	FARS Annual	25	15	37	24	23	
		5-Year Rolling Avg.	29.8	25.4	27.8	26.0	24.8	
C-9	Drivers Aged 20 or Younger involved in Fatal Crashes Reduce drivers age 20 and younger involved in fatal crashes by 3.6 percent from 26.4 (2016-2020 rolling average) to 25.4 (2019 - 2023 rolling average) by 2023.	FARS Annual	28	28	31	23	22	
		5-Year Rolling Avg.	38.4	35.2	31.2	28.0	26.4	
C-10	Pedestrian Fatalities Reduce pedestrian fatalities by 2 percent from 93.2 (2016-2020 rolling average) to 91.3 (2019-2023 rolling average) by 2023.	FARS Annual	89	98	116	100	63	
		5-Year Rolling Avg.	96.8	94	99.8	100.8	93.2	
C-11	Bicyclist Fatalities Reduce bicyclist fatalities 2 percent from 9.2 (2016-2020 rolling average) to 9.0 (2019 - 2023 rolling average) by 2023.	FARS Annual	9	10	9	9	9	
		5-Year Rolling Avg.	11.8	10.6	10.2	9.6	9.2	
C-12	Youth Impaired Driving Fatalities	State Annual	21	17	24	16	16	

PERFORMANCE MEASURES		BASE YEARS					
		2016	2017	2018	2019	2020	
	<p>Reduce youth alcohol impaired driving fatalities by 5 percent from 18.8 (2016-2020 rolling average) to 17.8 (2019-2023 rolling average) by 2023.</p> <p>Youth defined as 16-24 years. Alcohol impairment defined as: under 18 years BAC > 0.00%/18-20 years BAC ≥ 0.02%/21-24 years BAC ≥ 0.08%.</p>	5-Year Rolling Avg.	22.8	22.2	21.2	20.2	18.8
C-13	Drug-Impaired Driving Screening Test Conducted	State Annual	0	0	0	0	0
	Increase drug-impaired driving test conducted 100.00 percent from 0 in 2022 to 100 by 2023.	Annual	0	0	0	0	0
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	State Annual	93.80	87.90	85.00	88.30	84.75
	Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 1.00 percentage points from 88.24 percent in 2021 to 88.50 percent by 2023.						
B-2	People that reported making cell phone calls while driving. (State Survey)	State Annual	80.00	76.80	67.10	67.00	Not conducted
	Maintain of people that reported making cell phone calls while driving by 1.00 percentage points from 67.00 percent in 2021 to 43 percent by 2023.						

			BASE YEARS				
PERFORMANCE MEASURES			2016	2017	2018	2019	2020
B-3	Crash records with no missing critical data elements (Crash, Fatal and Non-Motorist) in the CARE database.	State Annual	0	0	0	60.00	90.00
	Increase of crash records with no missing critical data elements (Crash, Fatal and Non-Motorist) in the CARE database by 0.5 percentage points from 90.00 percent in 2021 to 91.00 percent by 2023.						
B-4	Validation criminal records of impaired driver in the PR-CJIS/RCI database.	State Annual	0	0	0	0	47.00
	Increase of Validation criminal records of impaired driver in the PR-CJIS/RCI database by 2.00 percentage points from 47.00 percent in 2021 to 50.00 percent by 2023.						

PERFORMANCE MEASURE: C-1) NUMBER OF TRAFFIC FATALITIES (FARS)

Performance Target details

Performance Target	Target Type	Metric	Target Value	Target Period	Target Start Year
C-1) Number of traffic fatalities (FARS)	Numeric		284.8	5-Year	2019

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 2021. To analyze which possible outcomes and behaviors of the safety performance targets, specifically the number of fatalities for 2023, several trendline options were evaluated (i.e., exponential, linear, logarithmic, polynomial, and power).

To forecast the reported value, it was performed a regression analysis using the total traffic fatalities per year versus the total traffic fatalities per month per year. The objective was to find which coefficients had more correlation to the total traffic fatalities based on historic data (i.e., 2008-2021) and taking into consideration the regression-to-the-mean behavior since the COVID-19 pandemic. This regression analysis was performed with Minitab and Microsoft Excel software.

This analysis has the following parameters:

- Total number of traffic fatalities: $y = 25.97 - (0.71 * \text{January fatalities}) + (0.76 * \text{February fatalities}) + (2.31 * \text{March fatalities}) + (1.57 * \text{April fatalities}) + (2.95 * \text{June fatalities}) + (2.81 * \text{July fatalities}) + (0.91 * \text{October fatalities}) + (0.70 * \text{November fatalities})$
 - The P-Value for each coefficient in the regression formula was less of 5%, inside the parameter of confidence.
 - The P-Values for each parameter were: January = 0.012; February = 0.004; March = 0.000; April = 0.000; June = 0.000; July = 0.000; October = 0.001; and November = 0.005
- The regression analysis was performed using a stepwise selection of terms; α ; to enter = 0.15 and α ; to remove = 0.15.
- It was used a 95% of confidence.
- R-Square = 99.79%

After having selected the linear regression detailed in the last paragraph, the forecast of the number of fatalities for 2022 is 289 and for 2023 is 286. Thus, the mathematical 5-year moving average safety performance target is 288.6 for 2023. **Since this value represents an increase in the safety target, the SHSP and PRISC decided to maintain the same value reported in the last annual report, that is 284.8.**

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)	Numeric	554.6	5-Year	2019

PERFORMANCE TARGET JUSTIFICATION

The PRTSC and the SHSP has decided that, in order to comply with FHWA requirements established by the Highway Safety Improvement Program (HSIP), from now on the number of serious injuries will be reported using the KABCO severity scale.

Since 2019, Puerto Rico has available the severity of all crashes according to the KABCO severity scale. Therefore, to achieve five years of data, the 2017 and 2018 injury data were converted from "persons transported by ambulance" to serious injuries (letter A from the KABCO classification), multiplying the total annual crashes by 0.41%. This percentage represents serious injuries according to the KABCO classification.

Therefore, using a linear trendline of $y = -4.0388x + 582.54$, the 5-year MA of the number of serious injuries safety performance target is 554.6 for 2023. The database used to forecast the number of serious injuries was the PR Crash Report (KABCO).

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)	Numeric	1.968	5-Year	2019

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 the PRHTA. The years considered during the analysis were from 2013 to 2021 for both the Puerto Rico FARS Database and VMT. The fatality rate forecast was based on the forecasted number of HMVMT for 2022 and 2023, using several trendline options (i.e., exponential, linear,

logarithmic, polynomial, and power). After having selected a linear trendline of $y = -208,903.79x + 42,195,399.24$ with a $R^2 = 9.0\%$ for the VMT, the 2022 and 2023 fatality rate was forecasted to 1.972 and 1.965, respectively. This represents an increase of 11.4% from 2020 to 2023. Thus, the 5-year moving average safety performance target is 1.968 for 2022.

In summary, the vehicles miles traveled (VMT) in Puerto Rico has been decreasing since 2016 until 2020, at a rate of less than 1% per year. But, in 2021 the preliminary VMT increased considerably; 12.9% compared to 2020 and 1.8% compared to 2016. In the following table it is shown the behavior of the vehicle miles driven and the final VMT values.

Year	Vehicle Miles Driven (Daily Values)	VMT	Fatalities	Fatality Rate
2016	41,730,947.90	152.32	279	1.832
2017	41,124,596.70	150.10	290	1.932
2018	41,151,002.30	150.20	308	2.051
2019	40,301,433.00	147.10	289	1.965
2020	37,600,514.10	137.24	242**	1.763**
2021	42,465,690.20*	155.00	337**	2.174**

*Preliminary value provided by PRHTA.

**Identified outliers

In the last year's annual report (2021) it was submitted a 5-yr MA fatality rate of 1.949. This value included the unprecedented drop in fatalities due to the impact of the COVID-19 pandemic in Puerto Rico. For this year's annual report (2022), the results of the forecast were used that included data up to 2021, which includes an unprecedented rise of 85 fatalities: 242 fatalities in 2020 and 327 fatalities in 2021. Also, the forecast included a preliminary value of the vehicle miles driven (daily value) for 2021, that was identified to be an outlier. Therefore, the 5-yr MA fatality rate forecast for 2023 was set to be 1.968. This value is trying to set a benchmark that is neither too high nor too low, but an achievable result.

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
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Numeric	83.8	5-Year	2019

PERFORMANCE TARGET JUSTIFICATION

The 5-year moving average of unrestrained passenger vehicle occupant fatalities safety performance target is 83.8 for 2023, this represents a reduction in the number of unrestrained passenger vehicle occupant fatalities of 1 percent from 2019 to 2023. These numbers were obtained after several mathematical data analysis discussed between the key safety of the Puerto Rico SHSP and the PRTSC. The database used to forecast the number of unrestrained-related fatalities was the Puerto Rico FARS Database from 2009 to 2021.

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)	Numeric	92.5	5-Year	2019

PERFORMANCE TARGET JUSTIFICATION

The 5-year moving average of the number in crashes involving a driver or motorcycle operator with a BAC of .08 and above is 92.5 for 2023, this represents a reduction in 3 percent from 2019 to 2023. These numbers were obtained after several mathematical data analysis discussed between the key safety of the Puerto Rico SHSP and the PRTSC. The database used to forecast the number in crashes involving a driver or motorcycle operator with a BAC of .08 and above was the Puerto Rico FARS Database, between 2009 and 2021.

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
C-6) Number of speeding-related fatalities (FARS)	Numeric	83.6	5-Year	2019

PERFORMANCE TARGET JUSTIFICATION

The 5-year moving average of the number of speeding-related fatalities safety performance target is 83.6 for 2023, this represents a reduction in 1 percent the number of speeding-related fatalities by 2019 to 2023. These numbers were obtained after several mathematical data analysis discussed between the key safety of the Puerto Rico SHSP and the PRTSC. The database used to forecast the number of speeding-related fatalities was from the Puerto Rico FARS Database 2009 to 2021.

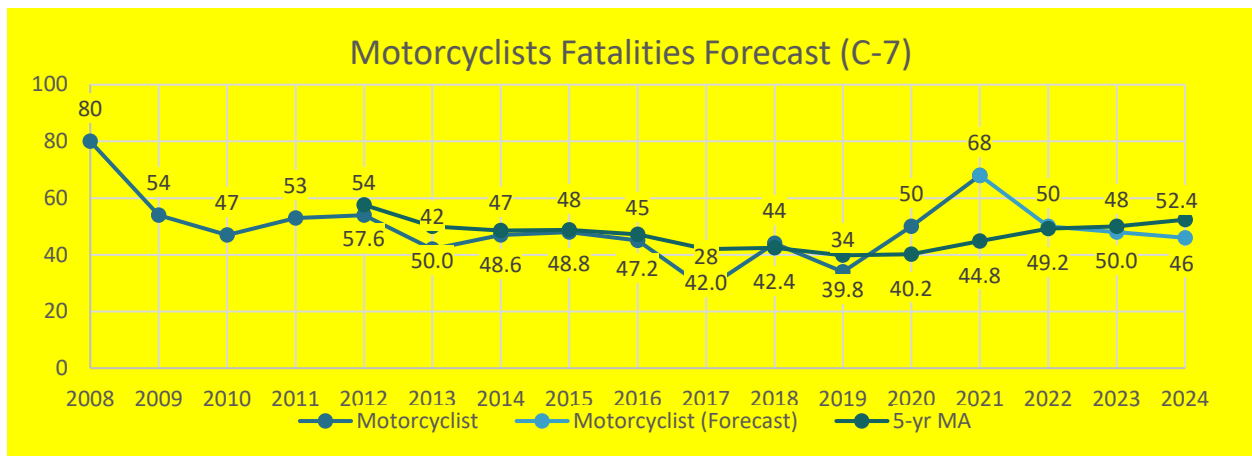
PERFORMANCE MEASURE: C-7) NUMBER OF MOTORCYCLIST FATALITIES (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-7) Number of motorcyclist fatalities (FARS)	Numeric	39.8	5-Year	2019

PERFORMANCE TARGET JUSTIFICATION

Unfortunately, the motorcyclists' fatalities have been increasing since 2020, and the forecast shows that this behavior will not decrease in the next years. The forecast is based in an exponential trendline of $y = (65.853) x^{-0.175}$. The following graphic shows this trendline and how the 2020 and 2021 fatalities will increase the 5-yr MA for the 2023.



Although the data-driven analysis shows an increase in the fatalities, PRTSC is committed to pursue a reduction of 1% by 2023, compared with the 2020 data. Therefore, the 5-year moving average of the number of motorcyclist fatalities safety performance target is 39.8 for 2023. This analysis was discussed between the key safety of the Puerto Rico SHSP and the PRTSC. The database used to forecast the number of motorcyclists' fatalities was the Puerto Rico FARS Database from 2009 to 2021.

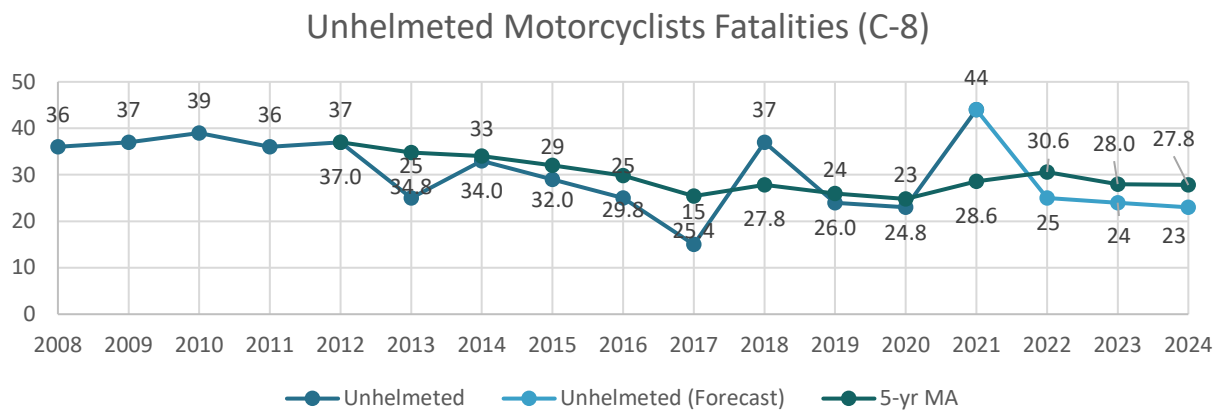
PERFORMANCE MEASURE: C-8) NUMBER OF UNHELMETED MOTORCYCLIST FATALITIES (FARS)

PERFORMANCE TARGET DETAILS

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	Numeric	24.6	5-Year	2019

PERFORMANCE TARGET JUSTIFICATION

Unfortunately, the number of unhelmeted motorcyclist fatalities have been increasing since 2020, and the forecast shows that this behavior will not decrease in the next years. The forecast is based in a logarithmic trendline of $y = -(4.046) \ln(x) + 38.709$. The following graphic shows this trendline and how the 2021 fatalities will increase the 5-yr MA for the 2023.



Although the data-driven analysis shows an increase in the fatalities, PRISC is committed to pursue a reduction of 1% by 2023, compared with the 2020 data. Therefore, the 5-year moving average of the number of motorcyclist fatalities safety performance target is 24.6 for 2023. This analysis was discussed between the key safety of the Puerto Rico SHSP and the PRISC. The database used to forecast the number of motorcyclists' fatalities was the Puerto Rico FARS Database from 2009 to 2021.

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)	Numeric	25.4	5-Year	2019

PERFORMANCE TARGET JUSTIFICATION

The 5-year moving average of the number of drivers age 20 or younger involved in fatal crashes is 25.4 for 2021, while the reduction in the number of traffic fatalities from 2019 to 2023 is 3.6 percent. These numbers were obtained after several mathematical data analysis discussed between the key safety of the Puerto Rico SHSP and the PRISC. The database used to forecast the number of fatalities of drivers age 20 or younger involved in fatal crashes was the Puerto Rico FARS Database.

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)	Numeric	91.3	5-Year	2019

PERFORMANCE TARGET JUSTIFICATION

The 5-year moving average of the number of pedestrian fatalities safety performance target is 91.3 for 2023, this represents a reduction in 2 percent the number of pedestrian fatalities from 2019 to 2023. These numbers were obtained after several mathematical data analysis discussed between the key safety of the Puerto Rico SHSP and the PRISC. The database used to forecast the number of pedestrian fatalities was the Puerto Rico FARS Database using 2009 to 2021 data.

PERFORMANCE MEASURE: C-11) NUMBER OF BICYCLIST FATALITIES (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-11) Number of bicyclists fatalities (FARS)	Numeric	9.0	5-Year	2019

PERFORMANCE TARGET JUSTIFICATION

The 5-year moving average of the number of bicyclist fatalities safety performance target is 9.0 for 2023, while the reduction in the number of cyclist fatalities from 2019 to 2023 is .2%. These numbers were obtained after several mathematical data analysis discussed between the key safety of the Puerto Rico SHSP and the PRTSC. The database used to forecast the number of bicyclists' fatalities was the Puerto Rico FARS Database 2009 to 2021.

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	Numeric	17.8	5-Year	2019

PERFORMANCE TARGET JUSTIFICATION

The 5-year moving average of the number of youth impaired driving fatalities safety performance target is 17.8 for 2023, while the reduction in the number of youth impaired driving from 2019 to 2023 is 1.0 percent. Youth defined as 16-24 years. Alcohol impairment defined as: under 18 years BAC > 0.00%/18-20 years BAC ≥ 0.02%/21-24 years BAC ≥ 0.08%. These numbers were obtained after several mathematical data analysis discussed between the key safety of the Puerto Rico SHSP and the PRTSC. The database used to forecast the number of youth alcohol-related fatalities was the Puerto Rico FARS Database 2009 to 2021.

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	100.00	Annual	2023

PERFORMANCE TARGET JUSTIFICATION

Second phase of SFST Project will integrate the operational part that is screening blood samples for drug and other controlled substances in drivers. Without experience or a previous baseline assessing drivers for drugs and/or controlled substances the number is an estimate. However, the performance is at least increase drug-impaired driving test conducted 100.00 percent from 0 in 2022 to 100 by 2023.

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)	Percentage	88.50	Annual	2023

PERFORMANCE TARGET JUSTIFICATION

To Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 0.26 percentage points from 88.24 percent in 2021 to 88.50 percent by 2023.

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)	Percentage	43.00	Annual	2023

PERFORMANCE TARGET JUSTIFICATION

To maintain the percentage of people that reported making cell phone calls while driving from 43.00 percent on 2021 to 43.00 percent by 2023. 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: B-3) PERCENTAGE OF CRASH RECORDS WITH NO MISSING CRITICAL DATA ELEMENTS (CRASH, FATAL AND NON-MOTORIST) IN THE CARE DATABASE.

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
B-3) Percentage of crash records with no missing critical data elements (Crash, Fatal, Non-Motorist) in the CARE database.	Percentage	90.50	Annual	2023

Primary performance attribute: **Completeness**

Core traffic records data system to be impacted: **Crash**

PERFORMANCE TARGET JUSTIFICATION

Increase of crash records with no missing critical data elements (Crash, Fatal and Non-Motorist) in the CARE database by 0.5 percentage points from 90.00 percent in 2021 to 90.5 percent by 2023. During this year, work will be done to improve the quality and validity of accident data, including introducing procedures to address missing and invalid data. Establish mechanisms to maximize data integrity, including geolocation of

crashes on local streets, data from alcohol test results, integration of road characteristics, alcohol dispensing locations, data weather and US census data.

PERFORMANCE MEASURE: B-4) PERCENTAGE OF VALIDATION CRIMINAL RECORDS OF IMPAIRED DRIVER IN THE PR-CJIS/RCI DATABASE.

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
B-4) Percentage of validation criminal records of impaired driver in the PR-CJIS/RCI database.	Percentage	50.00	Annual	2023

Primary performance attribute: **Completeness**

Core traffic records data system to be impacted: **Citation and adjudication**

PERFORMANCE TARGET JUSTIFICATION

Increase of Validation criminal records of impaired driver in the PR-CJIS/RCI database by 3.00 percentage points from 47.00 percent in 2021 to 50.00 percent by the end fiscal year 2023. This project has the core purpose to continue enhancing the DUI records entering, tracking, update, and validation process through RCI system, in order to strengthen the system data quality management, which contains offender's criminal history, arrest, warrants, and photographs, to keep ensuring access to offenders previous and/or DUI history impaired driving, and other substantial information, such as criminal data if applicable.

GRANT PROGRAM ACTIVITY REPORTING

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: 20,474

Fiscal Year A-1: **2021**

A-2) NUMBER OF IMPAIRED DRIVING ARRESTS MADE DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES*

Impaired driving arrests: 834

Fiscal Year A-2: **2021**

A-3) NUMBER OF SPEEDING CITATIONS ISSUED DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES*

Speeding citations: 16,699

Fiscal Year A-3: **2021**

PROGRAM AREAS

PROGRAM AREA: IMPAIRED DRIVING

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

Problem ID

Across the nation, crashes, injuries, and fatalities due to impaired driving, continue to be of relevance and action oriented. Recently, the new Bipartisan Infrastructure Law, focuses a great deal in the advance prevention of alcohol and drug impaired driving by new technologies, P&E about the use and consequences of driving under the influence of marijuana, more flexible use of transfer funds, enhancing FARS database and marijuana research. These core points within the Impaired Driving Program demonstrate the importance to keep preventing one third of the fatalities on roadways.

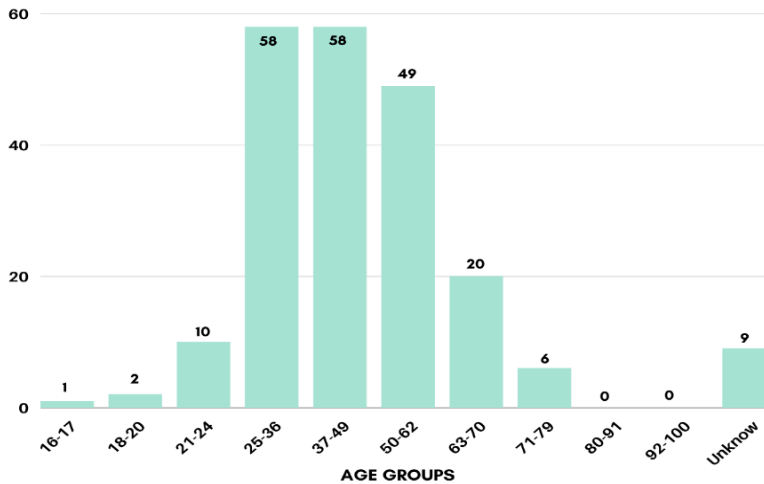
In Puerto Rico, alcohol impaired driving is one of the most often deadliest crime committed although people and culture traits try to lessen its importance. For the past years, one third of roadway's fatalities were alcohol impaired drivers, but people don't want to talk about it unless a tragic event touches their lives. Since the beginning of the COVID-19 Pandemic, several studies and articles had informed that alcohol consumption has been steady during the first year of the Pandemic and sells had risen in March 2021. To worsen the traffic safety scenario, medicinal cannabis consumption keeps rising and so far, Puerto Rico hasn't yet implemented drugged impaired driving detection strategies among our high drug dependency population and high crime drug related rates.

Much has been done although not enough. The island has faced major challenges during the last two decades: natural and economical. The economic constraints and the 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.

For this problem identification a new set of data is included, BAC among living drivers. Blood testing have been the most accurate form to determine Blood Alcohol Content in a subject. Thanks to a cooperative understanding with the PR Department of Health-Alcohol Toxicology Laboratory, data about blood samples analyzed among living drivers suspected of driving alcohol impaired for years 2020 and 2021 were shared with the PRTSC. These data are very enlightening since it provides information about what is happening in our roads.

Studies show that the relationship between BAC and the increasing risk of a traffic crash is enormous. Alcohol reduces brain function, thinking & reasoning process, and coordination. Full control of these skills is required to operate a motor vehicle. Experts from the traffic safety field say that a small amount of alcohol or a lower BAC can affect driving abilities. A person's risk of involvement in a fatal crash nearly doubles with each 0.02% increase in BAC.

TOTAL IMPAIRED DRIVERS WITH POSITIVE BAC BY BLOOD TESTING YEAR 2020



2020 YEAR

*A total of 390 driver's blood samples were analyzed to measure BAC.

*Of the 390 samples, 252 detected some percentage of BAC.

*Of the 252 samples with positive results, 213 were legally impaired by alcohol.

*40% of BAC reported were .16% or higher.

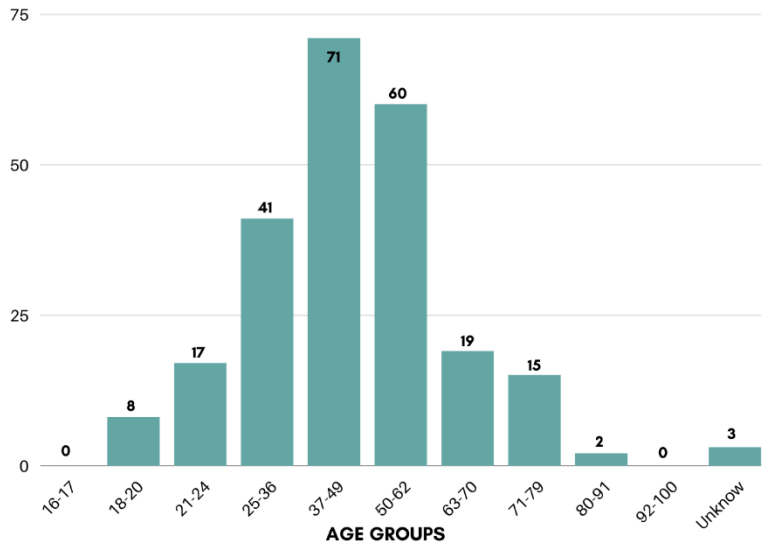
*Average BAC was .16%.

*Age groups with higher number of positive results were 25-36 and 37-49 with 27% each, followed by 50-62 age group with 23%.

*Group age 16-24 accounted for 7% of positive test results.

*98% of impaired drivers were male.

TOTAL IMPAIRED DRIVERS WITH POSITIVE BAC BY BLOOD TESTING YEAR 2021



YEAR 2021

- ★ A total of 428 driver's blood samples were analyzed to measure BAC.
- ★ Of the 428 samples, 288 detected some percentage of BAC.
- ★ Of the 288 samples with positive results, 236 were legally impaired by alcohol.
- ★ 33% of BAC reported were .16% or higher.
- ★ Average BAC was .16%.
- ★ Age groups with higher number of positive results were 37-62 with 55%.
- ★ Group age 16-24 accounted for 10% of positive test results.
- ★ 90% of impaired drivers were male.

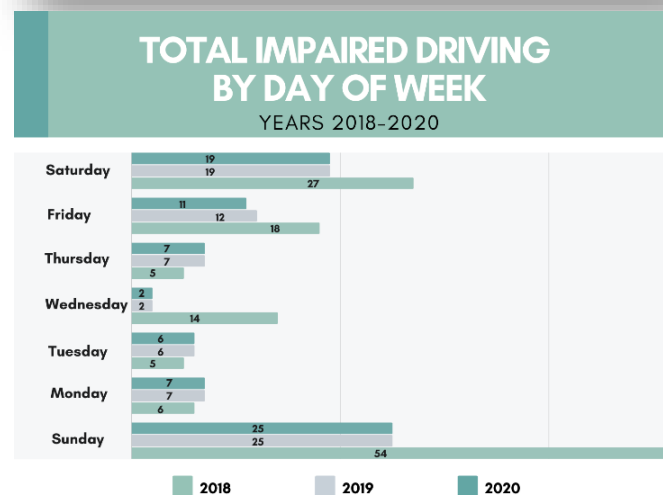
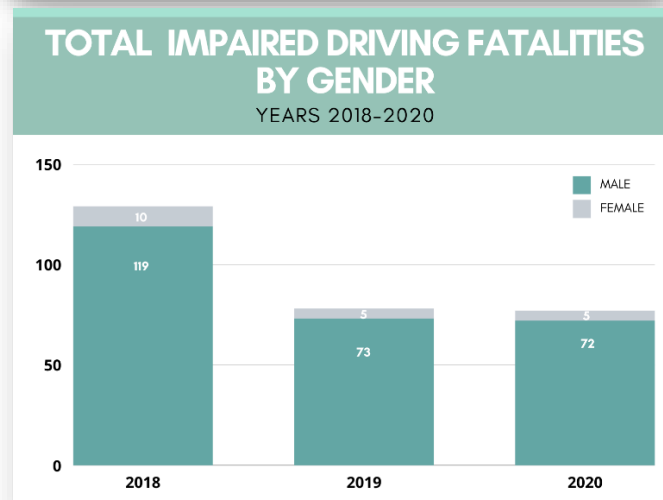
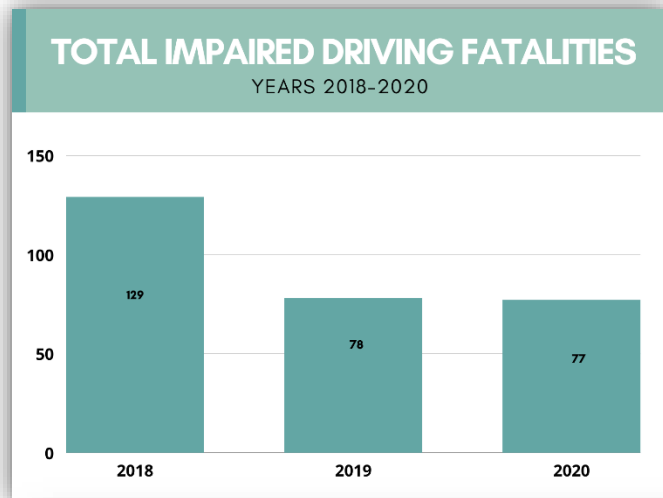
In many jurisdictions a .15% or higher BAC and are considered heavy drinkers or people prone to repeat the impaired driving crime or develop an alcohol addiction disorder. Assessing this data will allow PRTSC to establish a clearer picture about who and how much are drinking and maybe promote tougher laws for heavy drinkers/drivers.

According to the "Observatorio de Seguridad Vial de Puerto Rico", for years 2018 to 2020, a total of 2,257 crashes with at least one alcohol impaired driver occurred. Of those, over 900 injuries were reported.

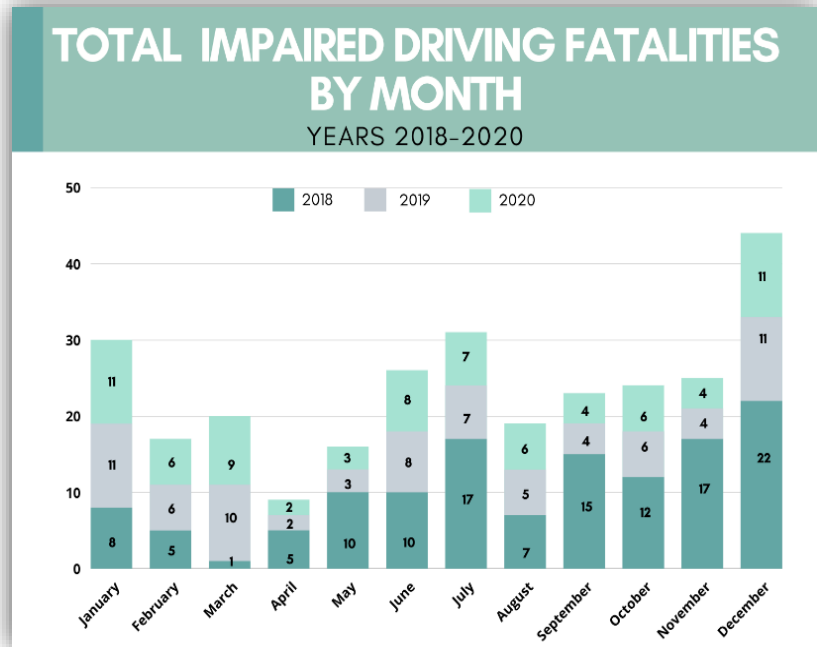
ALCOHOL IMPAIRED DRIVING FATALITIES YEARS 2018-2020

According to NHTSA Fatality Analysis Reporting System, FARS, in 2020, seventy-seven (77) alcohol impaired driving fatalities occurred. This indicates a 40 % decrease from 2018.

- ★ Gender data analysis for impaired driving fatalities for the three-year period shows an average of 93% of male fatalities and 7% female fatalities.
- ★ Analysis by age group for the three-year period shows that 54% of impaired driving fatalities were in age group 25-49, 18% in age groups 50+ and 20% in age group 16-24. Older drivers 63+ years old and older reported 8% of total impaired driving fatalities.
- ★ On the three-year period, 76% 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 37%, followed by Saturday with 23% and Friday with 14%.



- ★ Impaired driving fatalities by month, for this three-year period: December registered the highest ID deaths with 15%, July and January reported 11% each, and June and November reported 9% each. Summer months, June, July and August, accounted for 27% of total impaired driving fatalities.



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

- ★ 71% were drivers and 29% motorcyclists.
- ★ 91% had a BAC of .08%+.
- ★ 71% of impaired drivers killed were unrestrained.
- ★ 86% of impaired motorcycle riders killed were un-helmeted.
- ★ 54% alcohol impaired driving fatalities also presented a speeding factor.

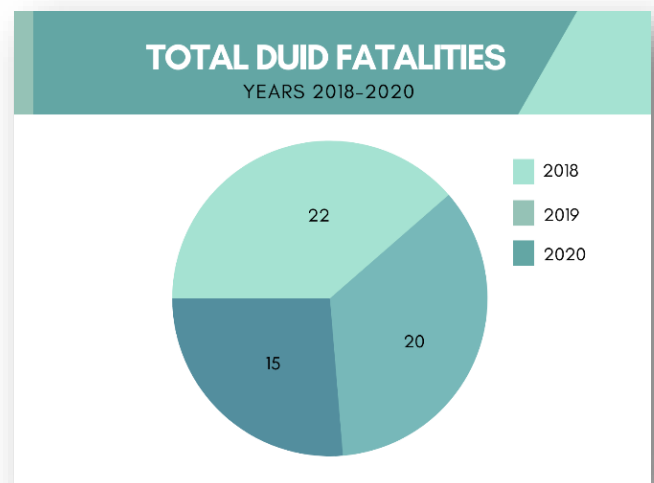
*Data Provided by FARS November 2021.

DRIVING UNDER THE INFLUENCE OF DRUGS

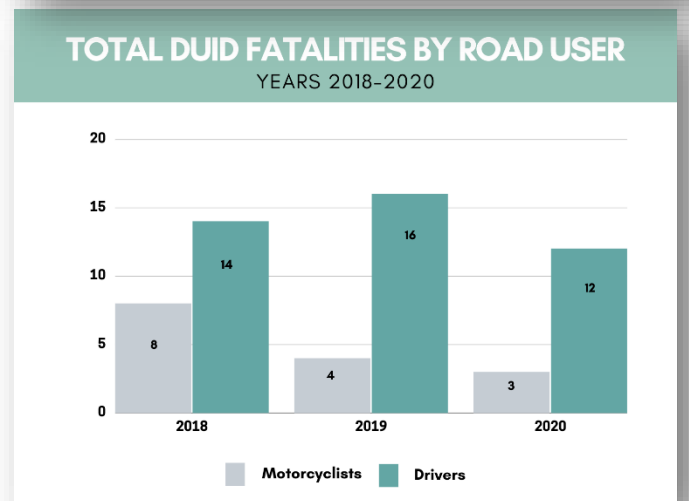
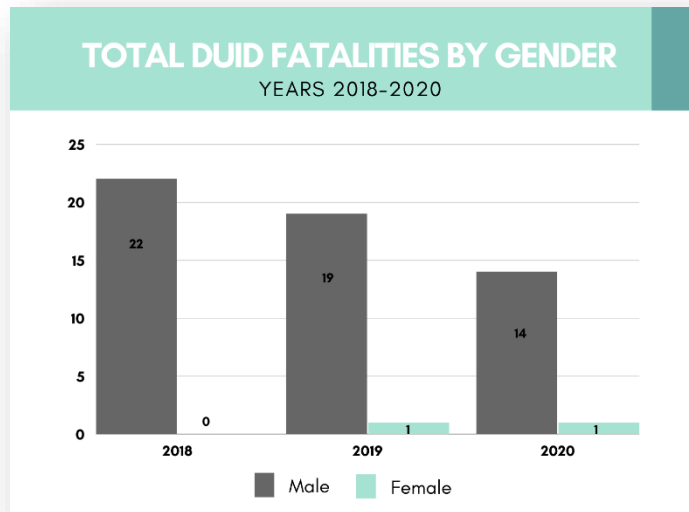
For the three-year period from 2018-2020 a total of 428 drivers (including motorcyclists) died in traffic crashes:

Of the 428 driver's fatalities reported during the three-year period 2018-2020, 13.3% or 57 drivers tested positive for drugs.

- ★ Of these 57 fatalities, 42 or 74% were drivers and 15 fatalities (26%) were motorcyclists.
- ★ A total of 51% of the DUID fatalities were also, alcohol impaired.



- ★ Most frequent drugs found in the tox tests were Cocaine, Opioids, Cannabinoids, THC and, HD.
- ★ 96% of DUID fatalities were men.
- ★ Group age 25-49 reported 56% of total drug impaired driving fatalities. The youngest driver under the influence of drugs was 14 years old and the oldest 84 years old.
- ★ Saturday reported most drug impaired driving fatalities with 30%.
- ★ March reported 14% of total drug impaired driving fatalities followed by July with 12% and September and December with 11% each.
- ★ Eighty percent of drug impaired drivers were unrestrained at the time of the crash.
- ★ Seventy three percent of drug impaired motorcyclists were un-helmeted.
- ★ A total of 56% reported speeding as a contributor factor to the crash.
- ★ Sixty percent of drug impaired driving fatalities occurred at nighttime.
- ★ Forty six percent of drug impaired driving fatalities occurred on primary roads.



Every impaired driving crash can be prevented if every person/driver internalize the dangers for themselves and for other road users. For the last 50 years, the Puerto Rico Traffic Safety Commission has been working very hard to spread this public safety message. Although a notable quest, our zero traffic deaths target is the ultimate goal!

ASSOCIATED PERFORMANCE MEASURES

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2023	5-Year	92.5
2023	C-13) Number of drug-impaired driving screening test conducted.	2023	Annual	100.00

COUNTERMEASURE STRATEGIES IN PROGRAM AREA

Countermeasure Strategy
Alcohol 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 for DWI Offenders
Responsible Beverage Service
DUI Offenders Treatment Program
Drug Screening for Prosecutorial Evidence

COUNTERMEASURE STRATEGY: ALCOHOL SCREENING FOR PROSECUTORIAL EVIDENCE

Program Area: **Impaired Driving**

PROJECT SAFETY IMPACTS

The Alcohol Toxicology Lab within the Department of Health is essential for the prosecution of alcohol-impaired driving cases. As ordered by Act 22-2000, as amended, and Regulation 9234- *For Extracting and Analyzing Fluids and Blood Samples for Traffic Cases when DWI/DUI Probable Case Exist*. The Toxicology Lab is responsible for calibrating and certifying all intoxilyzers 9000 instruments, prepare the chemical solutions, prepare blood tubes, and analyze blood samples for BAC results. In addition, chemists must attend court as a witness 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

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The project will keep contributing with the PRPD and Municipal Police by calibrating and providing maintenance to alcohol detection equipment according to national standards, which are thoroughly revised during DUI/DWI court cases. Also, the project will keep providing prosecutorial evidence such as intoxilyzer calibration information, apparatus condition, maintenance log and blood sample results, interpretation of results, among others. 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 FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Every DWI case has a scientific aspect that is a main contributing factor when evidence is presented during the prosecution process. The Toxicology Lab analyzes blood samples taken from drunk drivers, prepares the chemical solutions to calibrate all Intoxilyzers, prepares the chemical solutions used 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. Puerto Rico selected this countermeasure as it will

aid in the preparation of evidence to prosecute impaired drivers and hence aid in the reduction of impaired driving.

The budget should aid the project in achieving the implementation of planned activities.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-01-72	Alcohol Toxicology Lab

PLANNED ACTIVITY: ALCOHOL TOXICOLOGY LAB

Planned activity number: **23-01-72**

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

PLANNED ACTIVITY DESCRIPTION

Alcohol Toxicology Lab- For FY 2023, the project will continue analyzing blood, for BAC results, extracted from drunk drivers. In addition, lab will prepare chemical solutions to calibrate all intoxilyzers, prepare chemical solutions to perform the verification of calibrations of the intoxilyzers, performed monthly verifications of the calibrations of all intoxilyzers at island level (all traffic police regions), attend court as witnesses of charge (expert) and calibrating the gas chromatography. Act 22-2000 as amended and PRDOH Regulation 9234 establishes that the Toxicology Lab within the Department of Health is responsible for 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 and licensing police officers as equipment operators.

INTENDED SUBRECIPIENTS

State Agency- Puerto Rico Department of Health

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol Screening for Prosecutorial Evidence

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-01-72	BIL 154	Alcohol & Toxicology	\$438,000.00	\$87,600.00	

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
Hydrogen Generator	1	\$20,000.00	\$20,000.00		

COUNTERMEASURE STRATEGY: DRUG SCREENING FOR PROSECUTORIAL EVIDENCE

Program Area: **Impaired Driving**

PROJECT SAFETY IMPACTS

For the first year implementing this Drug screening laboratory within the PR Department of Health, special emphasis will be given for equipping the lab.

Drugs and other controlled substances toxicology testing are the scientific and corroborative proof of the criminal behavior of a driver under the influence of drugs. In many cases, after SFST was performed and alcohol impairment was discarded, a blood test to identify drugs and controlled substances will be performed. Countermeasures for driving under the influence of drugs and other substances are being evaluated since the field is practically a new one. It is quickly growing due to medicinal and recreational marijuana laws in the Nation and Puerto Rico. The tests results and data obtained from the cases will established the base for the DUID prosecution and the design of future drug-impaired driving projects and actualization of laws and regulations addressing this issue. Costs for this project will be intended for salaries, fringe benefits, contractual services, lab specialized equipment and materials.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The prosecution of drugged-impaired driving in Puerto Rico is practically unknown. Little data is available. 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. Currently, we can expect that number to be much higher since medicinal cannabis has been legalized and dependence on prescription drugs continues to rise in the nation.

Toxicology is the corroborative scientific aspect to complement of the SFST Program that will allow the prosecution of all impaired drivers. Due to the specific and systematic scientific component of running a lab, funds will support the toxicology lab, where the drug tests will be conducted as part of the DUID post-arrest process.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Countermeasure was selected by following the 2020 Impaired Driving Program Assessment Recommendations and the 2016 SFST Program Assessment. This will be the post-arrest process related to the SFST Program.

For the past three years, efforts to develop a drug screening laboratory within the Forensic Science Institute were conducted, but with very few progresses due to lack of staff, state money constraints and agency priorities. A deep consideration was put into the decision to engage with the Puerto Rico Department of Health and try to obtain the objective proposed which is to have a resource and trustworthy drug screening laboratory exclusively for traffic cases and that will aid Puerto Rico to comply with BIL regulations regarding drug testing and data collection.

The process of blood collecting sample for drug screening and prosecution is a new field in Puerto Rico. Experience and scientific review have shown that it requires a full commitment because all traffic safety components are learning as they go.

For the first year, Project funds will mainly cover specialized equipment, lab and office supplies, professional services, salaries, training and other related costs.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-01-92	Drug Impaired Driving Screening Lab

PLANNED ACTIVITY: DRUG IMPAIRED DRIVING SCREENING LAB

Planned activity number: **23-01-92**

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 drug and/or controlled substances 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 Department of Health Drug Screening Lab 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 needs 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, supplies, and professional credentials.

INTENDED SUBRECIPIENTS

State Agency- Puerto Rico Department of Health

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Drug Screening for Prosecutorial Evidence

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-01-92	BIL 154	Drug Toxicology	\$1,162,000.00	\$232,400.00	

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
LCQTOF	1	\$450,000.00	\$450,000.00		
UPLC-MSMS	1	\$450,000.00	\$450,000.00		
VWR Refrigerator SS Solid Door	1	\$15,000.00	\$15,000.00		

COUNTERMEASURE STRATEGY: DWI PROSECUTION

Program Area: **Impaired Driving**

PROJECT SAFETY IMPACTS

DWI Prosecution- Project will continue to be under the direct supervision and management of the TSRP. Specialized approach to the litigation of DWI cases, and improvement of data collection through the Integrated Criminal Record System (RCI) within the DOJ, continuous education through trainings for prosecutors and police. Project includes TSRP, administrative assistant, DWI specialized prosecutors, DWI prosecutor's aids and a DWI comprehensive training plan. In addition, TSRP provides trainings to law enforcement, Project FIESTA staff and other professionals of the traffic safety field.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Project will continue to provide specialized DWI prosecution of cases in all judicial regions within the Department of Justice while integrating law enforcement agencies, and other state partners to work consistent toward the extensive knowledge and mastery of the law to improve the impaired driving problem. Costs include salaries, fringe benefits, office supplies, trainings, travel, equipment, and other related costs.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The prosecution and adjudication of DWI offenders is an evidenced-based countermeasure strategy and a key component of a comprehensive approach to address impaired driving problems. This countermeasure strategy and the funded planned activities had contributed to obtain performance targets and increase guilty pleas in court.

This is based on Countermeasures That Work 2020, Chapter I, Part 3- Deterrence: Prosecution and Adjudication. Also, in the recommendation the 2017 & 2020 Impaired Driving Program Assessment.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-01-06	Impaired Driving Prosecution Enhancement

PLANNED ACTIVITY: IMPAIRED DRIVING PROSECUTION ENHANCEMENT

Planned activity number: **23-01-06**

Primary Countermeasure Strategy ID: **DWI Prosecution**

PLANNED ACTIVITY DESCRIPTION

For FFY 2023, Project DWI Prosecution Enhancement will continue serving all 13 courts jurisdictions. A non-interrupted operation of the Unit will be foreseen by the administrative staff, and approximately 29,000 prosecution hours and six auxiliaries. The TSRP will continue to provide trainings for prosecutors, state and municipal traffic police and other traffic safety stakeholders throughout the island. Costs include reimbursement of hours worked conducting eligible highway traffic safety activities for 15 prosecutors, a proportional share of fringe benefits, auxiliaries salary and fringe benefits, contractual services, office supplies, DWI highway traffic safety trainings, travel, equipment, and other related costs. State salaries were risen due to cost of living.

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Department of Justice

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
DWI Prosecution

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-01-06	405d	405d	\$1,534,714.00	\$327,353.00	

COUNTERMEASURE STRATEGY: HIGHWAY SAFETY OFFICE PROGRAM MANAGEMENT (ID)

Program Area: **Impaired Driving**

PROJECT SAFETY IMPACTS

Based upon NHTSA Uniform Traffic Safety Program Guidelines, Project Impaired Driving Program Coordinators oversees the Puerto Rico Impaired Driving Program. By ensuring the efficient use of resources, performance and project evaluation, technical assistance, and the program intends to set strategies that will aid in the reduction of impaired driving fatalities. Promote awareness among road users of the danger and consequences of DWI and encourage law enforcement efforts and coordination. Coordinator's plan or consider new projects to keep developing and enhancing the program.

LINKAGE BETWEEN PROGRAM AREAS

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Puerto Rico Impaired Driving Program Coordinators guarantee management uniformity, cohesion among project strategies, 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 communication, coordination, follow-up, evaluation. During FFY 2023, PRISC Impaired Driving Coordinators will keep promoting law enforcement activities as regulated by Act 22-2000 as amended, to intervene with impaired drivers, maintain a

data-driven approach to track problem identification, track performance, and compliance among funded projects within the Program. Program coordinators will continue to support educational impaired driving prevention programs 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, consultant, and translation services. Project works hand in hand with SHSP staff to ensure proper alignment of strategies to achieve state targets.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

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, and others. Puerto Rico has selected this countermeasure as its activities ensure management of funds.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-01-13	Impaired Driving Program Coordinator

PLANNED ACTIVITY: IMPAIRED DRIVING PROGRAM COORDINATOR'S

Planned activity number: **23-01-13**

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

PLANNED ACTIVITY DESCRIPTION

Impaired Driving Program Coordinators Project: ID coordinators will continue to oversee the Impaired Driving Program aim in the prevention and reduction of injury and fatal crashes and to enforce traffic laws addressing the impaired driving behavior. During fiscal year 2023, the Impaired Driving program will continue coordinating impaired driving prevention strategies with law enforcement agencies, public and private entities such as: Department of Justice and the DWI Special Prosecution Project, Mental Health and Anti Addiction Administration with the DWI Victims Impact Panel, Evidence-based Treatment Program, FIESTA Projects and Underage drinking prevention Projects among others. Tasks will include but not be limited to reviewing and evaluating Quarterly Project Reports, revisions, and

evaluations of the changes to the Detailed Plan/ Budget, which may be approximately 50 or more per year. Coordinate and evaluate 5 overtime mobilizations, technical assistance, and support. Also, to work on the HSP, grants, Annual Report, project proposals evaluation, performance evaluations, etc.

Costs will include salary and benefits, contractual services, equipment, and as well as out-of-state and local travel and other related expenses. For FFY 2023 the PR Impaired Driving Program Assessment will be conducted, and funds requested.

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management (ID)

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-01-13	405d	ID Coordinator	\$257,227.00	\$51,446.00	

COUNTERMEASURE STRATEGY: IMPAIRED DRIVING ATTITUDE SURVEY

Program Area: **Impaired Driving**

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 about this topic. In the past, the impaired driving survey has proven to be a useful tool when designing creative messages. Also, the strategy has 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

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Project will contract survey expert to administrate an attitude survey that targets the strengths and weaknesses of the impaired driving program perception to comprehend people's opinions, knowledge, level of awareness, and attitude regarding alcohol consumption patterns before driving, DWI, enforcement perception and media campaigns.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The project will conduct all proposed planned activities by surveying the target market to identify the perception of population segments based on data age and gender. It may also be taken into consideration impaired driving high crash locations.

Drinking alcohol and driving can be a sensitive matter because of social acceptance. 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 weigh public opinion to ensure engagement. Impaired driving survey has proven to be a useful tool when identifying improvement areas for strategic planning and future media campaigns. Also, the strategy has proven effective nationally and by other jurisdictions.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-01-25	Impaired Driving Survey

PLANNED ACTIVITY: IMPAIRED DRIVING SURVEY

Planned activity number: **23-01-25**

Primary Countermeasure Strategy ID: **Impaired Driving Attitude Survey**

PLANNED ACTIVITY DESCRIPTION

For FFY 2023 a specialized market survey firm with all credentials and licenses will be contracted to design the sample and conduct the Attitude Survey, as it will be more cost-effective than to hire personnel for this once-a-year task. Study and Survey will follow the Impaired Driving Survey Recommendations for NHTSA-GHSA Working Group of 2009.

A specialized firm will be contracted to conduct Attitude Survey 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. Will measure the following campaigns:

★ Alcohol-Impaired Driving Holidays Crackdown

Currently, enforcement activities are limited to alcohol impaired driving due to limitations in the detection and chemical analysis of drivers under the influence of drugs. As soon as a drug screening and detection laboratory is established and functioning, the police enforcement scope will be broadened to add drug impaired driving detection and intervention. Questions regarding drug impaired driving will be added in future surveys.

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy

Impaired Driving Attitude Survey

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-01-25	BIL164 Transfer Funds	164	\$18,000.00		

COUNTERMEASURE STRATEGY: SFST PROGRAM COORDINATOR

Program Area: **Impaired Driving**

PROJECT SAFETY IMPACTS

The SFST program has been crucial for detecting driving while impaired. For more than 25 years, law enforcement corps around the nation have used these testing increasing the number of arrests. Both alcohol and drug impaired driving arrest and prosecution are identified by this test. In Puerto Rico, the SFST Project will oversee all SFST training activities, maintain records of trained SFST instructors, training of SFST practitioners, distribute updated SFST training materials, and ensure SFST National standards are strictly followed. Logistics required law changes and several tasks more compatible with a Project Manager/legal advisor and not a Police Coordinator was the last improvement in order to advance the project. Project Manager have been able to meet with high government officials and advised the PRTSC. PM is in charge of writing new regulations, liaison between PRTSC and state top administrators and keep up to date all information related to the program are few of the skills needed to ensure a proper evolution of the SFTS Program adoption.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

SFST Project will contribute to enhance enforcement efforts targeted to detect impaired driving, specifically alcohol and other causes of impairment. Drug-impaired driving, which prevalence in Puerto Rico has not been established, but due to the high crime rate related to drugs it is suspected to be relatively high, will begin to attract public and government attention. Fatality data for the three-year 2018-2020 indicated that 51% of drugged impaired drivers also were alcohol-impaired at the time of the crash.

During the last years, development of the Program, much education, and coordination has been shared with fellow state agencies and legislature while making changes and adjustments within the way the PRSTSC manages the ongoing development of the Program to ensure the appropriate use of human and financial resources. Although progress to implement a Comprehensive SFST Program has been slow, PRSTSC is committed to keep working to provide a solid program, with the least number of flaws both within the laws and regulations and in the procedure for completing the intervention and prosecution of impaired drivers.

SFST Project will oversee all the program and will work in coordination with the legal consultant and Impaired Driving Program to ensure all program activities are implemented as proposed.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

This countermeasure is essential to strengthening the enforcement of impaired-driving laws. The program 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. This is based on Countermeasures That Work 2017, Chapter I, Part 7.1- Enforcement of Drug-Impaired. Also, a recommendation of the 2016 SFST Assessment & 2020 Impaired Driving Program Assessment.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-01-71	SFST Program Coordinator

PLANNED ACTIVITY: SFST PROGRAM COORDINATOR

Planned activity number: **23-01-71**

Primary Countermeasure Strategy ID: **SFST Program Coordinator**

PLANNED ACTIVITY DESCRIPTION

SFST Program 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. Several refreshment courses will be conducted during FFY 2023.

INTENDED SUBRECIPIENTS

State Agency- Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
SFST Program Coordinator

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-01-71	405d	Law Enforcement Training	\$47,700.00	\$9,540.00	

COUNTERMEASURE STRATEGY: SHORT-TERM, HIGH VISIBILITY LAW ENFORCEMENT (ID)

Program Area: **Impaired Driving**

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 high alcohol consumption periods during the year. At least five (5) impaired driving mobilizations during FFY 2023 will be conducted.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

High visibility enforcement is an evidence-based strategy to enforce DWI traffic laws and a dissuasive for people. Alcohol consumption is pretty much a yearlong activity in Puerto Rico, but some peaks have been identified mainly related to festivities, holidays, and

vacations. Over the years, five (5) of these high alcohol consumption periods have been chosen 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 some 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, mouthpieces, availability to work overtime hours, and funding. LEL's will meet with municipal police chiefs to engage them to facilitate Municipal Police participation. 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, trainings, as out-of-state and local travel, and other related costs.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

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 in compliance with traffic laws can be achieved 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 who will be in charge of maintaining all coordination with PRTSC, overtime hours and fringe benefits, equipment, supplies, and other activity related expenses.

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

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-01-01	TE PRPD Impaired Driving Overtime Enforcement
23-01-XX	TE Municipal Police Impaired Driving Overtime Enforcement

PLANNED ACTIVITY: IMPAIRED DRIVING OVERTIME ENFORCEMENT

Planned activity number: **23-01-01**

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

PLANNED ACTIVITY DESCRIPTION

Short term high visibility Impaired Driving Mobilizations. Coordination with PRPD- Traffic Police to participate in five (5) impaired driving enforcement overtime mobilizations during high alcohol consumption periods. Costs include overtime hours, fringe benefits, specialized equipment purchases, trainings, project facilitator salary, repair, and equipment maintenance, and other related costs. Currently, enforcement activities are limited to alcohol impaired driving due to limitations in the detection and chemical analysis of drivers under the influence of drugs. As soon as a drug screening and detection laboratory is established and functioning, the police enforcement scope will be broadened to add drug impaired driving detection and intervention.

BUDGET	ALCOHOL IMPAIRED DRIVING MOBILIZATIONS FY 2023 PROJECT 23-01-01 PRPD	
	DATES	DESCRIPTION
\$89,640.00	Thanksgiving Crackdown November 18 @ 28, 2022	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.
\$134,460.00	Holidays Crackdown December 16 @ January 1st, 2023	This covers the Holidays Season, which in PR extends up to January. An increased in alcohol consumption characterized this season.
\$56,025.00	Easter Crackdown April 5th @ 10th, 2023	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.
\$140,063.00	Summer Crackdown July 14th @ 31st, 2023	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.
\$95,243.00	Labor Day National Crackdown August 25th @ September 5, 2023	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

Puerto Rico Police Department

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy

Short-term, High Visibility Law Enforcement (ID)

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-01-01	BIL 164 Transfer Funds	Alcohol Enforcement	\$548,353.00	\$109,671.00	

PLANNED ACTIVITY: IMPAIRED DRIVING OVERTIME ENFORCEMENT

Planned activity number: **23-01-XX**

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

PLANNED ACTIVITY DESCRIPTION

Short term high visibility alcohol Impaired Driving Mobilizations. Coordination with Municipal Police to participate in four (4) impaired driving enforcement mobilizations. Currently, enforcement activities are limited to alcohol impaired driving due to limitations in the detection and chemical analysis of drivers under the influence of drugs. As soon as a drug screening and detection laboratory is established and functioning, the police enforcement scope will be broadened to add drug impaired driving detection and intervention.

Costs include overtime hours, fringe benefits.

BUDGET	ALCOHOL IMPAIRED DRIVING MOBILIZATIONS FY 2023 PROJECT 23-01-XX MUNICIPALITY Police		PARTICIPATING MUNICIPALITIES
	DATES	DESCRIPTION	
\$80,000.00	Thanksgiving Crackdown November 18 @ 28, 2022	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.	Bayamón, Caguas, Carolina, Guaynabo, Hatillo, Isabela, Ponce, San Juan, Yauco
\$100,000.00	Holidays Crackdown December 16 @ January 1st, 2023	This covers the Holidays Season, which in PR extends up to January. An increased in alcohol consumption characterized this season.	Bayamón, Caguas, Carolina, Guaynabo, Hatillo, Isabela, Ponce, San Juan, Yauco

\$45,000.00	Easter Crackdown April 5th @ 10th, 2023	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.	Bayamón, Caguas, Carolina, Guaynabo, Hatillo, Isabela, Ponce, San Juan, Yauco
\$100,000.00	Summer Crackdown July 14th @ 31st, 2023	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.	Bayamón, Caguas, Carolina, Guaynabo, Hatillo, Isabela, Ponce, San Juan, Yauco

INTENDED SUBRECIPIENTS

State Agency and Municipal Polices

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

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

FUNDING SOURCES

Planned Activity Numbers	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-01-XX	BIL 164 Transfer Funds	Alcohol Enforcement	\$325,000.00	\$65,000.00	

COUNTERMEASURE STRATEGY: VICTIMS IMPACT PANEL

Program Area: **Impaired Driving**

PROJECT SAFETY IMPACTS

Victims Impact Panel Program (VIPP) is an awareness program for offenders convicted by the court for driving while alcohol impaired for second and subsequent infractions. It consists of a non-confrontational presentation by DWI crime victims/survivors expressing their personal experiences and stories of how impaired drivers have changed their lives

and family dynamics. Panel assistance and completion are part of sentencing under Act 22-2000 as amended, section 7.04. The VIPP presents a distinctive and intimate perspective to the offenders that was often overlooked in our judicial system, and that cannot be taught by the courts, or the DWI offender schools. Panelists express to offenders, first-hand trauma, physical pain, emotional suffering and devastation, financial loss, anger, and frustration that is experienced by victims and families resulting from a DWI-related crash.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The project is part of the sentencing sanctions in second and subsequent DWI offenses. The project proposal includes professional services, office supplies, educational supplies equipment and stipends for panel speakers.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

This countermeasure strategy is essential to create some sort of empathy towards DWI victims to keep drunk drivers from repeating their behavior. This strategy has proven effective nationally and in other jurisdictions and has been successful in Puerto Rico, and it 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
23-01-67	Victims Impact Panel Program

PLANNED ACTIVITY: VICTIMS IMPACT PANEL PROGRAM

Planned activity number: **23-01-67**

Primary Countermeasure Strategy ID: **Victims Impact Panel**

PLANNED ACTIVITY DESCRIPTION

Project Alcohol Impaired Driving Victims Impact Panel was established as part of Driving While Alcohol Impaired penalties under Act 22-2000, as amended in section 7.04. This strategy is intended to sensitize Driving While Alcohol Impaired offenders about the scope of damages their criminal behavior will cost if they continue it. It uses a testimonial talk to expose offenders to the pain, suffering and loss DWAI victims go through when they lives encounter a drunk driver crash.

The Victim Impact Panel has been developed and put into operation by the Mental Health and Anti-Addiction Services Administration -Alcohol Impaired Driving Program. Currently, it conducts panels in the regions of San Juan, Ponce, Arecibo, Moca, and Mayagüez, with an approximate duration of 2.5 hours per panel.

For FFY 2023 total of 30 panel meetings with be held. All participants will be referred by court and will have to complete a be pre- and post-test to measure the knowledge and opinions before and after the session. 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 required by the judge. The panels are only for alcohol penalties as established in Act 22-2000.

INTENDED SUBRECIPIENTS

State Agency- Puerto Rico Mental Health and Anti-Addiction Services Administration (MHAASA)

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Victims Impact Panel

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-01-67	154	Alcohol Education	\$118,000.00	\$23,600.00	

COUNTERMEASURE STRATEGY: EVIDENCE-BASED TREATMENT PROGRAM FOR DUI OFFENDERS

Program Area: **Impaired Driving**

PROJECT SAFETY IMPACTS

Many studies have shown that about one-third of people treated for alcohol problems, one year later have no further symptoms. Many other reduce considerably their drinking and report fewer alcohol-related problems (NIAAA, 2021). People convicted of multiple DUI offenses or repeat offenders and those found driving with BAC levels .15+, so called hard-core drunk drivers or high-risk drunk drivers are seven (7) more likely to commit another DUI in many cases with fatal consequences.

In the USA, approximately one-third to one-half of all people convicted for alcohol impairment while driving have a chronic, diagnosable substance abuse problem. One recent study showed that people with multiple prior DUI convictions, elected to participate in a 2-week inpatient treatment program in lieu of prison time, found that almost half qualified for lifetime diagnoses of both addiction and a psychiatric disorder.

It is widely recognized that many DUI first offenders and most repeat offenders are dependent of alcohol or have a serious alcohol use problem. They'll likely continue to drink and drive unless their alcohol problems are addressed. An alcohol impaired driving arrest provides an opportunity to identify offenders with alcohol problems and refer them for appropriate treatment. Treatment will provide a change in the attitude of these offenders reducing recidivism.

The Puerto Rico Mental Health & Anti-Addiction Administration proposes to implement a pilot project in San Juan and Ponce to offer an evidence-based treatment and prevention alternatives to convicted drunk drivers to reduce alcohol impaired driving recidivism, address alcohol problems among DUI offenders and their family dynamics.

DUI offenders will be referred by courts. Project will start by redesigning their DUI Program and their pre-sentence evaluation by integrating the Addiction Severity Index (ASI), and other screening tools to determine the offender's risk level of recidivism and alcohol problems. Some additional screening tools may be used such as: Alcohol Use Disorder Identification or AUDIT; Drug Abuse Screening (DAST) and CAGE (cut-annoyed-guilty-eye). This assessment will allow Project professionals to determine whether offenders are at a high risk of recidivism and if they can benefit from any form of therapy interventions to master their alcohol related problems and the SBIRT model, recommended by SAMHSA, will be used for treatment.

In addition, screening tools to identify substance use risk factors among children related to DWI offenders such as CRAFFT. Brief individual and group interventions will be conducted.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The project will part of the sentencing sanctions for DWI offenses and a much-needed approach to the roots of the problem of using and abusing alcohol. The project proposal includes professional services, office supplies, educational supplies equipment and stipends for panel speakers.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

As established in NHTSA's Highway Safety Program Guidelines, Guideline #8, Section V, Alcohol and Other Drug Misuse: Screening, Assessment, Treatment and Rehabilitation; "impaired driving frequently is a symptom of a larger alcohol or other drug problem". "Without proper assessment and treatment, these offenders are more likely to repeat their crimes.

This countermeasure is essential to assist in the awareness of Alcohol Use Disorder prevalence in Puerto Rico. Government should understand that that investing in mental health services for DWI offenders is a way to decrease crashes fatalities and injuries which can be an enormous cost for the health system. Individual and family treatment can prevent negative drinking patterns passing from parents to children as a vicious cycle repeating itself within every generation.

This strategy has proven effective nationally and in other jurisdictions and will be successful in Puerto Rico since treatment courts doesn't exist, and it is appropriate given the data in the problem identification and the resources available. It is a reasonable budget for such specialized services.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-01-82	DUI Offenders Evidence-Based Treatment Program

PLANNED ACTIVITY: DUI OFFENDERS EVIDENCE-BASED TREATMENT PROGRAM

Planned activity number: **23-01-82**

Primary Countermeasure Strategy ID: DUI Offenders Evidence-Based Treatment Program

PLANNED ACTIVITY DESCRIPTION

Project will expand services to five sites and will continue to offer an evidence-based treatment and prevention option to convicted impaired drivers to reduce alcohol-impaired driving recidivism and address alcohol problems among DUI offenders and families.

INTENDED SUBRECIPIENTS

State Agency- Puerto Rico Mental Health and Anti-Addiction Services Administration (MHAASA)

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Evidence-based Assessment and Treatment

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-01-82	405d	Alcohol Education	\$489,000.00	\$97,800.00	

COUNTERMEASURE STRATEGY: RESPONSIBLE BEVERAGE SERVICE

Program Area: **Impaired Driving**

PROJECT SAFETY IMPACTS

Project's second year. First year was kind of slow in implementation.

This strategy is to keep training alcohol salespeople/vendors with a server training program. It covers laws and regulations to prevent or discourage the excessive sale of

alcohol to a patron to prevent drunk driving. With management engaged in the trainings, it should be an effective initiative towards reducing alcohol-impaired driving.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Project will contribute to disseminate useful information related to responsible beverage among alcohol servers, retailers, and management. Costs will include professional services, supplies, educational supplies, and equipment.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Countermeasure is key to provide some sort of responsibility among alcohol servers. This is based on Countermeasures That Work 2017 and a recommendation of the 2020 Impaired Driving Program Assessment.

Recommended budgets seem fair for first year project to achieve planned activities.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-01-79	Promoting Alcohol Retailing Practices

PLANNED ACTIVITY: PROMOTING ALCOHOL RETAILING PRACTICES

Planned activity number: **23-01-79**

Primary Countermeasure Strategy ID: **Responsible Beverage Service**

PLANNED ACTIVITY DESCRIPTION

Project plans to keep training alcohol salespeople/vendors with a server training program at five Municipalities: Caguas, Carolina, San Juan, Mayagüez, Aguada Training will include laws and regulations to avoid or discourage the excessive sell of alcohol to clients to prevent drunk driving. With management engaged in the trainings, it should be an effective initiative towards reducing alcohol-impaired driving. In addition, to keep track of the last drink place to gather information to enhance proper training to sellers.

To obtain information about last drink location, Project have established a coordination with the Mental Health and Anti Addiction Services Administration and Directorate of Driver Services (DISCO) to collect data during the first session of the Alcohol Impaired Driving Socio-Educational Workshop required by Act 22-2000 for first and second alcohol DWI offenders. Both agencies provide the courses required by law, and judges referred the offenders who have to complete the session or sessions and report assistance and completion back to the court.

A short survey was design in collaboration with the directors of both agencies to gather the data including: gender, age, place and date of arrest, place of last drink, BAC at the arrest, type of drinks consumed. Since sensitivity data will be gathered, confidentiality of the information will be granted throughout all the process. This data will serve to develop an effective RBS campaign for the reduction of the availability and consumption of alcohol. Once the data is gathered and excel data base will be created and analyze to obtain a profile of intoxicated alcohol drivers. Also, a list of the places of last drink will be extracted. The information will be mapped to identify the intervention areas. Project staff will visit at least 50% of the identified places within the target area to deliver information and invite them to the RBS training.

INTENDED SUBRECIPIENTS

University of Puerto Rico-Division of Continuous Professional Education

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Responsible Beverage Service

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Funds	Use of	Estimated Funding Amount	Match Amount	Local Benefit
23-01-79	BIL 164 Transfer Funds	Alcohol Non-Law Enforcement Training		\$138,255.00	\$27,651.00	

PROGRAM AREA: YOUTH IMPAIRED DRIVING

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

Problem ID

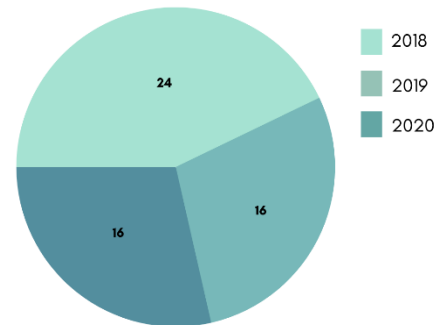
One of the great goals that adolescents set in high school is to get to the university of their choice and be able to study their desired career. However, this is accompanied by a university life of great challenges and great parties to celebrate with your friends and peers.

On the other hand, the visits of adolescents and young people to frequent places where alcoholic beverages are sold, become frequent and common to hold social gatherings or lower the load of the academic week. In this way, we arrive at the starting point, where young people and adolescents mix the consumption of alcoholic beverages and driving a motor vehicle.

For the years 2018 to 2020, according to the Fatality Analysis Reporting System (FARS), 56 youth impaired driving fatalities were reported.

TOTAL YOUTH IMPAIRED DRIVING FATALITIES

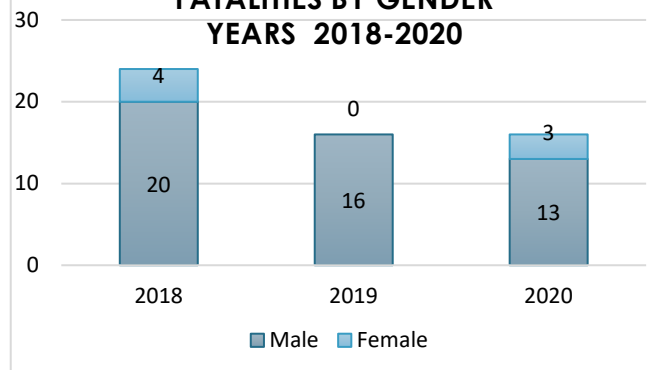
YEARS 2018-2020



Gender data analysis for youth impaired driving fatalities for the three-year period shows an average of 87% of male fatalities and 13% female fatalities

TOTAL YOUTH IMPAIRED DRIVING FATALITIES BY GENDER

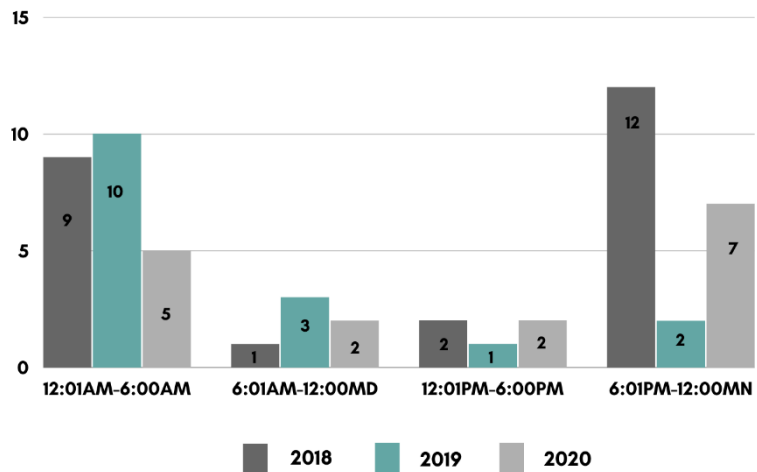
YEARS 2018-2020



After a week of studies, weekends are welcomed by young people to release that load, alcohol impaired driving fatalities, by day of the week shows that Sunday reported the highest average of fatalities for the 3-year period with 46%, followed by Friday and Saturday with 19% each and 79% of youth impaired driving fatalities occurred at nighttime from 6:00PM to 6:00AM. Nighttime continues to be a dangerous period for drunk drivers and other road users.

TOTAL YOUTH IMPAIRED DRIVING BY TIME OF DAY

YEARS 2018-2020

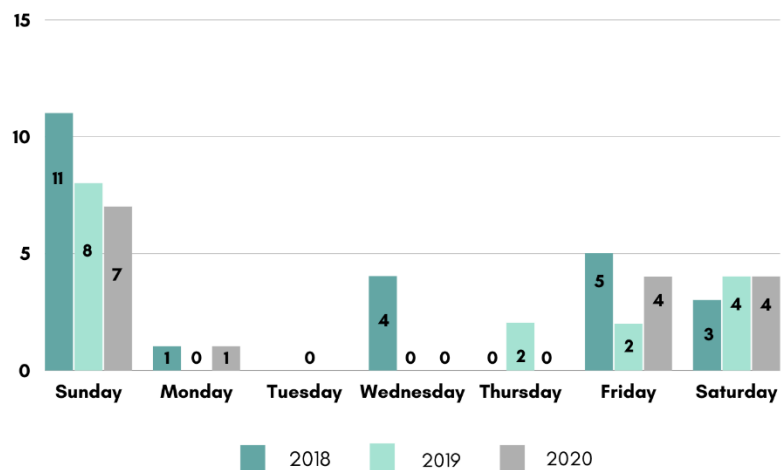


One of the great cultural challenges that exist in Puerto Rico is that every month of the year is a “fiesta”. Naturally, young adults use every opportunity to gather together and celebrate the occasion with the ever-present alcohol. Youth impaired driving fatalities by month shows a similar pattern month by month.

Undoubtedly, alcohol consumption in young people between the ages of 16 and 24 is a social behavior built by culture and generations. Over the years, prevention messages have been carried to reduce road deaths from drunk drivers. For this reason, groups of young people are created and developed in public and private universities in Puerto Rico so that they are young people educating young people

TOTAL YOUTH IMPAIRED DRIVING FATALITIES BY DAY OF WEEK

YEARS 2018-2020



about the consequences of driving under the influence of alcohol and carrying the message of prevention and awareness of the responsibility that we have as a society and avoid and prevent fatalities on the roads of our country.

In Puerto Rico, an adolescent 16 years of age and under 18 years of age with an adult (father, mother or guardian) is given the privilege of obtaining a learning driver's permit, after taking and passing a theoretical exam provided by the Department of Transportation and Public Works. After a period of time has elapsed, the adolescent can obtain a state-authorized driver's license through a practical exam and can be a driver without any supervision.

Nowadays, children and teenagers are bombarded with information. Many children as young as five years old have access to the internet via cell phone or tablets. They are exposed to violence, drug and alcohol on a daily basis.

The study *Consulta Juvenil 2018-2020*, commissioned by the Puerto Rico Mental Health and Anti-Addiction Services Administration, report the results of the survey conducted among a sample of 8,603 students from an universe of 200,084 students between seventh and twelfth grade enrolled in public and private schools. This survey is a cross-sectional study conducted in Puerto Rico since 1990. It was designed to monitor the prevalence of substance use among students from seventh to twelfth grade. The objectives of this study include: to describe the pattern of drug use among students, to analyze trends in substance use from 1990 to the present, to identify the risk and protective factors associated with substance use in the individual, family, peers, school and community, and describe the risk behaviors to which students are exposed.

Listed below are some findings of the survey in relation with alcohol and drug consumption:

- ★ Half of the participants were female (50.0%) and just over half were in middle school (52.5%). Most of the students (81.9%) were between 13 and 17 years old, with a median of 15 years.
- ★ The substance that students used the most was alcohol (42.9%), followed by marijuana (13.0%) and inhalants (6.3%).
- ★ 8.7% respondents indicated having used tobacco and 4.9% reported the use of non-prescription pills to "catch a note".
- ★ With the exception of alcohol, males reported using all substances more frequently than females.
- ★ About 92% of teens consider that smoking one or more packs of cigarettes a day and using pills prescribed to other people lead to risk of harming themselves, while using alcohol and illicit drugs such as marijuana and cocaine was considered less risky.
- ★ The main risk factors reported by the students were the use of alcohol in the family (56.6%) and among friends (43.7%).

- ★ 3 out of 10 students reported perception of easy access to alcohol (28.6%) and tobacco (19.2%), conflictive family environment (24.2%), drug use among friends (20.7%) and the use of tobacco in the family (19.4%) and friends (20.1%) as risks factors.
- ★ Almost half (42.9%) of the students reported having consumed an alcoholic beverage, other than a sip.
- ★ 44.2% of these students were under 14 years old when they had an alcoholic beverage for the first time.
- ★ The prevalence of alcohol use was similar among males (43.0%) and females (43.0%) and approximately twice as high among high school students (61.3%) than among intermediate level students (26.2%).
- ★ Almost two-thirds (61.2%) of the students who consumed alcohol during the month prior to the survey, reported having had 5 or more full drinks in a row in that period, which represents an estimated 29,104 students binge drinking.
- ★ It is estimated that approximately 9,732 (4.9%) of students have taken non-prescription pills in their lifetime to get high or “get a note”.
- ★ Approximately 1 in 3 adolescents (35.7%) indicated an early use (before the age of 14) of pills and 40.6% did so for the first time between the ages of 14 and 15.
- ★ Approximately one-third (38.0%) of the students who reported pill use indicated that they had used pills considered opioids (Percocet or Oxycodone). 33.4% used anxiolytics, specifically Xanax (22.1%) and Klonopin (18.2%).
- ★ One in four adolescents (29.7%) who have used pills reported using some type of stimulant: 26.6% used Adderall, 8.0% used methamphetamine (Crystal Meth, speed), and 6.4% reported the use of Ambien, a sedative/ hypnotic.
- ★ 17.2% of students reported having used illicit drugs (marijuana, synthetic marijuana, inhalants, cocaine, heroin, crack, or designer drugs) at some time. This represents approximately 34,434 adolescents in Puerto Rico.
- ★ It is estimated that 23,404 (11.7%) of the adolescents from this survey used some illicit drug in the year prior to the survey and that 13,790 (6.9%) used them recently (last month).
- ★ The illicit drug most used by students at some point in their lives was marijuana (13.0%), which includes the use of kripy and hashish (the use of synthetic marijuana and medical cannabis is excluded).
- ★ In concordance with previous answers, it estimates that approximately 26,009 students on the island have used marijuana at some time. Of these, just over 1 in 3 (36.7%) used marijuana for the first time before the age of 14.
- ★ 39.0% indicated that they had tried this drug for the first time between the ages of 14 and 15.

ASSOCIATED PERFORMANCE MEASURES

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2023	5-Year	92.5
2023	C-12) Number of youth impaired driving fatalities	2023	5-Year	17.8

COUNTERMEASURE STRATEGIES IN PROGRAM AREA

Countermeasure Strategy
Youth Programs - Peer to Peer Approach
Underage Alcohol and Drug Use Prevention-Youth Programs

COUNTERMEASURE STRATEGY: YOUTH PROGRAMS - PEER TO PEER APPROACH

Program Area: **Youth Impaired Driving**

PROJECT SAFETY IMPACTS

The process of guiding and disseminating a prevention message to reduce crashes, injuries and fatalities caused by driving under the influence of alcohol and drugs must be ever present and consistent with other traffic safety policies. The *FIESTA* projects are examples of adopting the DWI prevention message and adopted as their mission. By targeting 16 to 24 years old people, these age group has been reducing the total impaired driving fatalities in the past years. Core safety message continuous to be an easy one: if you are going to consume alcoholic beverages, pass the key or plan ahead for a designated driver

Prevention and education strategies are conducted in a creative, innovative way and complying with the criteria and specifications of each project. To carry out their P&E, *FIESTA* projects conduct workshops, educational tables, talks, social media videos and promos, one on one, alcohol free social activities. After the covid-19 pandemic, they have adapted and use their virtual strategies to reach each young people through technology making them the easiest group adapted to those changes because of their mastery of technology and social media networks.

FIESTA peer-to-peer model of communications is key for project acceptance. Studies conducted among young adults establish that they tend to be more receptive to a social-norming message when it is delivered within the proper idiosyncratic traits and by a perceived equal.

For FFY 2023, proposals have been submitted. As the COVID-19 restrictions are being eased, *FIESTA* projects, submitted in their proposal's strategies both in person and virtual. Social platforms such Tik Tok, Facebook, Twitter, Instagram, are preferred in addition to educational tables, talks to their peers, talks to secondary schools and activities in conjunction with the Traffic Safety Commission.

As part of the activities that the *FIESTA* projects will carry out with the Traffic Safety Commission, with the *FIESTA* projects there will be the Fiestas de la Calle San Sebastián and the university sports event, JUSTAS LAI, and massive DWI prevention campaigns will be carried out. Campaign announcements, press releases, strategic messages, news updates and information on upcoming activities will be posted. Educational campaign videos and media interviews will be posted on our YouTube channel.

All *FIESTA* projects are aimed at their peers, they are also recognized for their work and creativity when carrying out their educational campaigns to public and private entities. A great example of this is taking the message of DWI prevention to high schools and providing these teenagers a broad vision of the damage and consequences that driving under the influence of alcohol can have. Many of the adolescents who receive this message are the ones who will begin their university life and what better way to share the message face to face by peer students.

Within the *FIESTA* projects, there is a non-profit organization that offers rehabilitation to people with a drug and alcohol problem where they go voluntarily to seek treatment. Using the peer-to-peer approach and under the guidance of a Project Coordinator, participants become aware of the consequences of drinking and driving and are responsible for educating other participants, family members and surrounding communities. This project is known as *FIESTA-CREATIVO* and impacts around five focus groups within its organization.

Two new projects are intended for FFY 2023 one in the Municipality of San Juan and one at the executive branch. Both projects will be targeting DWI prevention within the communities of the state capital and the other among other municipalities.

All *FIESTA* projects will continue to offer this FFY 2023, orientations, workshops, virtual campaigns, among others to carry a strong message not to drive under the influence of alcohol. The strategies used by the projects will be carried out in an honest, creative and encouraging way to save lives on the roads and if you are going to consume alcohol, pass the key.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Youth Impaired Driving Programs or as we called them *FIESTA* Projects will continue using tools for public awareness activities and social media to extend alcohol related and impaired driving prevention messages among teenagers and young adults. DWI prevention efforts by these youth programs are primarily based on providing reliable information so that teens and young adults can make informed decisions before driving. Young adults talking safety to their peers have a bigger chance to maintain the awareness toward this matter. By maintaining its presence in social media networks, such as YouTube, Instagram, Tik Tok, Twitter, Facebook, platforms throughout the year, their DWI prevention message is current all year long among their target group. Campaigns memes, videos, ads, press releases, strategic messages, news updates, and upcoming activities information are continuously posted.

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 FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Based on Countermeasures That Work 2020, Chapter I, Part 6.5 Youth Programs (peer to peer approach) and the Puerto Rico Impaired Driving Program Assessment 2020. The social norm approach it's a positive way to educate by providing youth with trustworthy information for them to make positive choices in their lives and encouraging activities that do not involve alcohol or drugs. But if it is the case that alcohol is consumed to plan ahead for a designated driver or alternative ways to get home safe by passing the car keys.

Budgets are directly related to project staff, per diem, stipends, educational materials and trainings, reasonable and focused on achieving the implementation of planned activities.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-02-XX	FIESTA

PLANNED ACTIVITY: FIESTA (FACILITATORS INSTRUCTORS IN TRAFFIC SAFETY AND ALCOHOL)

Planned activity numbers: **23-02-XX**

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

PLANNED ACTIVITY DESCRIPTION

All the FIESTA projects of public and private universities, including FIESTA Creativo of a non-profit organization, have the same objective, to carry a message of prevention if you are going to drink pass the key.

Although the FIESTA project has the same objective, each one has its strategies and activities defined for its environment and geographical area. Some activities that the projects may have in common could be face-to-face prevention workshops, educational tables, where participants are given flyers, brochures, examples of blurred vision simulating a state of drunkenness with glasses fatal vision among other strategies.

Among other strategies and entering our new way of life and education, the FIESTAS projects also focused on carrying out strategies virtually using technological means. The youth have taken virtual talks to peers and high schools in their geographic area. Similarly, prevention messages on social networks such as Facebook, Twitter, Instagram, Tick Tock, among others, have been added and improved. Another strategy and activity that has caused a great boom among adolescents and young people are the videos made on the You Tube platform, where they expose their message in a creative and explicit way and reach young people in a different way.

Within these activities, young people are not limited to their strategies and activities, they are also participants in advertising campaigns, massive events such as the LAI Fairs and the San Sebastian Street parties. Where they are key pieces to carry the message of not driving under the influence of alcohol among young people and adolescents in these events. Without a doubt, the FIESTAS projects are recognized for their actions and the excellent work they do within their campuses and in society.

INTENDED SUBRECIPIENTS

Public and Private Higher Education Institutions, Municipal Agencies and Non-governmental Organizations

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

FUNDING SOURCES

Plan Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-02-XX	405d	405d High ID	\$1,066,646.00	\$241,113.54	

COUNTERMEASURE STRATEGIES IN PROGRAM AREA

Countermeasure Strategy
Underage Alcohol and Drug Use Prevention-Youth Programs

COUNTERMEASURE STRATEGY:

Program Area: **Youth Impaired Driving**

PROJECT SAFETY IMPACTS

It takes a village or a community to raise a child. More than ever, children since a very young age, are exposed to a lot of information both accurate and fake. On the other hand, a permissive culture of tolerance toward alcohol and drug consumption seem to exacerbate the risk for children and teenagers to become alcohol and/or drug consumers.

Children and youth substance use prevention programs aim to promote abstinence from alcohol and illicit drugs and the misuse of over-the-counter drugs. A variety of approaches have been developed that work with families, schools, and communities to help children and adolescents develop skills and approaches to prevent or reduce substance use (Griffin and Botvin, 2010; Hennessy and Tanner-Smith, 2015; Smedslund et al., 2017). The risky behavior associated with early drug and alcohol consumption are serious and put in jeopardy all communities: early delinquency, **dropping** out of school, unsafe sexual activity, driving while impaired, and interpersonal violence.

According to Bandura, 1971 in his Social Learning Theory offers a theoretical perspective on why youths engage (or don't engage) in substance use. Social learning theory posits that people learn behaviors through observation of others and then model or imitate that

behavior. People are more likely to imitate behavior if their observations are associated with positive experiences or rewards. That's the reason behind programs that strengthen the individual its school and community.

By providing reliable information presented in interesting ways, three projects will work among communities and schools to prevent underage drinking or drugging. These projects are intended for FY 2023, one in the Municipality of San Juan, one at the executive branch and the third one attached to MADD.

Prevention and education strategies will be conducted by using fun and innovative ways and complying with the criteria and specifications of each project. Interactive talks and workshops, art activities, opportunities to engage in conversations, games will be part of the strategies to educate children and teenagers about alcohol, drugs and impaired driving.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activity

Underage Alcohol and Drug Use Prevention Projects are directly targeted for children and teenagers by promoting abstinence in those early ages. With a brain far from its complete development, education for the prevention of risky behaviors such as alcohol and drug consumption since childhood is important to develop some sense of awareness towards it. As part of the problem identification of this module, the Survey Consulta Juvenil has shown all these critical elements of children and teenagers in Puerto Rico consuming alcohol and drugs before fourteen years old.

Projects from the Police Athletic League of San Juan, Youth Development Program, and PR Safe and Aware-MADD aim to provide services to elementary, middle and high school students both in schools and communities. There is an enrollment of approximately 200,000 students both in public and private schools, so it is fair to say that between these three projects, and the Community Programs at least 75% of total students should have complete some kind of traffic safety and alcohol and drugs prevention workshop. Funds will cover educators' salary and fringe benefits, contractual services, training, printing and educational materials such as brochures, coloring books, etc. In addition to per diem, equipment for presentations

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Countermeasure is based on NHTSA's Uniform Guidelines for Highway Safety Programs, Guideline #8, Part II- Prevention -School-based Prevention Programs. In addition to the Impaired Driving Program assessment 2020 recommendations.

Budgets are directly related to project staff, per diem, fringe benefits, educational materials and trainings, reasonable and focused on achieving the implementation of planned activities.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-02-03	Youth Prevention & Education Project, YPEP – Police Athletic League of the Municipality of San Juan
23-02-38	Youth Prevention & Education Project, YPEP - In One Hour and 5 Minutes, Youth Development Program, DEDC
23-02-36	YPEP- PR Safe and Aware, MADD
23-02-37	Youth Prevention & Education Project, YPEP – Youth DUI Education of the Municipality of Fajardo

PLANNED ACTIVITY: YOUTH PREVENTION & EDUCATION PROJECT, YPEP

Planned activity numbers: **23-02-03, 23-02-38, 23-02-36, 23-02-37**

Primary Countermeasure Strategy ID: **Underage Alcohol and Drug Use Prevention-Youth Programs**

PLANNED ACTIVITY DESCRIPTION

Prevention and education strategies will be conducted by using fun and innovative ways and complying with the criteria and specifications of each project. Interactive talks and workshops, art activities, opportunities to engage in conversations, games, presentations, informative tables and exhibits will be part of the strategies to educate children and teenagers about alcohol, drugs and impaired driving.

INTENDED SUBRECIPIENTS

Government and Non-governmental Organizations

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy

Underage Alcohol and Drug Use Prevention-Youth Programs

FUNDING SOURCES

Plan Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-02-03	405d	Alcohol & Drug Education	\$60,000.00	\$12,000.00	
23-02-38	405d	Alcohol & Drug Education	\$60,000.00	\$12,000.00	
23-02-36	405d	Alcohol & Drug Education	\$281,364.00,	\$56,273.00	
23-02-37	405d	Alcohol & Drug Education	\$60,000.00	\$12,000.00	

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 using selective enforcement countermeasures, prevention efforts, public information, and education. Used together, law enforcement agencies can employ these strategies to address their communities traffic safety problems successfully. Through the years, PRTSC has maintained combined efforts with the PRPD and the Municipality Police to enforce traffic laws and prevent traffic violations.

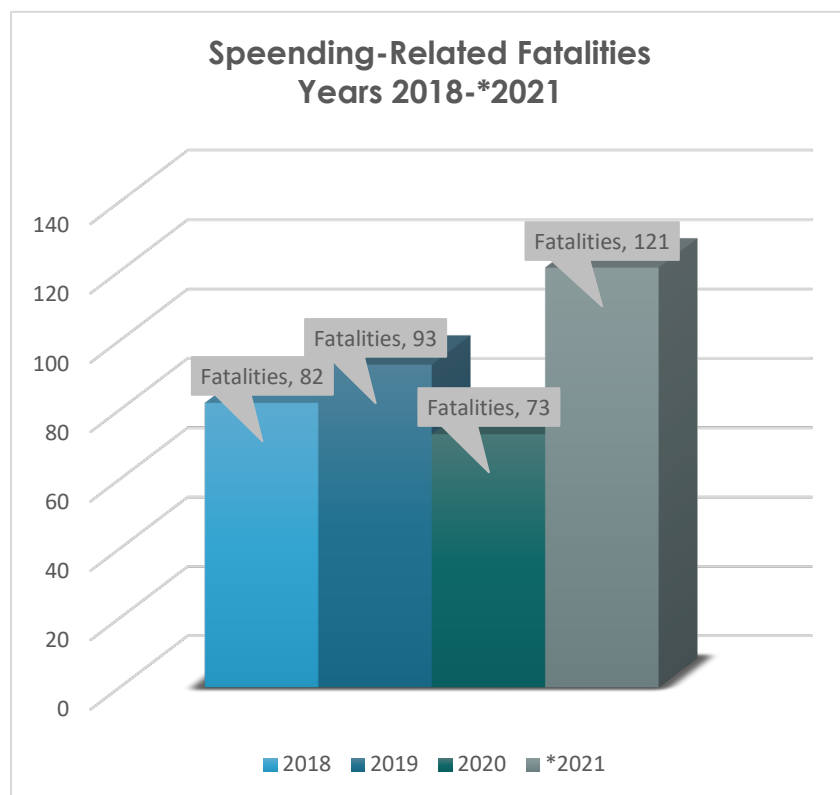
PRPD Law Enforcement Efforts							
YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
2017	93,697	5,096	4,225	92,189	1,670	42,217	202,649
2018	113,163	6,854	5,876	124,134	2,388	63,941	250,474
2019	63,129	3,354	2,877	61,929	1,424	33,543	352,848
2020	58,664	1,221	1,019	34,084	546	18,831	150,002
2021	87,128	2,218	1,910	78,406	1,209	33,041	288,020

Municipal Police Efforts							
YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
2017	8,332	3,571	929	12,342	114	8,635	41,040
2018	9,187	3,578	1,176	16,344	152	10,964	30,106
2019	21,393	3,394	840	11,942	98	10,093	45,942
2020	12,844	1,139	308	12,732	125	19,699	24,640
2021	16,862	228	190	8,112	98	7,297	33,247

Puerto Rico Police Department and the Municipal Police have been showing a decrease in traffic citations over the year 2019. The reduction may be attributed to various factors, even with the commitment and hard work of the police officers around the island to

reduce fatalities on our roads the numbers are low. But during 2020 there is also a significant reduction in traffic safety citations.

It is essential to mention that due to the fiscal situation of Puerto Rico, many of the State and Municipal Police suffered a reduction of personnel caused by the retirement of a considerable number of officers. Or they have been forced to migrate to other parts of the world looking for better opportunities and better salaries to support their families, reducing the number of officers patrolling the streets, due to a lack of personnel. However, in the past year, a decrease in traffic citations was evident. Law enforcement's commitment to reduce traffic-related fatalities must be done more aggressively. In addition, during FY-2020 Puerto Rico when thru an earthquake in January in the south part of the island, making a big impact in the island infrastructure, in March 2020 the COVID-19 pandemic started to hit the island and the island when into a lockdown until July, after that for the rest of the year Puerto Rico when thru a curfew and in addition a



good number of police officers had contagion with COVID-19, because of that a lack of police officers was shown during the year affecting law enforcement and traffic safety. During 2020-2022 the COVID-19 pandemic still affecting the population and the police officers around the island with 30% of contagion.

Speed and Aggressive driving are a major factor in fatal crashes, regardless of road type or functional class. For the 2018-2020 periods, Puerto Rico had 248, or 30% of the total of fatalities were speeding-related. According to the Traffic Safety Performance

Measures, in 2018 reported 93 fatalities; in 2020, there was 73 speeding-related death. However, in 2020 we had 73 speeding-related fatalities that represent twenty fatalities less or a 22% reduction compared to the year 2019. In addition, 87% of alcohol impaired driving fatalities presented the speed factor, that is including motorcycles. According to preliminary data, there were 121 speed-related fatalities in fiscal year 2021, which reflects an increase of 28 more fatalities compared to 2020.

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 2018-2020:

- ★ Gender data analysis for speeding-related fatalities for the three years shows an average of 82% of male fatalities and 18% female fatalities.
- ★ When analyzing data of speeding-related fatalities, by day of the week, it shows that 64% of fatal and injury crashes occurred during weekends, Friday, Saturday, and Sunday, and 36% of fatal and injury crashes occurred on weekdays, Monday, Tuesday, Wednesday, and Thursday.
- ★ Analysis by age group, of the three years shows that 67 fatalities or 27% of speeding-related fatalities were in age groups 25-36. However, 20% of speeding-related fatalities were in age groups 37-49 with 45 and 50-62 with 11% or 27 fatalities.
- ★ In the three years period, 23% of speeding-related fatalities occurred at nighttime from 10:00 PM to 5:59 AM and 15% from 6:00 PM to 11:59 PM that shows a total of 48% of the total fatalities.
- ★ 22% of speeding-related fatalities occurred in January, February and March, for the months of April, May and June we have 27%, for July, August and September there is 23% and for October, November and December it shows 29%.
- ★ Out of the 248 fatalities in the three years period, 95 were in the municipalities of San Juan, Caguas, Juana Diaz, Mayaguez, Bayamon, Toa Baja y Dorado, Hatillo y Humacao that represent 38% of the total.

Analysis of speed and aggressive fatal and injury crashes in 2018-2020 illustrated the following:

- ★ 64% of fatal and injury crashes occurred on weekends, Friday, Saturday, and Sunday.
- ★ 36% of speed and aggressive driving crashes occurred during weekdays, Monday, Tuesday, Wednesday, and Thursday.
- ★ 43% of fatal and injury crashes occurred on primary roads.
- ★ 27% of crashes occurred on secondary roads.
- ★ 21% of crashes occurred on tertiary roads.
- ★ 49% of fatal injury crashes occurred in January, February, March, April, May, and June.
- ★ 60% of fatal injury crashes occurred in February, June, September, October, November, and December.

ASSOCIATED PERFORMANCE MEASURES

Fiscal Year	Performance measure name	Target Year	End	Target Period	Target Value
2023	C-6) Number of speeding-related fatalities (FARS)	2023		5-Year	83.6

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 speed and aggressive driving, impaired driving, and occupant protection. However, a comprehensive approach to traffic safety enforcement to prevent traffic violations that may trigger injuries or fatalities is necessary to achieve injury and fatality reductions.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Therefore, enforcement efforts should focus on reducing driver's behaviors such as speeding, aggressive driving, and distracted driving. That is why enforcement is critical to achieving 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 to traffic police officers, speeding and aggressive driving behavior is the most probable cause for intervening with drivers.

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

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

With the HVE mobilizations integrating Puerto Rico Police Department and the Municipal Police, we will focus on those areas where 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
23-03-78	Traffic Enforcement Coordinator

PLANNED ACTIVITY: TRAFFIC ENFORCEMENT COORDINATOR

Planned activity number: **23-03-78**

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

PLANNED ACTIVITY DESCRIPTION

PRTSO and the Speed Coordinator will concentrate the efforts in coordination with Puerto Rico Police Department, Municipality Police, and expertise of the Law Enforcement Liaison (LEL), to reduce speed and aggressive driving around the island.

The PRTSO with the Police Traffic Services are highly effective in reducing traffic-related injuries and fatalities using 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. The project is represented by program coordinator. This coordinator received 75% of its

salary from this project and 25% from Motorcycle Safety Coordinator. The Program coordinator works hand by hand with the Law Enforcement Liaison (LEL), this program is designing to enhance the relationship between the highway safety office, law enforcement, community, and other pertinent partners.

PRTSC with this program works the “mini-grants”, with are guided to the Puerto Rico Police Department and numerous municipality Police, with are pointed to promote speed enforcement in our roads. This “mini-grants” allow the PRTSC and the Police Department, including Municipality police to work with the National Speed Enforcement Mobilization, which is in February.

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

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

The PRTSC and the Program Coordinator, in adjoining with the LEL''s is going to supervise and coordinate all the mini-grants for the mobilizations and purchase of equipment for Puerto Rico Police Department and Municipality Police.

Meetings before the mobilizations:

1. Before a mobilization, internal meetings with the Law Enforcement Liaisons (LEL) will be conducted to discuss all the documents and reports to be submitted. After the meetings, if possible, the Coordinator and the LEL's are going to gather the participant agencies for the mobilization, including Puerto Rico Police Department and Municipality Police to inform crackdown objectives, proper documentation before and after mobilization. If a group meeting isn't possible, one on one meetings will be conducted by LEL and participants.
2. Coordinator is responsible of preparing Operational Plans and related mini grants documents.
3. Keep all the records, data and statistics from the police mobilizations including citations and overall performance.
4. The Coordinator and LEL's will provide follow ups and visits to participants, before, during and after each mobilization to document performance and compliance.
5. Coordinator will work with the PRTSC Communications Office to develop prevention and education pieces and material necessary to convey the traffic safety messages in order to prevent Speed and Aggressive Driving.

6. Coordinator will promote different strategies among police such as dedicated roving patrols and saturation enforcement within Municipalities and regions of high crash location.
7. Coordinator will keep overseeing Program and will assist to meetings and trainings to enhance Program.
8. The Program Coordinator will be certified as Below 100 Instructor.
9. Coordinator will keep aiding the Federal Program Manager with Speed and Aggressive Driving Module and Motorcycle Safety module for Problem ID, HSP, Annual Report, and 405f grants funds.

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management (PTS)

FUNDING SOURCES

Plan Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-03-78	NHTSA 402	Police Traffic Services	\$46,196.00		

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 LELs' 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 assists in organizing enforcement efforts during national mobilizations as well as local campaigns.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The LEL's will focus on different strategies to reduce injuries and fatalities around the island, working hand in hand with the Puerto Rico Police Department and the Municipality Police during the mobilizations by helping them with the paperwork and visits during those campaigns for better results. Support for 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 FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

LELs will be working with the HVE mobilizations of 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 regions 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 of the risk of apprehension. The LEL's are trained to detect and correct problems quickly and improve police traffic services.

This strategy is based on NHTSA's uniform guideline, #15, Chapter VI. training and Chapter VII, Evaluation.

This countermeasure strategy is the rationale that will be implemented in the FFY 2023 by the highway safety office. This strategy has proven effective nationally and in 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
23-03-03	Law Enforcement Liaison Program

PLANNED ACTIVITY: LAW ENFORCEMENT LIAISON PROGRAM

Planned activity number: **23-03-03**

Primary Countermeasure Strategy ID: **Law Enforcement Liaison**

PLANNED ACTIVITY DESCRIPTION

For FFY 2023, PRTSC proposes the continuation of the Law Enforcement Liaisons projects, which will work as communications facilitators between PRTSC, PRPD and Municipal Police to continue improving the development and implementation of initiatives directed to traffic safety, education, and law enforcement. These liaisons will be responsible of:

- ★ Promote constant communication between PRTSC with the PRPD and Municipal Police as part of promotion of traffic safety initiatives to reduce traffic crashes, injuries, and fatalities.
- ★ Communicate or represent the traffic safety priorities of the PRTSC and provide guidance on best practices for law enforcement related to mobilizations to intervene with drunk drivers, unrestrained occupants, speeding, motorcyclists, and distracted driving.
- ★ Promote law enforcement initiatives and operational plans of the PRTSC during mobilization periods, in the areas of Speed and Aggressive, alcohol, seat belt, child safety seat and distracted driving.
- ★ Promote initiatives to integrate police agencies and community programs in educational efforts directed to guide citizens on traffic safety.
- ★ Identify effective and innovative law enforcement strategies and tactics and refer them to PRPD and Municipal Police.
- ★ Promote law enforcement initiatives for the areas of speeding, motorcyclist, cyclist, pedestrian, and distracted driving.
- ★ Serve as liaisons between PRTSC and police agencies to disseminate information relevant to traffic, such as high incidence areas, statistics, and law amendments, among other.
- ★ Identify subjects and provide training to PRPD and Municipal Police to improve the intervention process, such as:
 1. Common errors when intervening with a driver.

2. Law enforcement as a dissuasive to prevent law infractions.
3. Regulations on equipment acquired with federal funds and inventory control (together with PRTSC monitors).
4. The Alcohol consumption and riding Motorcycles.

Identify subjects and provide trainings to judges and district attorneys on traffic safety areas worked by the PRTSC, especially in the management of cases brought to court.

1. Amendment to Act 22 of Vehicles and Traffic
2. Interventions with Act 22 violators- *Perspectiva del Policía*
 - ★ Assist the PRTSC in the review and actualization proposal, operational plans and task achieved in law enforcement forms.
 - ★ Promote the correct use of equipment acquired with PRTSC federal funds, together with PRTSC monitors.
 - ★ Provide guidance to the PRTSC and program coordinators in the evaluation of PRPD and Municipal Police performance and use of equipment, to identify courses of action to promote continued improvement on these areas.
 - ★ Work with and offer guidance to coordinators and monitors of the PRTSC on professional aspects related to law enforcement activities

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Law Enforcement Liaison

FUNDING SOURCES

Plan Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-03-03	NHTSA 402	Police Traffic Services	\$155,000.00		

COUNTERMEASURE STRATEGY: SHORT-TERM, HIGH VISIBILITY LAW ENFORCEMENT (PTS)

Program Area: **Police Traffic Services**

PROJECT SAFETY IMPACTS

Using a data-driven approach, Puerto Rico has identified a comprehensive set of strategies that collectively will enable the state to reach the performance targets for the Police Traffic Services Program.

The effectiveness of high-visibility enforcement to increase compliance with speed laws in Puerto Rico is a priority. In FFY 2023, PRTSC will continue to implement this countermeasure strategy through its speeding driver enforcement program and by strongly promoting the participation of law enforcement agencies in the February 2023 mobilization.

The law enforcement agencies actively support the PRTSC's annual campaign "Respect Speed Limits, If You Don't Obey You Pay" and will participate during the mobilization in the afternoon and evening hours, when high-risk behavior, including speeding, is most prevalent. The impact of this countermeasure strategy is to reduce speeding-related fatalities and crashes statewide.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Law enforcement agencies involved in speed mobilization and other high-visibility enforcement efforts are encouraged to conduct detailed enforcement to target these high-risk drivers.

It is expected that this countermeasure strategy and planned activities will continue to have a positive impact on the performance target set for the reduction of speeding-related fatalities and crashes.

The PRTSC will provide funding for radar equipment and parts to enhance the speeding enforcement efforts of the State Police Department and Caguas Municipal Police. They need to acquire radars to adequately equip patrol cars to eradicate speeding drivers.

Sufficient funds will be allocated to support the effective implementation of the planned activities and have a positive impact on the goals established for the program area.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

One of the most commonly occurring factors of road fatalities is speeding and aggressive driving. In conjunction with education and HVE mobilizations by the State Police and Municipal Police, speed enforcement strategies will be used in areas or regions of high risk.

Based on Countermeasures That Work 2020 Chapter 3. Aggressive Driving and Speeding, Section 2.3 Other Enforcement Methods: Uniform Technology and Guidelines, Guideline No. 15, Chapter III. Traffic enforcement is reasonable, as high visibility enforcement (HVE) operations and community outreach promote safer behaviors and increase compliance with appropriate traffic laws.

The budget for overtime and purchase of radar and parts is reasonable for the projects to achieve the implementation of planned activities.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-03-19	Equipment and Speed Enforcement Mobilization - TE PRPD
23-03-10	Equipment and Speed Enforcement Mobilization -TE Caguas
23-03-XX	Speed Enforcement Mobilization – TE Municipal Polices

PLANNED ACTIVITY: SPEED ENFORCEMENT MOBILIZATION

Planned activity numbers: **23-03-19, 23-03-10, 23-03-XX**

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

PLANNED ACTIVITY DESCRIPTION

During February 2023, PRTSC will grant funds for overtime hours to State and Municipal Police for the Speed Enforcement Mobilization. It will be supported through safety education and informational materials about law 22 fines covering speeding and aggressive driving. In addition, funds will be granted to the Caguas Municipal Police and the Puerto Rico Police Department for the acquisition of radars and parts to fix existing radars.

PRTSO will continue to support enforcement projects designed to increase compliance with speed limits on all types of roadways. A variety of speed enforcement strategies will be utilized, including roving patrols and saturation enforcement details in municipalities and high-risk regions. While enforcement in high crash risk areas is encouraging, routine day-to-day enforcement and high visibility mobilization in February 2023 is also necessary to increase public perception of the risk of apprehension. The participation of the PRPD and approximately 30 Municipal Police.

INTENDED SUBRECIPIENTS

Puerto Rico Police Department and Municipal Polices

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

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

FUNDING SOURCES

Plan Number	Activity	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount
23-03-19		NHTSA 402	Police Traffic Services	\$350,000.00	\$70,000.00
23-03-10		NHTSA 402	Police Traffic Services	\$40,000.00	\$8,000.00
23-03-XX		NHTSA 402	Police Traffic Services	\$210,000.00	\$42,000.00

COUNTERMEASURE STRATEGY: SPEED AND AGGRESSIVE DRIVING ATTITUDE SURVEY

Program Area: **Police Traffic Services**

PROJECT SAFETY IMPACTS

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

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 a useful tool in identifying which strategies are effective and which needs to improve, especially as speed ranks number three (3) on overall PR Traffic Fatalities between years 2018-2020.

- ↳ Speed Attitude Survey Statistics and Research- funded activities
 - ★ Contract a professional firm with experience and knowledge on surveys, data collection, and analysis.
 - ★ Review survey's methodology, sample, and questions to ensure guidelines compliance and sample characteristics.
 - ★ Conduct the speed and aggressive driving attitude survey.
 - ★ Discuss and approve the final survey report data and results.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Will administrate attitude surveys that target 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 the police, safety, and effect of the prevention message. A specialized market research agency with experience in road safety will be contracted to do the survey.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Will sustain all proposed planned activities and derive the target market from identifying specific population segments based on data elements such as age and gender. Also, problem cities and locations and date periods, and other relevant information will be taken into consideration.

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
23-03-00	Speed and Aggressive Driving Survey

PLANNED ACTIVITY: SPEED AND AGGRESSIVE DRIVING SURVEY

Planned activity number: **23-03-00**

Primary Countermeasure Strategy ID: **Speed and Aggressive 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. Will measure the February 2023 Speed Mobilization.

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Speed and Aggressive Driving Attitude Survey

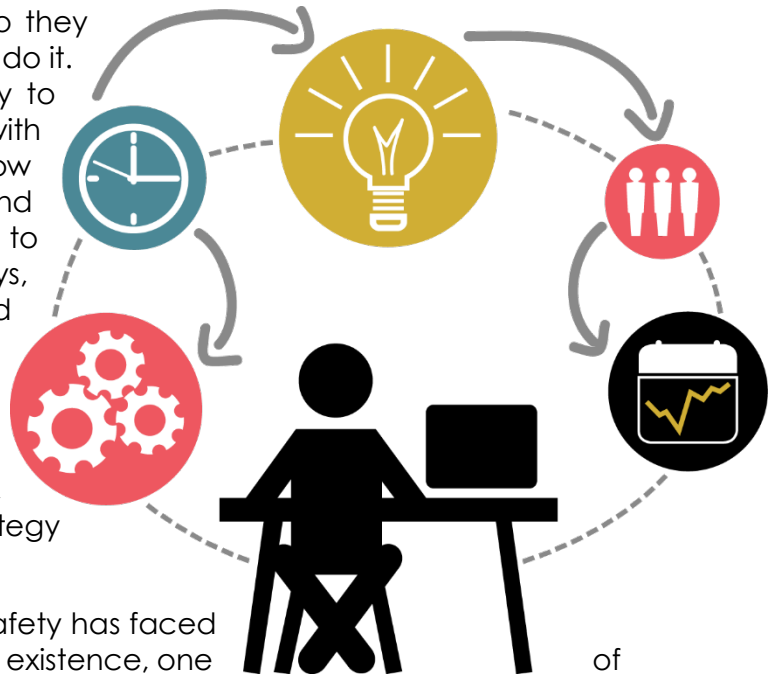
FUNDING SOURCES

Plan Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-03-00	NHTSA 402	Speed & Aggressive Driving Survey	\$18,000.00		

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

Problem ID

It is essential for organizations to know who they are, what they want to achieve and how to do it. To have the answers to this, it is necessary to make an examination of the organization with its internal and external changes and to know which are the human, financial and technological resources that will allow us to achieve the proposed goals. Nowadays, decisions cannot be taken in an improvised manner. Establishing a plan helps greatly to define the objectives to be achieved in the short, medium, and long term. In simple words, it is important to have strategic planning for the development, formulation, implementation, and evaluation of a strategy that will help in making the right decisions.



Over the years, the Commission for Traffic Safety has faced many challenges. Upon reaching 50 years of existence, one of the most significant challenges has been the financial control that the Government of Puerto Rico has had due to the financial crisis that has led to a Fiscal Control Board (Promesa; H.R. 5278, S. 2328) to determine where the money of the people of Puerto Rico will be allocated. The establishment of this Fiscal Control Board has brought about multiple controversies that have provoked serious confrontations among the citizenship because of the decisions made by said body to deal with Puerto Rico's financial crisis.

As part of the requirements of the Fiscal Control Board, the PRISC has had to make substantial adjustments in various financial matters. Among them, the number of contracts to be awarded, the approval process for transactions that have a fiscal impact, the appointment of new personnel, the approval of purchases more than \$10,000.00, among others. This results in an overload of work for some colleagues, considering that at least two employees are scheduled to retire in the coming months.

In response to a pressing need that the PRISC had, funds were requested for the appointment of two Accounting Assistants, which were approved. The approval of these positions, of which we have filled one position so far, that has been a real relief, since the functions that this position performs help us to have a meticulous pre-intervention of documents submitted by the projects and with this documentation, we validate each of the requests for funds submitted for approval. This hiring liberates the monitors and allows them to dedicate themselves to the task of monitoring the work of the projects.

Being a relatively small Agency, this allows us to have a quicker solution to the problems and situations that arise daily. The PRISC is audited by the Office of the Comptroller of Puerto Rico, which is why we are required to maintain a high standard of quality in our daily transactions to maintain a healthy administration.

Our Agency frequently offers advice to the legislative branch by submitting papers that are required for new initiatives and bills filed by the Legislative Assembly aimed at preventing crashes on Puerto Rico's roadways.

Some of the measures taken to optimize work and resources are the following:

- ★ **Digitalization-** With this project the PRISC would be leaving behind the frequent use of paper to convert the Agency into one where both internal and external users may access our services electronically. This project is in the hands of the Office of Technology of the Government of Puerto Rico, which will be establishing the scope and design of the project.
- ★ **New Initiatives-** We are working on a backup system so that in the event of a natural disaster, PRISC's information and data will be protected in a safe place. This initiative is being worked on with Microsoft and the Puerto Rico Government Technology Office. In addition, a Risk Analysis of all PRISC Information Systems was performed. This will help us to test and detect when any sensitive information or data of the Agency is at risk.
- ★ **Renovation of the physical facilities** - This project is now in its final phase with the arrival of the new workstations. These new workstations will provide more space for all staff to perform their daily work and will also have a Covid-19 prevention treatment on their surfaces. We expect these new facilities to increase employee self-esteem and therefore productivity and sense of belonging.
- ★ **Process changes** - We are constantly looking for ways to carry out our daily work and tasks in a more agile and accurate way. To this end, our procedures manual is being revised, paying special attention to the recommendations of the employees that were requested. Several changes will soon be incorporated into the Procedures Manual, specifically around handling internal and external requests.

The PRISC Administration office manages the day-to-day operation of our Agency. The Planning and Administration program oversees the day-to-day operation of the PRISC. With its partners in the Planning and Operations Division, the annual Highway Safety Plan (HSP), 405 grants and Annual Performance Report (APR), are written to ensure traffic safety needs and trends are identify and address based on NHTSA's Uniform Guidelines for Traffic Safety Programs.

Monitoring and evaluation are under the P&A module as the operational connection with all federal funds. If the PRTSC achieves the redistribution of tasks assigned to monitors and accountant clerks, all project evaluation should be easier and should run smoothly. A whole set of new monitoring guides will be designed keeping regulations amendments in mind and balancing financial, administration and programmatic components of each project.

Through the federal funds allowed to use as part of the P&A, salaries, fringe benefits, services, contracts, supplies, and other costs associated with the administration of the PRTSC will be funded. This has been and will continue to be of great help through the financial stability the agency should have.

Program audits, inventory, technology, purchases, close outs are part of the daily responsibilities of the agency.

Federal participation in P&A activities shall not exceed 50 percent of the total cost of such activities. For FFY 2023 this program will be subsidized with a split-funding of Sections 402PA (53%) and 154PA (47%).

PLANNED ACTIVITIES

Planned Activities in Program Area

Unique Identifier	Planned Activity Name	Primary Countermeasure Strategy ID
23-04-03	Administer Program	Planning & Administration
23-04-09	Administer Program	Planning & Administration
23-04-02	Evaluate HSP Tasks	Planning & Administration
23-04-12	Evaluate HSP Tasks	Planning & Administration
23-04-07	Evaluate HSP Tasks	Planning & Administration
23-04-13	Federal Program Manager	Planning & Administration
23-04-14	Federal Program Manager	Planning & Administration

PLANNED ACTIVITY: ADMINISTER PROGRAM

Planned activity number: **23-04-03 & 23-04-09**

Primary Countermeasure Strategy ID: **Planning & Administration**

PLANNED ACTIVITY DESCRIPTION

In order to provide support for the general administration of the SHSO, allowable limits of federal funds will be used for staff salaries, fringe benefits, equipment rent and purchase, office supplies, consulting services, and the single audits. Also, travel and per diem expenses for local and out of state traffic safety activities and other administrative expenses, IT services, technology membership fees, insurance. For FFY 2023 these programs will be subsidized with a split-funding of Sections 402PA (53%) and 164PA (47%).

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Planning & Administration

FUNDING SOURCES

Planned Activity Numbers	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-04-03	NHTSA 402	Planning and Administration	\$169,417.00		
23-04-09	BIL 164 Transfer Funds-PA	164AL Planning and Administration	\$116,611.00		

PLANNED ACTIVITY: EVALUATE HSP TASKS - MONITOR

Planned activity number: **23-04-02**

Primary Countermeasure Strategy ID: **Planning & Administration**

PLANNED ACTIVITY DESCRIPTION

The monitor will continue to be funded to evaluate, follow up and provide technical assistance to all projects in all programmatic, administrative, and financial components. Desk reviews and onsite visits are part of their tasks. They will aid projects to complete timely and accurate requests of funds. They will provide feedback on the design of the new set of monitoring guides. Daily technical assistance, mass activities support, project development, assess project strengths and weaknesses and provide advice and alternatives to projects and PRTSC coordinators. Salary, fringe benefits, local and out of state traveling, trainings, supplies and equipment will be funded.

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Planning & Administration

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-04-02	NHTSA 402	Planning and Administration	\$51,834.00		

PLANNED ACTIVITY: EVALUATE HSP TASKS – MONITORING SUPERVISOR

Planned activity number: **23-04-12**

Primary Countermeasure Strategy ID: **Planning & Administration**

PLANNED ACTIVITY DESCRIPTION

The monitoring supervisor will continue to be funded to evaluate, follow up, and provide technical assistance to all projects in all programmatic, administrative, and financial components. Also continue to plan, coordinate, direct, supervise and evaluate the work performed by the Federal Program Monitors under his/her responsibility. Will prepare letters and memoranda for the signature of the immediate supervisor and/or Executive Director. Collaborate in the preparation of the Annual Monitoring Plan and project status report.

Desk reviews and onsite visits are part of their tasks. Assist projects in completing funding requests correctly. Provide input on the design of the new set of monitoring guidelines. Will provide day-to-day technical assistance, support for mass activities, project development, assessment of project strengths and weaknesses, and advice and alternatives to projects and PRTSC coordinators.

Salary, fringe benefits, local and out of state traveling, trainings, supplies and equipment will be funded.

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Planning & Administration

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-04-12	NHTSA 402	Planning and Administration (FAST)	\$58,325.00		

PLANNED ACTIVITY: EVALUATE HSP TASKS

Planned activity number: **23-04-07**

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 DUI 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

Countermeasure strategies in this planned activity

Countermeasure Strategy
Planning & Administration

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-04-07	BIL 164 Transfer Funds-PA	164 Planning and Administration	\$99,916.00		

PLANNED ACTIVITY: FEDERAL PROGRAM MANAGER

Planned activity number: **23-04-13 & 23-04-14**

Primary Countermeasure Strategy ID: **Planning & Administration**

PLANNED ACTIVITY DESCRIPTION

The Federal Program Manager (FPM) is in charge of the Planning and Operation Division whose sole purpose is to administer the NHTSA's federal funds. Is the liaison between the PRTSC and the Region 2 of the National Highway Traffic Safety Administration. Manages the Planning Area, including the planning, administration, funding control, and evaluation and approval of all project/proposals. Much time and effort are directed towards the completion of the HSP. Problem identification, target setting, and strategies require analysis and decision making. The 405 grants, although Program coordinators aid in their completion, requires the FPM a hands-on action to ensure requirements are met. The Annual Report and the close out process commenced in October until latter December. In that period of time the new fiscal year begins, all proposals evaluations completed, and project contracts for signing. Project's Annual reports are received and evaluated, and first monitoring visit coordinated. All these running simultaneously under the FPM watch and supervision.

During all fiscal year, there is always a hand and hand working team with the Communications Division: arts and themes for every traffic campaign are discussed and approved, press releases checked to ensure proper traffic data is showed, campaign funding is proportional of the Highway Safety Program and strategies are part of the media calendar.

Other frequent and tasks are: meetings with executives and project's staff, staff meetings, consultants meetings and follow ups, invoices and tasked performed revision before payment, supplies request, one on one with employees, projects and mini grants budget approval and request for contracts are made, public presentations, TRCC member, Task Force member, SHSP steering committee member, staff training facilitator, staff administrative papers such as time and assistance, sick and vacation leaves, revised federal vouchers among many other have to be revised and approved. FPM has 16 staff members under her direct supervision and four consultants.

For FFY 2023, a Special aid for the Federal Program Manager is requested. Load of work and responsibilities is too great for one person. Special aid will be working directly under the supervision of the FPM. One of her/him priorities is to reformat monitoring forms and procedures to include more programmatic performance items. Also, work in the conceptualizations of projects, needs assessment of training, etc. This person will support the planning staff in seeking new strategies based on data and analysis of crashes and fatalities and expanding the knowledge of road safety coordinators and programs.

The cost for the Federal Programs Managers and Federal Programs Manager Assistant will include salaries, fringe benefits, contractual services, equipment, trainings, out-of-state and local travel, and other related costs. This program will be subsidized with a split-funding of Sections 402PA (53%) and 164PA (47%).

INTENDED SUBRECIPIENTS

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Planning & Administration

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-04-13	NHTSA 402	Planning and Administration	\$,75,458.00	53%	
23-04-14	BIL 164 Transfer Funds-PA	164 Planning and Administration	\$66,915.00	47%	

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, in 1974, and the first in having a primary law that covers all seating positions. Increasing seat belt use is the simplest way to reduce serious injuries 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 Occupant Protection Program is outlined within in Puerto Rico's mission of preventing and reducing deaths, injuries, and property damage caused by nonuse of the seat belt. According to Puerto Rico Observational Survey of Seat Belt Use, conducted in 2021, 88.24% of the population uses the seatbelt, which represents an increase of 3.5% when compared in 2020. For the otherwise, the use of the child restraint reflects 90.2%; that when compared with the study in 2020, there was a decrease of 4.9%.

Percentage of use of the seat belt and child restraint for 2019-2021:

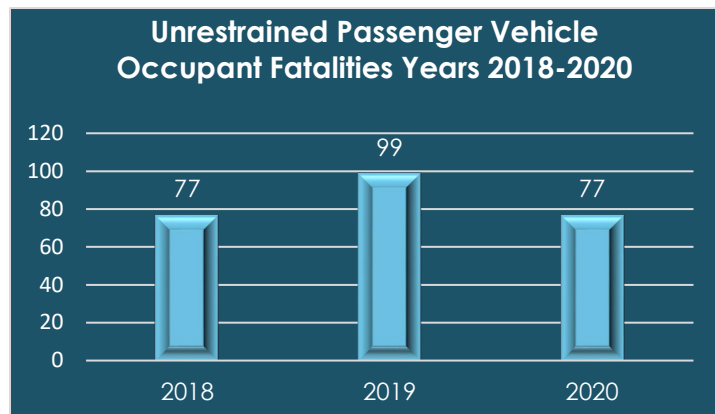
Seat Belt & Child Safety Seat Usage Rates			
Years 2019-2021			
	2019	2020	2021
Seat Belt	88.3%	84.75%	88.24%
Child Safety Seat	93.5%	95.1%	90.2%

UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES YEARS 2018-2020

According to the Fatality Analysis Reporting System (FARS), in 2020, seventy-seven (77), unrestrained passenger fatalities occurred, indicating a 22% decrease from 2019.

When the data is analyzed, it shows:

- ★ Gender data analysis for unrestrained passenger



fatalities for the three years (2018-2020) shows an average of 70% of male fatalities and 30% female fatalities.

- ★ Analysis by age group for the three years shows that 26% of unrestrained passenger fatalities were in the age group 16-24, 25% in age group 25-34.
- ★ In the three years, 30% of the unrestrained passenger fatalities occurred 10:00 pm to 5:59 am.
- ★ When analyzing data of unrestrained passenger fatalities, by day of the week, it shows that days with the most fatalities were Friday, Saturday, and Sunday. Of the 253 unrestrained fatalities, 60% were on weekends.
- ★ Other relevant information regarding the three – year period unrestrained passenger fatalities:
 - ↳ 40% of the fatalities occurred in a rural area and 54% in an urban area.
 - ↳ According to vehicle seating position fatality data, front-seat passengers accounted for the great majority of passenger fatalities.

CHILD RESTRAINT

Studies have proven that the correct use of child safety seats is exceptionally effective in reducing the risk of death in children involved in road crashes. However, nearly 73% of these are not installed or used correctly. 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.

Puerto Rico Traffic Safety Commission (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 were installed incorrectly or children and safety seats were not appropriately matched. Essential elements such as the child's weight and height were ignored when acquiring a safety seat. Based on these issues, the PRTSC decided that the increase of use of child restraint seats and its correct use are priorities that must be addressed during FY 2023.

ASSOCIATED PERFORMANCE MEASURES

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2023	5 Year	83.8

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2023	Annual	88.5

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), to serve approximately 73% of the population below the poverty level. As a result of daily inspections and checkpoints carried out last year, it was found that 3 out of 4 car seats were installed incorrectly, or the child was not using a proper seat design for its weight and/or height. Based on this data, the PRTSC has established that the increase of the use of child restraint seats and its correct use are priorities that will be addressed during FFY 2023.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Child Restraint System Inspection Stations, within 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 throughout the fiscal year. The PRTSC will fund projects to provide child safety seat inspections and child passenger safety education, coordinate, and operate fitting stations or community outreach events. The funding source will pay for equipment rental for inspections and/or clinics, supplies, and maintenance for the official vehicles needed to transport equipment (seats).

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The establishment of a large and active network of inspection stations to give parents access to child safety seat education and installation instruction is a proven strategy for ensuring young children riding in vehicles are safe and secure. This countermeasure strategy is also a NHTSA requirement for the receipt of 405b Occupant Protection funds. Sufficient funding is allocated to provide for the delivery of child passenger safety services. This strategy is based on Countermeasures that Work 2020, Chapter 2, Seat Belt and Child Restraint, Section 7.2 Inspection Stations Page 166-169.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-05-43	Puerto Rico Fire Department - Fitting Stations

PLANNED ACTIVITY: PUERTO RICO FIRE DEPARTMENT - FITTING STATIONS

Planned activity number: **23-05-43**

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

PLANNED ACTIVITY DESCRIPTION

As part of the strategies to increase the appropriate use of child restraint systems, the PRTSC will fund projects to provide child seat inspections and child passenger safety education in collaboration with the Puerto Rico Fire Department through the coordination and operation of portable stations or community outreach events. At least 8,040 inspections will be conducted during FFY 2023.

The funding source will pay for equipment rental for inspections and/or clinics, office supplies, educational supplies, travels, trainings and vehicle maintenance needed to transport the equipment (seats).

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Fire Department

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Restraint System Inspection Station(s)

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-05-43	405b	State and Local Child Passenger Safety Education	\$13,585.00	\$2,717.00	

COUNTERMEASURE STRATEGY: CPST TRAINING

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

PROJECT SAFETY IMPACTS

Well trained professionals are a must when the lives of children are at stake. The impact of CPST trainings is tangible when trainees complete their courses, and their perspective toward children's safety changes for the better. They become aware of the needs of the kids and, they share their experiences within the group of new techs, families, and communities. They become advocates of child road safety. CPST's participate in publicized inspection checkpoints, including supplies and equipment, to conduct those checkpoints. This project focuses on providing trainings for new CPST's, funding for training equipment, training supplies, travel, per diem, lodging, and other related costs. 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 a population under poverty levels.

LINKAGE BETWEEN AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The CPST Trainings are required to maintain a well-trained group of technicians. If 3 out of every 4 child restraint seats were installed incorrectly or the child was not using the proper seat, that means that techs are identifying one of the problems around children's road safety, correcting it, and educating parents or guardians to prevent future hazard for their kids. PRTSC has established permanent fitting stations in Fire Stations, Community Programs with certified Technicians (CPST). Daily inspections and checkpoints to be conducted in the different stations will ensure PRTSC 2023 priorities toward children traffic safety are addressed. Funding for training equipment, training supplies, travel, per diem, lodging, and other related costs.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The recruitment and training of a large network of certified Child Passenger Safety Technicians is essential for the successful implementation of the evidence-based countermeasure strategies and planned activities for improving child passenger safety. Funding is allocated for the training and recertification of the technicians. Funding is also provided for to purchase and distribute child restraints to low-income families. Enough funds are allocated to support the effective implementation of this countermeasure strategy and the associated planned activities. This strategy is a NHTSA requirement for the receipt of 405b Occupant Protection funds.

This strategy is based on Countermeasures that Work 2020, 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
23-05-27	Increase Child Protection & Education

PLANNED ACTIVITY: INCREASE CHILD PROTECTION & EDUCATION

Planned activity number: **23-05-27**

Primary Countermeasure Strategy ID: **CPST Training**

PLANNED ACTIVITY DESCRIPTION

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

Conduct (2) CPST Course

- ↳ Train 20 New child passenger safety technicians
- ↳ Conduct 8,040 inspections in the permanent fitting stations

CPS Technicians

Numbers of Classes	Possible Dates	Alternate Dates	Location of Classes	Estimated number of students
2 for FFY 23	Feb. 7-10, 2023	Feb. 14-17, 2023	San Juan, PR	10 per each class
	August 15-18, 2023	Sept. 12-15, 2023	San Juan, PR	10 per each class

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
CPST Training

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-05-27	405b	State and Local Child Passenger Safety Education	\$30,860.00		

COUNTERMEASURE STRATEGY: HIGHWAY SAFETY OFFICE PROGRAM MANAGEMENT (OP)

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

PROJECT SAFETY IMPACTS

Management of a Program is the starting point to oversee and ensure proper funds implementation and compliance. This project's main objective is to maintain the Program Coordinator, who oversees the Occupant Protection or Safety (driver and passenger). For the nature of the Program, it involves coordination with government agencies, civic groups, private sector and requires proper coordination at the PRISC level. The coordinator's salary is 85% funded from this project and 15% from the Distracted Driving Program. Also, local, and out of state travel, equipment, and consultant costs are funded.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy, and allocation of funds to planned activities.

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, equipment, and others.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

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:

- ↳ 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 ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-05-03	Occupant Restraint Coordinator

PLANNED ACTIVITY: OCCUPANT RESTRAINT COORDINATOR

Planned activity number: **23-05-03**

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

PLANNED ACTIVITY DESCRIPTION

This project's main objective is to provide a Program Coordinator to oversee proper funds implementation and compliance. 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

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management (OP)

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-05-03	NHTSA 402	Occupant Protection	\$50,240.00		

COUNTERMEASURE STRATEGY: OCCUPANT PROTECTION OBSERVATIONAL SURVEY

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

PROJECT SAFETY IMPACTS

Three (3) surveys will be conducted: an 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 0-8). These will 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 traffic safety issues. 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:

- ★ Contractual services of 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 and approve final survey report data and results

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Attitude surveys are useful tools to evaluate the strengths and weaknesses of the occupant protection program, aid in identifying vehicle occupant awareness towards seat belt and child passenger safety media campaigns. It helps management to adjust action courses when results didn't reach expectations or educational message wasn't understood as intended. A specialized market research agency with experience in survey and road safety will be contracted to conduct the surveys.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Surveys will sustain proposed planned activities and derive the target market to identify specific population segments based on data of age and gender. In addition, surveys take into consideration problem cities and locations.

This countermeasure strategy is key to find out the public's feedback regarding occupant protection enforcement efforts, education for prevention of occupant crashes and injuries, 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, the 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
23-05-29	Occupant Protection Observational Surveys

PLANNED ACTIVITY: OCCUPANT PROTECTION OBSERVATIONAL SURVEY

Planned activity number: **23-05-29**

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 understanding unrestrained passengers in all seating position practice. With a non-intimidating environment, the information gathering unveils facts regarding drivers' opinions, knowledge, level of awareness, and attitudes regarding unrestrained conduct in all seating positions, perception of risks such as getting caught by the 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. Will measure the September 2023 Child Restraint Awareness, Prevention and Educational Effort and the October 2022 and May-June 2023 Click It or Ticket Campaign.

- ★ Car Seat \$28,000
- ★ Seat Belt \$18,000

Observational Survey

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. Per established by the guidelines, the study will be conducted in August 2023.

- ★ Seat Belt \$55,000
- ★ Car Seat \$13,000

This strategy is based on Countermeasures that Work 2020, Chapter 2, Seat Belts and Child Restraint, 3. Communications and Outreach, Section 2-22, Page 138. Below is the time frame for each attitude survey and the observational survey.

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission and Private Contractor

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Occupant Protection Observational Survey

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-05-29	405b	Seat Belt Survey	\$114,000.00		

COUNTERMEASURE STRATEGY: SHORT-TERM, HIGH VISIBILITY SEAT BELT LAW ENFORCEMENT

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

PROJECT SAFETY IMPACTS

The PRTSC conducts two (2) seat belt mobilizations in coordination with PRPD and Municipality Police, one of which include pre- and post-vehicle occupant survey in Puerto Rico. These will include strict and sustained police enforcement efforts, and the use of earned and paid media to increase prevention among the public, as well as the deterrent effect, and assist in the effectiveness of enforcement efforts. These activities will take place in October 2022 and May 2023.

During these mobilizations, HVE and preventive patrol will be increased to issue tickets for non-use of seat belt and car seat, with the purpose of creating awareness among all citizens on how these save lives, and their use is required by law. 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. As an effective measure, Police funds will be granted through mini grants.

Selection of Municipal Police that will participate of mobilizations is based mainly on the amount of injury and fatal crashes reported in the municipality. Also, PRTSC considers the overall performance and results in past mobilizations of each individual municipality. Number of extra hours and budget is proposed by each municipality.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

PRTSC will provide grant funds for overtime hours to participate in the CIOT mobilizations, to State and Municipal law enforcement agencies to implement seat belt saturation and/or tactical overtime patrols.

Funding is provided to top performing municipalities decreasing unbelted crashes depends upon identifying high crash locations and planning and implementing interventions and countermeasures to address the problem.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

PRTSC will provide grant funds for overtime hours to participate in the CIOT mobilizations, to State and Municipal law enforcement agencies to implement seat belt saturation and/or tactical overtime patrols.

Funding is provided to top performing municipalities decreasing unbelted crashes depends upon identifying high crash locations and planning and implementing interventions and countermeasures to address the problem.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-05-XX	TE Municipal Police Seat Belt Enforcement – Mobilization Overtime
23-05-50	TE PRPD Seat Belt Enforcement – Mobilization Overtime

PLANNED ACTIVITY: SEAT BELT ENFORCEMENT - MOBILIZATION OVERTIME

Planned activity number: **23-05-XX, 23-05-50, 23-05-XX**

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

PLANNED ACTIVITY DESCRIPTION

This planned activity has the purpose to increase seat belt use and educate the public on the impact proper seatbelt use has had on reducing injuries and fatalities in motor vehicle crashes. Based in this data, PRTSC plan to conduct (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 campaigns will be conducted from October 24-30, 2022, and another from May 22 to June 4, 2023. 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. Costs include overtime hours, fringe benefits. 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 of these matters of road safety.

INTENDED SUBRECIPIENTS

State Police and Municipal Police

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

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

FUNDING SOURCES

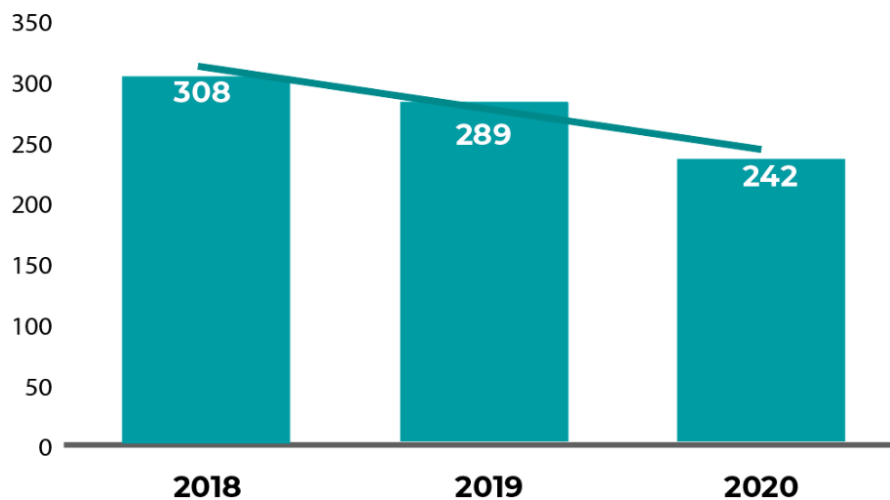
Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-05-XX	405b	405b Law Enforcement	\$250,000.00		
23-05-50	405b	405b Law Enforcement	\$160,000.00		

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

Problem ID

As an effort to address traffic crash fatalities and injuries, the PRTSC seeks representation through the establishment of Community Traffic Safety Programs (CTSPs). CTSPs are established and managed at the municipal level with the sole purpose of targeting road users most at-risk of being injured or fatalities in a traffic crash. Programs carry out different strategies that target PRTSC's program areas of Impaired Driving, Youth Alcohol, Occupant Protection, Non-Motorized, Speed, Distracted Driving and Motorcyclist Safety.

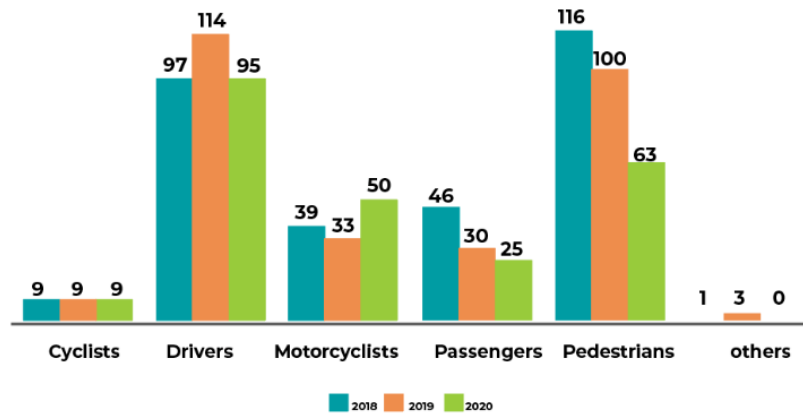
**Traffic Crash Fatalities
Years 2018-2020**



Fatalities data provided by FARS (PRTSC) for the years 2018, 2019 and 2020 was 839 fatalities. During the previous years a decrease in fatalities was observed, in 2020 compared to 2018 showed a decrease of 66 fatalities, however in 2020 they decreased to 242 achieving a reduction of 7.9%, compared to 2018

During 2018 to 2020, 306 driver fatalities were registered, which is the classification with the highest number of fatalities, followed closely by pedestrians who have the second position for the highest fatalities with 279 fatalities during this period. Continuing with motorcyclist with 122 fatalities, passengers with 101 fatalities, cyclists with 27 and 3 more fatalities related to traffic crashes that are not classified.

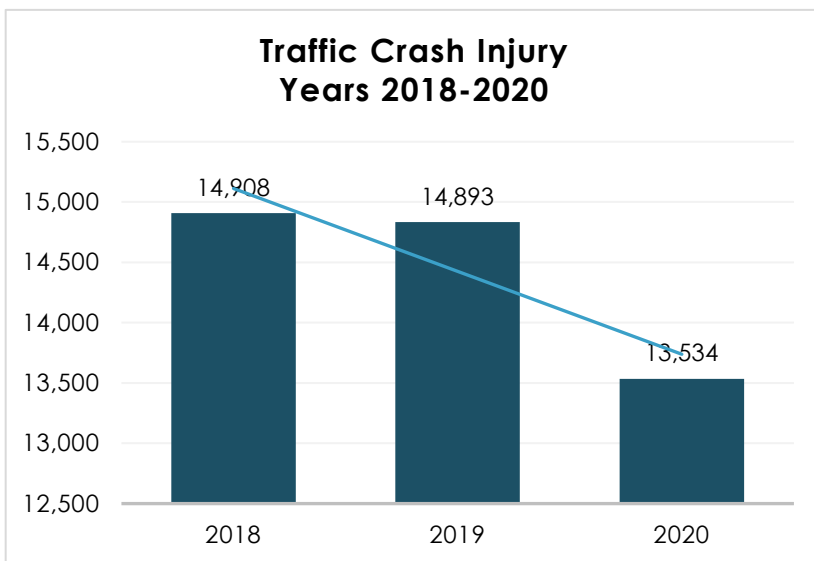
Traffic Fatalities Clasification



- ★ Pedestrian fatalities are alarming, as they have 33.3% of total fatalities during 2018 to 2020 with 279 fatalities registered.
- ★ 41% of total fatalities indicate that there is alcohol content, that is equivalent to 345 fatalities during 2018 to 2020.
- ★ During the period 2018 to 2020, passengers reflected 12% of the total fatalities on public roads.
- ★ During this three-year period, it is reflected that 30% of all fatalities are involved in the Speed factor.

Crash data for injuries provided by “Observatorio Vial” and Safety System for the years 2018, 2019 and 2020. This graph shows the crashes for injuries reported in 2018, 2019 and 2020, and this last report was a total of 13,534 injured. Compared to the 2018 results, it reported a 9% reduction.

Traffic Crash Injury Years 2018-2020



PRTSC has been partner with the Community Traffic Safety Programs (CTSPs) 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 PR-TSC and their communities, local leaders, civic groups, non-profit organizations, state and municipal police forces.

As in other states, Community Programs coordinate law 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 PR-TSC. CSTP's have demonstrated they play a key role when the time comes to mobilize police and other resources to participate in national "campaigns" and "crackdowns".

CTSPs work very closely with PR-TSC, meeting quarterly as a team to discuss, analyze and receive information from PR-TSC on upcoming campaigns, activities and plans and report on progress. CTSP directors also coordinate municipal police trainings, child restraint inspections and other activities involving PR-TSC and other CTSPs. Some programs have the need for transportation in order to visit and impact all the municipalities they work in or activities they are assigned to. All activities will be established and coordinated through the identification of problem areas by each individual program through data analysis of fatalities and injury crashes.

Historically, the PR-TSC has established CTSP in over sixty-two (62) municipalities throughout the island, with eight (8) community program, however during FFY 2022 a new program was created in the municipality of Ceiba, which covers 10 additional municipalities. The projection for FFY 2023 is to continue collaboration with nine (9) community programs that directly serving (72) municipalities, which altogether comprise 93.9% of island's population.

Community Program FFY 2023				
Num	Regional Community Program	Population (CENSUS)	Total Fatalities 2018-2020	Injury Crashes 2018-2020
1	San Germán (Añasco, Cabo Rojo, Hormigueros, Lajas, Las Marías, Maricao, Mayagüez)	230,327	49	3,649
2	Sabana Grande (Guánica, Guayanilla, Jayuya, Peñuelas, Ponce, Yauco)	261,141	55	3,155

Community Program FFY 2023				
Num	Regional Community Program	Population (CENSUS)	Total Fatalities 2018-2020	Injury Crashes 2018-2020
3	Guayama (Arroyo, Cayey, Humacao, Maunabo, Patillas, Salinas, Yabucoa)	227,794	66	3,536
4	Barceloneta (Arecibo, Florida, Hatillo, Manatí, Utuado, Lares, Vega Baja, Vega Alta, Ciales)	362,487	85	3,724
5	Isabela (Aguada, Aguadilla, Camuy, Moca, Quebradillas, Rincón, San Sebastián)	284,637	66	5,407
6	Naranjito (Aibonito, Barranquitas Bayamón Toa Alta, Comerío, Corozal, Orocovis, Villalba, Coamo)	466,549	102	5,010
7	Guaynabo (Aguas Buenas, Caguas, Cidra, Gurabo)	321,839	84	3,792
8	Cataño (Carolina Dorado, Toa Baja, Trujillo Alto, San Juan)	652,899	213	8,996
9	Ceiba (Canóvanas, Fajardo, Juncos, las Piedras, Luquillo, Naguabo, Río Grande, Vieques, Culebra)	290,777	75	3,169

Community Program FFY 2023				
Num	Regional Community Program	Population (CENSUS)	Total Fatalities 2018-2020	Injury Crashes 2018-2020
Total		3,098,450	795	40,438

ASSOCIATED PERFORMANCE MEASURES

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	C-1) Number of traffic fatalities (FARS)	2023	5-Year	284.8
2023	C-2) Number of serious injuries in traffic crashes (State crash data files)	2023	5-Year	554.6
2023	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2023	5-Year	83.8
2023	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2023	5-Year	92.5
2023	C-6) Number of speeding-related fatalities (FARS)	2023	5-Year	83.6
2023	C-7) Number of motorcyclist fatalities (FARS)	2023	5-Year	39.8
2023	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2023	5-Year	24.6
2023	C-10) Number of pedestrian fatalities (FARS)	2023	5-Year	91.3
2023	C-11) Number of bicyclists fatalities (FARS)	2023	5-Year	9.0

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	C-12) Number of youth impaired driving fatalities	2023	5-Year	17.8
2023	C-13) Number of drug-impaired driving screening test conducted.	2023	Annual	100.00
2023	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2023	Annual	88.50
2023	B-2) Percentage of people that reported making cell phone calls while driving. (survey)	2023	Annual	43.00

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 objective of the Community Programs is to educate the island's residents and visitors about road safety, crash reduction and most importantly, in the reduction or eradication of injuries and fatalities in traffic crashes in all established problem areas according to the data. These include: Drunk and aggressive driving, occupant protection, distracted driving, speeding, non-motorized safety (pedestrians and bicyclists) and motorcyclist safety. These problem areas will be addressed by bringing the educational message to the public through activities, educational impacts, talks and events, participating in face-to-face or virtual meetings, and promoting safe road conditions. In addition, CTSPs will ensure responsible stewardship of funds, develop events and activities, develop seat belts and distracted driving observation surveys and projects to achieve the objectives,

maintain a data-driven approach, and complete required reports in accordance with state and federal requirements.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Community programs are among the PRISC's essential resources for addressing road safety issues. They work directly with communities, citizens and NGOs, schools, senior centers, law enforcement and other social entities within the municipalities they serve. In addition, they have direct communication with the mayors and other government officials, such as representatives, senators and legislators, of each municipality they serve.

As mentioned above, these programs provide education through orientations to raise awareness of occupant safety campaigns (seat belts, child restraints and distracted driving) and of the most vulnerable non-motorized users (pedestrians and cyclists). Likewise, alcohol consumption by young people, drunk driving and motorcyclist safety will be areas of discussion during the orientations. These workshops, videoconferences and educational conferences are aimed at children, adolescents, adults, and senior citizens.

Among all the functions performed by CTSP staff, they also provide educational assistance to municipalities with prevention and education campaigns programmed by PRISC. They serve as direct contact with the municipality in cases where PRISC staff cannot reach different areas within the municipality, such as the Finance Office, the Mayor's Office, or the Municipal Police Commissioner. In addition, CTSP personnel have been present at several alcohol blockades distributing our road safety educational material.

These CTSPs will also work as child seat technicians and their offices function as child seat inspection and installation service centers, assisting local fire stations in this important task aimed at child safety. Multiple child restraint checkpoints will be conducted throughout the year.

Being established in the center of the municipalities, they have direct knowledge/access or can easily identify many of the road safety needs and situations in their communities.

As part of their performance, the CTSPs will also conduct observational surveys on seat belt use and distracted driving, as well as assist the state, municipal police and municipalities in identifying road safety hazards and areas prone to crashes and fatalities. The programs coordinate with the PRISC to assess potential road safety hazards, such as signage, pavement markings, road audits and recommendations.

Funding for the Community Programs includes personnel costs for the assistant/coordinator, office and educational materials, rental, equipment and vehicle maintenance, training local and out-of-state travel costs, and other related costs.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Traffic Safety Community Programs carryout traffic safety educational messages throughout the island. Among their responsibilities they 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 focus on these areas:

- ★ Child passenger safety based on CTW 2020 Chapter 2. Seat belts and child restraints, section 7.2 Inspection Stations
- ★ Promote and educate on pedestrian behavior based on CTW 2020 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 2020 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 FY2023 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
23-06-11	Community Program of Guayama
23-06-15	Community Program of Barceloneta
23-06-21	Community Program of Isabela
23-06-22	Community Program of Sabana Grande
23-06-28	Community Program of San Germán

23-06-29	Community Program of Naranjito
23-06-46	Community Program of Cataño
23-06-50	Traffic Safety Education Park (PESET)
23-06-52	Community Program of Guaynabo
23-06-47	Community Program of Ceiba

PLANNED ACTIVITY: COMMUNITY TRAFFIC SAFETY PROGRAM'S

Planned activity number: **23-06-11, 23-06-15, -23-06-21, 23-06-22, 23-06-28, 23-06-29, 23-06-46, 23-06-50, 23-06-52, 23-06-47**

Primary Countermeasure Strategy ID: **Community Traffic Safety Prevention and Education**

PLANNED ACTIVITY DESCRIPTION

Community Programs focus on educating citizens by carrying the message of road safety throughout the island to prevent crashes, injuries and deaths on public roads. Community programs work between 5 and 10 municipalities each, among other activities that are assigned to them outside their areas, for that reason they need transportation to be able to satisfactorily perform their functions and not depend on the availability of vehicles in the municipalities. The Community Programs inside and outside their geographic area carry out Road Safety orientations, through educational talks, videoconferences, interactive face-to-face and virtual workshops, create educational pages in different social networks, participate in safety fairs, school activities, carry out training in different public and private organizations. Public and private, coordinate and participate in inspections to teach parents or guardians to correctly install and certify that child safety seats are properly installed, among other P&E. activities that have to do with road safety. In addition, they participate in 4 annual group project meetings, project follow-up meetings and events. They receive road safety training, conduct reporting and manage funds to ensure that the objectives and strategies set out in the project proposal are met. They make good use of funds. Costs are for staff salaries, fringe benefits, supplies, equipment, vehicles, vehicle maintenance, local and out-of-state travel expenses.

INTENDED SUBRECIPIENTS

Municipalities

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Traffic Safety Prevention and Education

FUNDING SOURCES

Planned Activity Numbers	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-06-11	NHTSA 402	Community Traffic Safety Project (FAST)	\$98,704.00	\$19,741.00	
23-06-15	NHTSA 402	Community Traffic Safety Project (FAST)	\$69,851.00	\$15,697.00	
23-06-21	NHTSA 402	Community Traffic Safety Project (FAST)	\$91,835.00	\$18,367.00	
23-06-22	NHTSA 402	Community Traffic Safety Project (FAST)	\$72,330.00	\$22,153.00	
23-06-28	NHTSA 402	Community Traffic Safety Project (FAST)	\$86,435.00	\$45,188.00	
23-06-29	NHTSA 402	Community Traffic Safety Project (FAST)	\$99,997.00	\$20,266.00	
23-06-46	NHTSA 402	Community Traffic Safety Project (FAST)	\$99,049.00	\$19,810.00	

Planned Activity Numbers	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-06-52	NHTSA 402	Community Traffic Safety Project (FAST)	\$110,376.00	\$22,867.00	
23-06-47	NHTSA 402	Community Traffic Safety Project (FAST)	\$71,133.00	\$14,227.00	

PLANNED MAJOR PURCHASES AND DISPOSITIONS

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

Planned Activity Numbers	Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
23-06-46	Vehicle	1	\$30,000.00	\$30,000.00		
23-06-11	Vehicle	1	\$30,000.00	\$30,000.00		
23-06-52	Vehicle	1	\$30,000.00	\$30,000.00		
23-06-21	Vehicle	1	\$30,000.00	\$30,000.00		

ACTIVITY: TRAFFIC SAFETY EDUCATION PARK (PESET)

Planned activity number: **23-06-50**

Primary Countermeasure Strategy ID: **Community Traffic Safety Prevention and Education**

PLANNED ACTIVITY DESCRIPTION

The focus of PESET is to provide practical and theoretical education in the roles of driver, cyclist, and pedestrian, they designed virtual workshops to continue our mission and vision of educating future drivers in traffic safety. We will continue the adjustments, such as retraining of staff and educators, new practices for testing, and redesigning certain aspects of the proposed strategies. In addition to the traditional strategies, we will

continue with the virtual strategies that were created for the previous fiscal year due to the pandemic, the strategies are the following: Virtual classes through Microsoft Teams, Zoom and Google Meets traffic safety platforms for ages 3 to 18. Pre and post online testing of the virtual classes and evaluation of the virtual classes. Facebook Live from PESET to carry out educational capsules of traffic safety. Working in partnership with the Department of Education for the implementation of one (1) semester road safety education course as a requirement for graduation for higher-level grades. In addition, we will continue to educate participants on the correct use of child restraint systems by having a permanent child fitting station. Costs for salaries (director, educators/child seat technical, and administrative staff), supplies, office supplies, equipment, and local travel.

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Traffic Safety Prevention and Education

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Funds	Use of	Estimated Funding Amount	Match Amount	Local Benefit
23-06-50	NHTSA 402	Community Traffic Project	Safety	\$259,337.00		

COUNTERMEASURE STRATEGY: HIGHWAY SAFETY OFFICE PROGRAM MANAGEMENT (CTSP)

Program Area: **Community Traffic Safety Program**

PROJECT SAFETY IMPACTS

The community programs coordinator focuses on providing the necessary training and tools to community programs to educate the population in order to reduce fatalities and injuries in all areas of traffic safety. Evaluating and coordinating the face-to-face or virtual

activities of reference, in quarterly meetings and promoting safe road conditions. In addition, the CTSP will ensure proper management of funds within an established budget, develop and fund projects to achieve objectives, maintain a data-driven approach, and complete required reports in accordance with federal and state regulations.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

A CP Coordinator has the responsibility to oversee all community program activities, create new strategies according to needs and ensure implementation as planned and proposed. Provide crashes data to aid programs in identifying crash trends and to establish working plans.

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

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

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
23-06-31	Community Programs Coordinator

PLANNED ACTIVITY: COMMUNITY PROGRAMS COORDINATOR

Planned activity number: **23-06-31**

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

PLANNED ACTIVITY DESCRIPTION

The coordinator will provide support Community Programs and the Traffic Safety Educational Park, work new strategies as needed, support and continue their efforts to provide road safety education and materials to the communities served by community programs and help to create awareness in citizens about safety awareness in everything related to traffic.

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management (CTSP)

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Funds	Use of	Estimated Funding Amount	Match Amount	Local Benefit
23-06-31	NHTSA 402	Community Traffic Project	Safety	\$36,609.00		

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

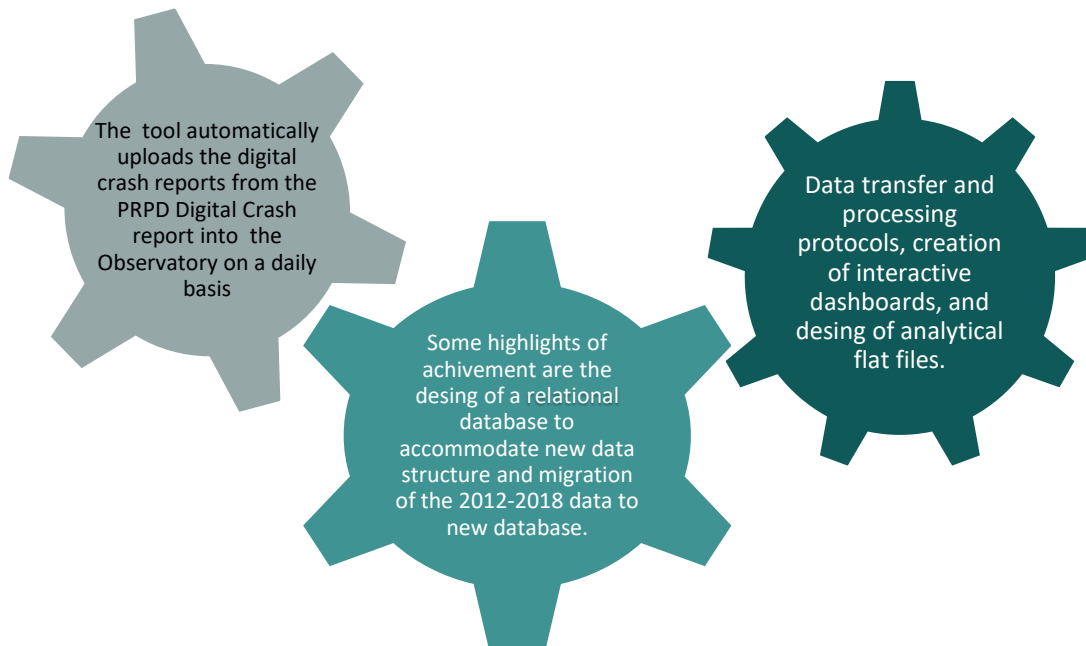
Problem ID

In recent years the world faced a situation that forced us to change the way we communicate. Technology was the only means that allowed people to continue their work without interruption.

At the time that the governments they used their intelligence structures, and the scientific sector was considered, decisions in favor of citizen security began to flow. The immediacy of subsequent global information allowed governments to readjust their work plans almost daily by sharing data. Although the reliability of the information was not always as expected, time did matter. Currently we have seen a great advance in the exchange of data, but we continue to face the problem of the quality of the data offered.

All of these is pertinent to the Traffic Records Module. Technology, data collection, interconnection, accessibility, timing, and sharing are very important to TR programs.

PUERTO RICO ROAD SAFETY OBSERVATORY



The PRTSC has made great strides in recent years especially in the accessibility and timeliness of data on traffic accidents: from the first CARE database, then SEGURIDAD and now the Road Safety Observatory Platform.

Despite these advances, we know and understand that there are important improvements in the output of accident data available in Puerto Rico, there are still important limitations that will require further attention and will be addressed as follows:

1. Quality- Improve the quality and validity of the crash data, including introducing procedures to address missing and invalid data.
2. Completeness- Establish mechanisms to maximize completeness of the data including geolocation of crashes in local streets, alcohol test result data, integration of road characteristics, alcohol dispensing locations, weather data, and US Census data.
3. Access: Provide advanced analytics tools to a broad user base by expanding the functionality of the tools, particularly access point detection tools and training potential users in their use and increasing the number of active users. Start with the integration of two databases related to crashes.

There are more concrete problems that PRTSC and its Traffic Records stakeholders need to resolve:

- ★ Bureaucracy/or Government Priorities: PRPD has produced a Digital Police Accident Report-621.4, but so far only 60% of the Traffic Police have been trained and yet the Municipal Police is completing a report of accidents. paper accidents. An Action Plan was scheduled to begin training all police traffic areas. It is expected that by the beginning of 2023 we will be able to comply with this Plan.
- ★ Crash Report: We have had issues collecting the coordinates of the crash on the Police Digital Crash Report. Therefore, PRTSC is working with the Traffic Crash Compilation and Analysis Project to ensure the mapping or geolocation of each crash by adding this task to funded staff.
- ★ Criminal Data Sharing- The Puerto Rico Department of Justice (PRDOJ) 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 and 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 impaired driving charges. RCI system shows the information efficiently, quickly and in real time. However, neither of both tools have access to driver license suspension mandated by court because access to DAVID+ is restricted. It's necessary to obtain the complete driver's record by improving (programming) the existing interface with the Director of Driver Services, which is the office that manages DAVID+ system, and continue to update drunk driving criminal records.
- ★ Evaluation- The Puerto Rico Traffic Records Evaluation was carried out during fiscal year 2022. Due to its complexity, the PRTSC will require the assistance of an IT. with

the purpose of being able to implement all the recommendations that are presented to us. This professional will work with the program coordinator to ensure that all evaluation recommendations are fully understood. A timeline will be designed for proper follow-up by all agencies involved in the evaluation. The analyst will provide the PRTSC with action plans, based on the recommendations and an objective point of view on all the issues evaluated.

- ★ TRCC- PRTSC will continue leading the TRCC, measure data quality and quantity, identifying strength and weaknesses to address them and work to improve uniformity, accuracy, timely, completeness, accessibility, and integration.

ASSOCIATED PERFORMANCE MEASURES

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	B-3) Percentage of crash records with no missing critical data elements (Crash, Fatal, Non-Motorist) in the CARE database.	2023	Annual	91.00
2023	B-4) Percentage of validation criminal records of impaired driver in the PR-CJIS/RCI database.	2023	Annual	50.00

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
Improve Traffic Cases Courts Files and Adjudication Data System

COUNTERMEASURE STRATEGY: HIGHWAY SAFETY OFFICE PROGRAM MANAGEMENT (TR)

Program Area: **Traffic Records**

PROJECT SAFETY IMPACTS

The Traffic Records Coordinator will continue to work with and monitor TRCC quarterly meetings involving all stakeholders to ensure proper data representation and integration. Likewise, it will coordinate the participation in the Annual Traffic Records Forum. It will supervise, follow up, provide technical assistance and evaluate the performance of the projects subsidized with 405c funds. You will assist with the SHSP and work closely with the program's IT consultant to develop action plans based on the Assessment 2022 recommendations.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The TR Coordinator provides support using the information available in the crash database. This information is vital to the traffic safety agencies when making road safety decisions, law enforcement work plans, and long-term transportation planning. A TR Coordinator is needed to continue the integration efforts of the different databases related to road safety. These efforts will help to pinpoint the crashes and the cause of the crashes. Which will result in better planning and implementation of countermeasures for management, operational controls and evaluation of road safety programs and improvements. The TR Coordinator conducts uniform management and ensures that TRCC stakeholder come from all six road data systems.

For the fiscal year 2023, Traffic Records Coordinator will:

- ★ Continue working and overseeing TRCC- Quarterly meetings and constant information sharing. Also, will coordinate the participation in the Annual Traffic Records Forum. The Traffic Records Forum is an opportunity to participate in presentations, exhibits, workshops, and seminars on topics of interest for road safety and data communities. This participation helps guide the national discourse on Traffic Records for the general ATSIP meeting. The knowledge obtained is very beneficial and brings new ideas.
- ★ To provide follow up, technical assistance and evaluate the performance of all four projects subsidized with 405c funds.
- ★ Work closely with program IT Consultant to conducting the assessment recommendation and Traffic Records Strategic Plan.
- ★ A work plan will be developed in which the recommendations on the findings of the Traffic Records Assessment will be taken into consideration. This effort results in the approval of additional funds to subsidize projects and improve traffic data collection and management systems.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

As established on NHTSA's Uniform Guidelines for State Highway Safety Programs, Guideline 10, each state should implement a traffic record system to support highway and traffic safety decisions. Such system and the agencies that are part of it, must have a leader who will provide guidance, trace action plans, and identify priorities to fund to keep the system evolving. PRTSC and its TR Coordinator oversee overseeing all TRS workplans and executions and maintain the TRCC moving towards achievements. The role of the TR Coordinator is fundamental to fulfill the goals of the traffic records assessment and work the activity plan.

Budget is paired to project effort

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-07-01	Traffic Records Coordinator

PLANNED ACTIVITY: TRAFFIC RECORDS COORDINATOR

Planned activity number: **23-07-01**

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

PLANNED ACTIVITY DESCRIPTION

The TR Coordinator will continue to represent the interests of the Puerto Rico Traffic Safety Commission (PRTSC) and interested parties within the road safety community. The TR Coordinator will be responsible for reviewing and evaluating new technology to keep road safety data and the traffic record system up to date. Aligned with this objective, the TR Coordinator will monitor all changes and issues related to ongoing projects. Such as prepare the Funding Application documents such as: "Problem ID", HSP, 405C & Annual Report. Continue to be part of the Puerto Rico Strategic Highway Safety Plan (SHSP). The TR Program Coordinator will provide technical assistance to State, Municipal Police forces, agencies and PRTSC subrecipients regarding accurate crash data statistic and other related information. Will conduct meetings and field visits to evaluate activities progress and discuss areas to improve. 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 strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management (TR)

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-07-01	NHTSA 402	Traffic Records (FAST)	\$63,604.00		

COUNTERMEASURE STRATEGY: IMPROVES ACCESSIBILITY OF A CORE HIGHWAY SAFETY DATABASE

Program Area: **Traffic Records**

PROJECT SAFETY IMPACTS

The project will continue to collaborate with the general objective of expand access to Puerto Rico's crash data through the Puerto Rico Road Safety Observatory tool. To increase the number of data users and provide training and technical assistance to new users of database tools and increase the number of geolocated crashes.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

This goal will be accomplished through the following three general goals:

- ★ Quality: Improve the quality and validity of the crash data, including introducing procedures to address missing and invalid data.
- ★ Completeness: Establish mechanisms to maximize completeness of data including geolocation of crashes in local street, alcohol test result data, integration of road characteristic, alcohol dispensing location, weather data and US Census data.
- ★ Access: Provide advanced analytical tool to a broad base of users by extending the functionality of the tool, training potential users in their use, and increasing the number of active users.

This goal will be accomplished through the following twelve specific objectives:

1. Implement 100% of a monthly quality report that identifies critical missing and invalid data and is distributed among Police units.
2. Directly collaborate with the Police Highway Patrol to achieve at least 40% accurate data on geolocation and alcohol test results.
3. Clean and update at least 10% of the road network base map, with special emphasis in the local, street networks.
4. Geolocate at least 40% of crashes in local streets.
5. Provide 100% access and support to the PCR data entry tool to the staff of the Crash Analysis Office for entering PCRs originated by Municipal Police.
6. Integrate at least 80% of four new dataset to our crash dataset:
 - Road characteristic extracted from DOT's Road Inventory.
 - a. Location of alcohol retail establishments
 - b. Census demographic data
 - c. Weather data among other crash related data
7. Modify the data dashboards to satisfy at least 60% of the modification requests submitted by registered users, including functionality to: download raw data tables, share data filters
8. Upload 100% of the 2021-22 Police Crash Report data registered electronically on a weekly basis, 100% of 2020 FARS data, and 90% of the medical cost data.
9. Offer at least 8 workshops to at least 100 registered users on the use of the Puerto Rico Road Safety Observatory tool.
10. Provide 100% access and support to the PCR search tool to the staff of the State Personal Injury Insurance Administration, Office of Tribunal

Administration, Department of Justice, Crash Analysis Office of PRDOT so they can access PCRs immediately.

11. At least 40 requests of technical assistance in the use of the online tools will be received and of these requests at least 30 will be addressed by September 30, 2023.
12. Add functionality to the current dashboard to allow the user to:
 - a. Download extract of the raw dataset
 - b. Plot crashes together with new data layers

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The strategy was recommended in an assessment. The planned activity responds to the need to have and maintain an accessible, reliable database to perform crash data analysis.

Budget will sustain maintenance and improvements of the Puerto Rico Road Safety Observatory, essential to continue storing crash data and all relevant information for analysis. Observatory had made traffic data analysis easier for users to conduct crash analysis and implement projects to improve road safety.

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
23-07-13	SAFETY/CARE System to Puerto Rico Crash Data 9

PLANNED ACTIVITY: SAFETY/CARE SYSTEM TO PUERTO RICO CRASH DATA 9

Planned activity number: **23-07-13**

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

PLANNED ACTIVITY DESCRIPTION

Even though we have considerably improved the crash data available in Puerto Rico, there are still important limitations that will require further attention:

- ★ Quality—There are substantial problems in the quality of the data in the PCRs. Missing and invalid data have been pervasive since the transition to the digital

report. The training of Police Officials in the use of the new report should help reduce these errors. However, a more direct approach, particularly in the case of crashes with injuries or fatalities, will be needed to reduce missing and inconsistent data and to increase data on alcohol test results. We are proposing to work directly with officials of the Police Transit Division to improve data quality.

- ★ **Completeness**–While geolocation of crashes in-state routes can be done with the milepost data supplied in the PCR, crashes in local streets cannot be geolocated in this way. Currently, geolocation of crashes in local streets is being conducted by the Crash Analysis Office of the Puerto Rico Highways and Transportation Authority. Moreover, the local road network shapefiles require constant maintenance to reflect new streets and other modifications.
- ★ **Access**–Users will need to have access to all the new tools and to familiarize themselves with their operation. We have started adding users to the Observatory and during the coming years will continue to provide workshops on their use. Users just recently started using the new Observatory and have started to indicate additional functionality required for their specific analytical tasks.

The project will address the limitations described above by continuing to focus the project tasks on three general goals:

- ★ **Quality.** Improve the quality and validity of the crash data, including introducing procedures to address missing and invalid data.
- ★ **Completeness.** Establish mechanisms to maximize completeness of the data including geolocation of crashes in local streets, alcohol test result data, and integration of road characteristics, among others.
- ★ **Access.** Provide advanced analytical tools to a broad base of users by extending the functionality of the tools, training potential users in their use, and increasing the number of active users.

The three goals stated above will be accomplished through the following 12 specific objectives:

Data Quality

- ★ **Objective 1**–To continue 100% of a quarterly quality report that identifies critical missing and invalid data and is distributed among Police units and officials at the Puerto Rico Transit Safety Board.
- ★ **Objective 2**–To directly collaborate with the Police Transit Division by participating in at least 12 field meetings offering feedback on the data quality and collecting feedback from the users' experience

Data Completeness

- ★ **Objective 3**–To provide 100% of a geolocation tool to locate all crashes, particularly crashes in local streets.
- ★ **Objective 4**–To provide 100% access and support to the Toxicology Laboratory of the PRDOH for entering alcohol blood test results submitted by the Puerto Rico Police.
- ★ **Objective 5**–To request and integrate at least four new sources of data to our base map and datasets as it becomes available.

- ★ Objective 6–To modify the data dashboards to satisfy at least 60%of the modification requests submitted by registered users.
- ★ Objective 7–To upload 100% of the 2022-23 PCR data registered electronically on a weekly basis, and90% of 2021 FARS data

Data Access

- ★ Objective 8–To offer at least 4 orientation online workshops to at least 80 registered users on the use of the new dashboard.
- ★ Objective 9–To provide 90% access and support to the PCR search tool to the staff of the State Personal Injury Insurance Administration so they can access PCRs immediately.
- ★ Objective 10–At least 60 requests of technical assistance in the use of the online tools will be received and of these requests, at least 50will be addressed by September 30, 2023, and at least 30 requests of problem issues will be received and of this 90%will be addressed in14 days or less by September 30, 2023. Even though the online portal does not require programming skills or knowledge in the design of queries, users of the portal require support and technical assistance. At present, we receive approximately two requests per week. In addition, small issues periodically arise that require modifications in the software.
- ★ Objective 11–To survey at least 70% of the members of the Traffic Records Coordinating Committee (TRCC) to ascertain the data an analytical need of the participating organizations.
- ★ Objective 12–To develop 80% of a prototype dashboard and printable report tool with which to examine crashes in the road network within the jurisdiction of each Municipality. Municipalities in Puerto Rico address road safety through their Municipal Polices and are lacking data on the crashes occurring within their jurisdictions.

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improves accessibility of a core highway safety database

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Funds	Use of	Estimated Funding Amount	Match Amount	Local Benefit
23-07-13	405c	Data Analysis Improvement Projects		\$451,956.00		

COUNTERMEASURE STRATEGY: IMPROVES ACCESSIBILITY OF A CORE HIGHWAY SAFETY DATABASE

Program Area: **Traffic Records**

PROJECT SAFETY IMPACTS

The project will continue to collaborate in the geolocation of crashes in Puerto Rico. The Office of Crash Analysis will work on geolocation of the traffic crashes that occurred on year 2021 to 2023. Reliable crash location and hotspots will be more identifiable improving enforcement and hazard elimination action plans.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

To continue geolocating crashes in local, rural, and municipal roads and be able to comply with law requirements and data entry needs, it is of utmost importance to retain 6 employees (already trained) to perform the following tasks:

- ★ Search the report using the tool "Complaint Search".
- ★ Read the Crash Report
- ★ Use the geolocate tool in the Road Safety Observatory
- ★ Provide the coordinates of the crash
- ★ Prepare weekly production table of worked cases.
- ★ Prepare metrics for quarterly reports

Geolocation of one crash takes an average of 3 minutes, so the office staff must be able to complete a daily production of 150 cases per employee in "normal" conditions. It would be 900 cases in 1 day and 4,500 cases in 1 week. We expect to conclude the year

2021, the first week of March 2022. In the same way, we expect to conclude the year 2022 the last week of January 2023.

Data Entry

To correct the problem with the Crash Reports received on paper or hard copy, a data entry tool was developed that contains both forms (PPR-93 and PPR-621.4). The information that is completed in this tool feeds the databases contained in the Puerto Rico Road Safety Observatory. Using this tool, the project will be able to continue feeding the database, until the municipalities acquire the computer program and equipment necessary to complete the report digitally.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The digital Crash Report implemented by the Puerto Rico Police Department, although they have basic validation rules, does not obligate the officer to enter the coordinates of the crash. Given this, it is necessary to carry out the geolocation of the crash after completing the Report. This task will continue to be carried out by the Office of Accident Analysis.

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
23-07-10	Analysis and Compilation of Traffic Crashes 2022-2023

PLANNED ACTIVITY: ANALYSIS AND COMPILATION OF TRAFFIC CRASHES 2020-2021

Planned activity number: **23-07-10**

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

PLANNED ACTIVITY DESCRIPTION

The Accident Analysis Office has used maps of small areas in municipalities for years, limiting the geolocation of crashes to those small areas. This has caused the geolocation of crashes to be limited to state roads. Therefore, when you see a map of crashes in Puerto Rico you can clearly only see the route of the State Roads.

It is of the utmost importance to us to be able to geolocate the crashes that occur on these roads to have the information necessary and develop work plans accordingly.

In June 2019, the Puerto Rico Police Department (PRPD) implemented the Digital Crash Report. However, after its implementation project have faced problems to geolocate the crashes automatically. This is because in some crash reports the address provided is incorrect/incomplete or inaccurate. Project staff must read crash narrative section to try to locate the crash. In addition, the PRPD has not implemented a process to provide the latitude and longitude of the crash. This is not a task that can currently be done through a computer program. For that reason, we need at least 6 people to read the report and geolocate the event.

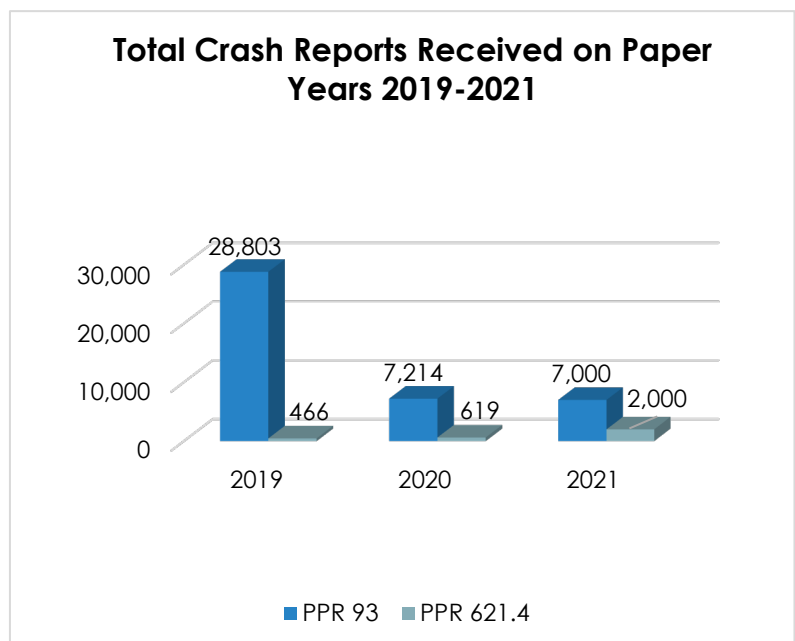
To geolocate the crash the office staff will have to complete the following steps:

- ★ Search for the report using the Complaint Search.
- ★ Read the Crash Report.
- ★ Use the geolocate tool in the Puerto Rico Road Safety Observatory.
- ★ Provide the coordinates of each crash.

Data entry Tool

The Puerto Rico Police Department (PRPD) implemented the Digital Crash Report (PPR-621.4) in the summer of 2019. Currently, paper Crash Reports (PPR-93) are still being received by the municipal police, they mostly switched to the new Crash Report (PPR-621.4) but on paper. Thus, the Accident Analysis Office continued its work of entering the data received on paper into the computer program created for this purpose, known as M.A.R.I.A.

During the year 2019, 28,803 Crash Reports have been received on paper in PPR-93 format and 466 in PPR-621.4 format for the year 2020, 7,214 Crash Reports have been received on paper in PPR-93 format and 619 in the PPR-621.4 format. and for the year 2021, 7,000 PPR93 format and 2,000 PPR621.4 format have been received on paper. Although it was possible to extract data from MARIA and migrate it to the Puerto Rico Road Safety Observatory, some information from valuable fields could be lost, due to the little information that was collected in the PPR-93. Also, M.A.R.I.A. not compatible with PPR-621.4.



INTENDED SUBRECIPIENTS

State Agency – Department of Transportation and Public Works

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improves accessibility of a core highway safety database

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-07-10	405c	Data Analysis Improvement Projects	\$132,324.00	\$26,464.80	

COUNTERMEASURE STRATEGY: IT CONSULTANT

Program Area: **Traffic Records**

PROJECT SAFETY IMPACTS

The IT consultant will assist the TR coordinator with the process of developing an action plan on the TR Assessment Recommendations. The consultant will offer support to TRCC stakeholders for the implementation of the recommendations. He will also attend meetings with representatives of the six systems to discuss the progress of the established work plans and discuss future benefit strategies for the integration of security technology systems. vial.

The Consultant will continue to advise the PR TSC and its TR Coordinator on all aspects of the program.

LINKAGE BETWEEN PROGRAM AREA

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

For the FFY 2023, Traffic Records Consultant will:

- ★ Assist the TR Coordinator in the meeting with the 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 Criminal Record (RCI) system to Driver and Vehicles Information Database System
- ★ Assist the TR Coordinator in establishing recommendations for the agencies involved in the TRCC to address necessary system improvements for better interagency communications and data exchange.
- ★ Work closely with TR Coordinator to develop and action plan to address assessment recommendation.
- ★ Crash Report - New processes will be established and documented to manage data errors and corrections as well as providing feedback to users.
- ★ Define performance measures.
- ★ Work on the requirement of the following interfaces:
- ★ Interface from the Justice's Department Integrated Criminal Record (RCI) system to the Court's Unified System for Management and Administration of Cases (SUMAC) so case information and court's adjudication/determination information can flow seamlessly between the systems.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The need for specialized and objective advice is key to the management of a high-tech program. The consultant is positioned with a proprietary perspective because he/she can see the problems and seek effective solutions for the Program. He/she will collaborate in the development of the work plan to implement the recommendations of the TR 2022 Assessment. In addition, the consultant will be a facilitator between the PRTSC and the agencies to achieve effective implementation and meet objectives.

This countermeasure strategy will be implemented in FFY 2023 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
23-07-16	Traffic Records IT Consultant

PLANNED ACTIVITY: TRAFFIC RECORDS IT CONSULTANT

Planned activity number: **23-07-16**

Primary Countermeasure Strategy ID: **IT Consultant**

PLANNED ACTIVITY DESCRIPTION

The consultant will provide support and objective assistance to the PRTSC and the TR Coordinator, with the following activities:

- ★ Attending meetings with the TR Coordinator to discuss the implementation of the electronic registry on the Department of Health and other systems to be used in that area.
- ★ Assist the TR Coordinator in establishing recommendations for the agencies involved in the TRCC to address necessary system improvements for better interagency communications and data exchange.
- ★ Crash Report - New processes will be established and documented to manage data errors and corrections as well as providing feedback to users.

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
IT Consultant

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-07-16	405c	Traffic Records Data Program	\$30,000.00		

COUNTERMEASURE STRATEGY: IMPROVE COMPLETENESS OF THE CITATION/ADJUDICATION DATA SYSTEM

Program Area: **Traffic Records**

PROJECT SAFETY IMPACTS

The Project will continue to collaborate with PRTSC to update the citation/adjudication database, in accordance with the Model Impaired Driving Records Information System (MIDRIS).

It will continue to update the recidivism data for drunk driving cases. Updating these criminal records will allow prosecutors to present their cases more effectively and diligently. They will be able to obtain the information on the criminal record of drunk drivers quickly, effectively and in a timely manner. Which results in a repeat offender conviction with more penalties to dissuade them from this criminal behavior.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

PR CJIS will reinforce the DUI records management in RCI by incorporating three resources to work as integrated data entry team in PR CJIS Central Office to enhance the continuance and evolution of the project. Under this premise, PR CJIS expects to continue fortifying and updating existing repositories and resources to assure the reliability of information, and precise and factually detailed records. The success of the proposed project depends on having ascribed resources working directly with DUI records in a daily and continuous basis, to strengthen the data management process in RCI, and the information exchange within law enforcement agencies and organizations that nurtured from RCI, and primarily provide the necessary resources to DUI Prosecutors to properly

charged and sentenced DUI offender's and minimize the recurrence of these cases in Puerto Rico's jurisdiction.

To continue to implement a comprehensive and formal data quality management program that governs the collection, submission, and storage of DUI tracking system data, and to maximize the validation and updating of all criminal records registered with RCI, specifically DUI records, is vital to PR CJIS will continue to have the services of (2) data entry clerks, who will now file as Data Processing Equipment Operators, under the new DOJ job classification plan. In addition, a data entry clerk is required. These resources will be responsible for collecting and entering information into databases and maintaining accurate and validated records in the RCI system. The Data Processing Equipment Operators will expand the resources to feed the system (RCI) with complete and accurate information on the convictions of drunk driving cases in a more efficient, agile and timely manner. Data Processing Equipment Operators must enter, update, and validate DUI information and records as accurate and complete. The Data Entry Clerk will oversee additional tasks of an administrative nature, in addition, tasks and responsibilities of greater responsibility will be delegated to them.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The strategy was recommended a Traffic Records 2016 and 2022 Assessment. Improve the interfaces with the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The Integrated Criminal Record (RCI) system which reside in the Criminal Justice Information System of PR (SIJC-PR) 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. The information stored in RCI include documents that are generated by the prosecution during the criminal procedure.

During the FFY 2022, the PRDOJ started building an interface in RCI to connect automatically with the Court's Unified System for Management and Administration of Cases (SUMAC) to have access to complaints, arrest warrants, resolutions, sentences, contempt, imputability hearing resolutions, revocation of probation, etc.

During the FFY 2023, the PRDOJ will continue to work on the RCI interface to improve the flow and access of information between the systems.

Also, during the FFY 2023 the PRTSC will coordinate a meeting with the Department of Transportation and Public Works (PRDOT), PRDOJ and the Court Administration Office to explore opportunities for enhancement of data interfaces and linkages between the agencies to be worked on in the future.

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
23-07-17	Strengthening the Prosecutor's Case Management System

PLANNED ACTIVITY: STRENGTHENING THE PROSECUTOR'S CASE MANAGEMENT SYSTEM

Planned activity number: **23-07-17**

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

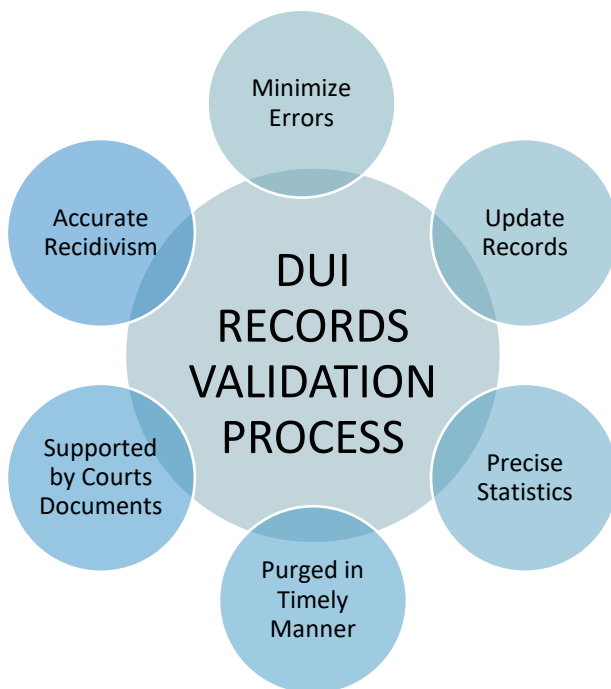
PLANNED ACTIVITY DESCRIPTION

PR CJIS intends to continue reinforcing the DUI records management in RCI by incorporating (3) resources to work as integrated data entry team in PR CJIS Central Office to enhance the continuance and success of the project. Under this premise, PR CJIS expects to continue fortifying and updating existing repositories and resources to assure the reliability of information, and precise and factually detailed records. The success of the proposed project depends on having ascribed resources working directly with DUI records in a daily and continuous basis, to strengthen the data management process in RCI, and the information exchange within law enforcement agencies and organizations that nurtured from RCI, and primarily provide the necessary resources to DUI Prosecutors to properly charged and sentenced DUI offender's and minimize the recurrence of these cases in Puerto Rico's jurisdiction.

This project has the core purpose to continue enhancing the DUI records entering, tracking, update, and validation process through RCI system, to strengthen the system data quality management, which contains offenders' criminal history, arrests, warrants, and photographs, to keep ensuring access to offenders' previous and/or current DUI history impaired driving, and other substantial information, such as criminal data if applicable.

To continue the implementation of a comprehensive, formal data quality management program to govern the collection, submission, and storage of DUI tracking system data, and maximizing the validation and update of all criminal records registered in RCI, specifically DUI records, it is vital for PR CJIS to continue having the services of (2) Data Processing Equipment Operators and (1) Data Entry Clerk

The (2) Data Processing Equipment Operators, will continue increasing and maximizing the input, validation and records updating process and data management according to the quality and performance standards of PR CJIS and the DUI Prosecutor's Unit. These resources will be responsible for collecting and entering information in databases and maintaining accurate and validated records in the RCI system, specifically those related to the DUI Prosecutor's Unit. The Data Processing Equipment Operators will continue minimizing the margin of errors recorded in the criminal database. The identification of the incomplete stages of the criminal procedures registered in the system are identified and referred monthly to the personnel of the Prosecutor's Offices for the due process of updating. The process of identification and referral, it is vital to be carried out daily in PR CJIS to assure that the criminal information registered in the RCI system is as accurate, updated, and complete as possible.



The Data Processing Equipment Operators will amplify the resources to nurture the (RCI) system with complete and accurate information regarding the drunk drivers' cases sentences in a more efficient, agile, and timely manner. The Data Processing Equipment Operators and Data Entry Clerk will streamline the process concerning drunk driver's courts sentences in the RCI. Through this project PR CJIS, will continue improve the still existent data breaches about final provisions and court sentences regarding DUI cases, and in terms of recidivism, provide DUI Prosecutor's, in a prompt manner the informative sources for law enforcement.

These 3 resources (Data Processing Equipment Operators/ Data Entry Clerk) will attend and assist prosecutors in data search and data entry to help

them achieve more complete files for their respective cases. The Data Processing Equipment Operators must enter, update, and validate DUI information and records as accurate and complete as follows:

Demographics of the individual:

- ★ Full Name
- ★ Gender
- ★ Date of Birth
- ★ Birthplace
- ★ License Number

- ★ Social Security
- ★ FBI number

Criminal Record Data:

- ★ Complaints Identification Number
- ★ Court
- ★ Information about Arrest Orders, dates, and jurisdictions
- ★ Offenses/Complaints Confidential Crime
- ★ Place of Crime
- ★ District case number
- ★ Date of the crime
- ★ Type of victim
- ★ Superior Courts case number
- ★ Date of disposition
- ★ Reclassification of crimes
- ★ Disposition
- ★ Judgment information/RCC Legacy
- ★ Convictions
- ★ Bail information

This project will enable our jurisdiction to track on a case-by-case basis the record of a DUI offenders and law enforcement officers will continue benefiting from this integrated data management system. Prosecutors and Judges will profit by receiving precise and complete DUI offender's records prior to disposition. With access to complete and accurate information, prosecutors and courts can augment charges and sentences accordingly, to guarantee and secure drunk drivers offender's compliance with previous sanctions and treatment.

A critical element to the planning, management, and evaluation of any highway safety program, including DUI is the availability of quality records data. Data that is timely, consistent, complete, accurate, accessible, and integrated are the cornerstones of a future successful highway safety program for the jurisdiction. Most importantly analyzing reliable and accurate information is crucial to identify the extent of the driving under the alcohol influence (DUI), or drunk/intoxicated (DWI) problem and designing effective countermeasures to reducing deaths and injuries caused by impaired driving crashes. Solid data collection management and protocols are essential to ensure the criminal justice system can detect impaired drivers and reduce recidivism and gauge the effectiveness of programs and policies within the jurisdiction.

INTENDED SUBRECIPIENTS

State Agency – Puerto Rico Justice Department

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improve completeness of the Citation/Adjudication data system

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-07-17	405c	Data Analysis Improvement Projects	\$115,110.00	\$23,303.26	

COUNTERMEASURE STRATEGY: IMPROVE TRAFFIC CASES COURTS FILES AND ADJUDICATION DATA SYSTEM

Program Area: **Traffic Records**

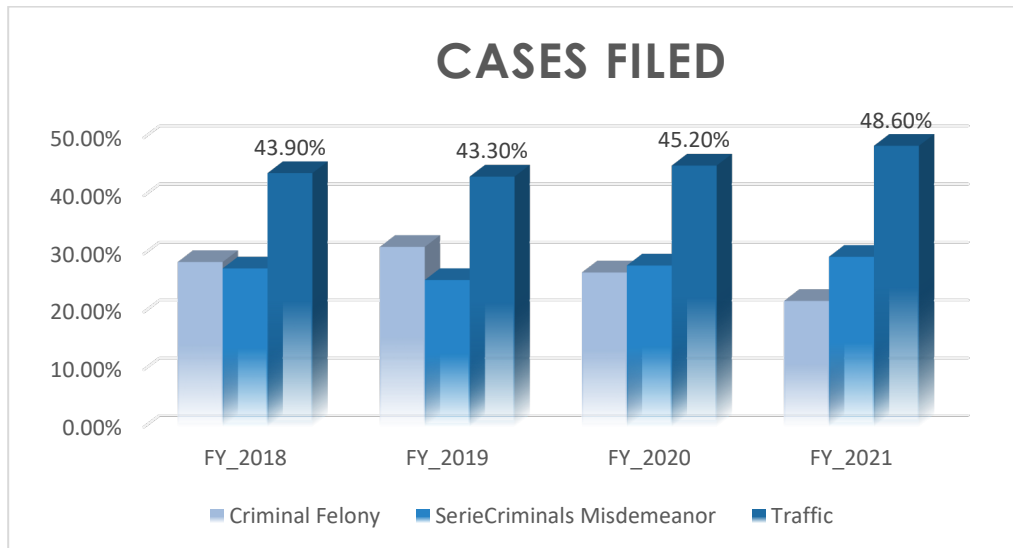
PROJECT SAFETY IMPACTS

The Unified Criminal Case Management and Administration System, SUMAC by its Spanish acronym, is the electronic platform designed for the PR Office of Courts Administration to manage all criminal cases. Currently, is at its very first stages of development.

At the current stage of development, SUMAC use is limited to the Municipal court level, representing about 5 percent of the entire criminal trial process. The Office of Courts Administration (OCA) has had to postpone the automatization of the Superior Court criminal trial system because of the many challenges encountered since 2015. In 2020 Coronavirus pandemic also required a redirection of priorities to make the necessary investment that would allow the Judicial Branch employees to work and provide service remotely.

The SUMAC-Traffic will track all courts tasks and information about felonies and misdemeanors cases filled under the Puerto Rico Vehicle and Traffic Act 22-2000, and related information deemed necessary to enhance the usefulness and completeness of the traffic data in the Puerto Rico Traffic Observatory database. The SUMAC-Traffic application will contain all legal, step by step, courts information about a wide range of

traffic cases within the courts system. Being the most representative, those cases where serious personal injuries or death are caused by drivers under the influence of alcohol, drugs, or controlled substances.



Under this proposed project, the software development company, the OCA and the PRTSC will work closely to accomplish the following goals and objectives:

- ★ To reengineer the Courts traffic criminal case management process by undergoing a full change from paper courts files to electronic courts files.
- ★ To improve the quality, quantity, and timeline of all traffic criminal cases data available to the Judicial Branch, internal and external users/stakeholders.
- ★ To allow for the timeline of court adjudication information shared by the Judicial Branch with related agencies.
- ★ To fasten courts actions such as motion filling, notification of court actions and adjudication to related traffic agencies. For example: driver's license revoke by court to the DOT.
- ★ To improve data sharing among agencies to enhance traffic data collection.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The Office of Courts Administration in hereby presenting a grant application to the NHTSA, to finance the automatization of the SUMAC-Criminal traffic records information needed by the Puerto Rico Traffic Safety Commission. The SUMAC-Criminal will record information

about felony and misdemeanor cases field under the Puerto Rico Vehicle and Transit Law (2000) and related information deemed necessary to enhance the usefulness and completeness to the traffic data recorded by the Commission Puerto Rico Traffic Observatory database. The SUMAC-Criminal application will record information about a wide range of criminal traffic cases. Being the most representative, those cases serious personal injuries and suffered, or death are caused by drivers under the influence of alcohol or illegal substance. The Commission has estimate that one-third of all are caused by persons driving while intoxicated.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The development of SUMAC-n Criminal has been estimated at \$1,500,00 of which percent contribution have been requested from NHTSA. The OCA will invest at least \$1,100.00 or 73.33 percent, to guarantee that application development company that will be contracted to automatize the criminal case file. The implementation of the sumac Criminal Cases Automatization Project will be a shared responsibility between the company, the Commission and OCA personnel automatization of the criminal trial administrative work processes. To estimate the match contribution the amount of traffic cases presented before the court during a nine-years period was examined. Specifically, by comparing the number of criminal felonies, misdemeanor, and criminal traffic cases field from Fiscal Year 2014 through Fiscal Year 2022, as registered by OCA's Office of Statistics.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-07-18	SUMAC Traffic Cases Electronic Project

PLANNED ACTIVITY: SUMAC TRAFFIC CASES ELECTRONIC PROJECT

Planned activity number: **23-07-18**

Primary Countermeasure Strategy ID: **Improve Traffic Cases Courts Files and Adjudication Data System**

PLANNED ACTIVITY DESCRIPTION

THE SOFTWARE DEVELOPMENT COMPANY, THE TRAFFIC SAFETY COMMISSION AND OCA WILL WORK CLOSELY TO ACCOMPLISH THE FOLLOWING GOALS AND OBJETIVES.

GOALS

- ★ Contribute to the completeness and accuracy of the traffic data registered by the Traffic Observatory database of the Traffic Safety Commission
- ★ Allow for the timeliness of court adjudication information shared by the Judicial Branch with the Traffic Safety Commission.
- ★ To improve the quality, quantity, and timeliness of the criminal case data available to the Judicial Branch internal and external users.
- ★ Enhance internal and external user's work performance by reengineering the criminal case management process.
- ★ Make the work process faster and easier by improving the filing of motions to the Courts and the notification of court action and adjudication to external users.

OBJETIVES:

- ★ During the 12-month period, the criminal case management automatization system will be developed and ready for testing before development. The SUMAC Criminal case electronic system will record all the sequences of events and outcome of the case trial; therefore, it will improve the quality, accuracy, and timeliness of the criminal case information that will be recorded and accessible to the Judicial Branch employees.

During 12-month period, the criminal case management automatization system will be developed and ready for testing before deployment. The SUMAC electronic application will record information about the felony and misdemeanor traffic cases, as typified in the Puerto Rico Vehicle and Transit Law (2000O and any other related data needed by the Puerto Rico Traffic Safety Commission. Once the application is developed, the Traffic Observatory will have access to accurate and timely traffic data, to improve the completeness of the database information.

INTENDED SUBRECIPIENTS

State Agency – Court Administration

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improve Traffic Cases Courts Files and Adjudication Data System

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-07-18	NHTSA 402	Traffic Records	\$400,000.00	\$200,000.00	

PROGRAM AREA: NON-MOTORIZED (PEDESTRIANS AND BICYLIST)

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

Problem ID

There are several issues that hinder pedestrian safety. First and foremost, drivers have a sense of domain of the roadways and selfishly impose the strength of their motor vehicles towards pedestrians and other vulnerable users. Lack of respect, consideration and road sharing for pedestrians include not yielding the right of way, driving at higher speeds than limit, not stopping at crosswalks. Sadly, people choose to cross at inappropriate parts of streets and roads, crosswalks are not visible or marking had fade, pedestrian bridges are not used and in consequence collisions with pedestrians occurred resulting in people injured or killed. On the other hand, there are distracted and drunk pedestrians and the ones that choose not to be careful when crossing.

Older road users (over 62+ years old) are the most vulnerable either because of their slower mobility, lack of risk perception, when deciding where to cross. In most of the night crash cases, road deficient lighting and pedestrian poor clothing conspicuity still are contributing risk factors.

Fiscal year 2019 was the first year that PRTSC in coordination with PRPD conducted an overtime traffic enforcement mobilization directed to drivers who don't stop before pedestrian crosswalks. A total of 2,500 tickets were issued submitted in a week that was how long it lasted. Due to the effects, it had in the awareness of drivers and citizens in general, the next years municipal police were invited to participate with excellent results.

TICKETS ISSUED FOR BLOCKING CROSSWALKS				
AGENCY	YEAR 2019	YEAR 2020	YEAR 2021	YEAR 2022
PRPD	2,500	2,623	1,944	1,855
Municipality Police's	n/a	1,809	1,933	2,363

The lack of signage (crosswalks) or the deterioration of these, harms pedestrians because drivers do not yield to them. The lack of lighting on some public roads is another factor that greatly affects pedestrians and cyclists.

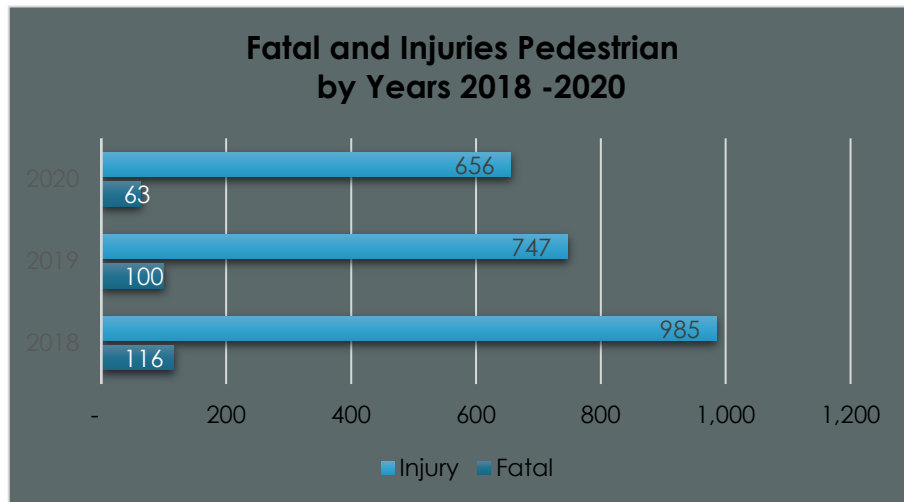
Cyclists in Puerto Rico have another major problem with drivers speeding, distracted driving, drunk driving, and not maintaining the 3-foot space required for cyclist safety. In addition, the improper use of cyclists on public roads, wearing dark clothing and without any reflective device.

During the period from 2018 to 2020, Puerto Rico reported 839 traffic fatalities. These alarming figures show us that 279 or 33.2% were pedestrians who lost their lives on our

roads. An analysis of the profile of pedestrian deaths for this same period (2018-2020) indicates that:

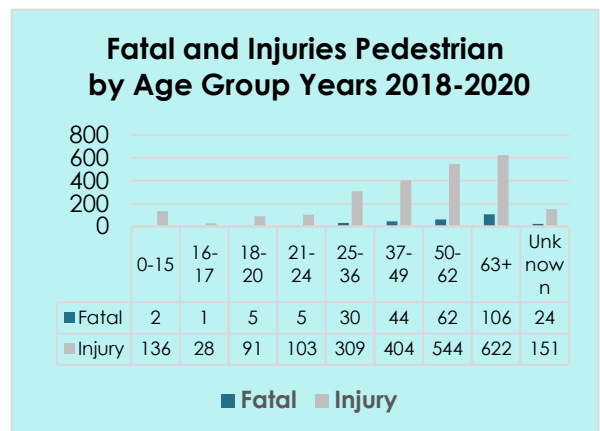
- ★ 60% of all pedestrian fatalities were among the age group of more than 50+.
- ★ 81.7% of pedestrian fatalities were men and the 18.3% were women.
- ★ 46.9% of pedestrian fatalities occurred between 6:00 pm and 11:59 pm.
- ★ Weekend days: Friday, Saturday and Sunday represent the majority of Pedestrian fatalities comprising a total of 51.6%.

In Other analyses we found that 2,388 pedestrians suffered injuries in the past three years.



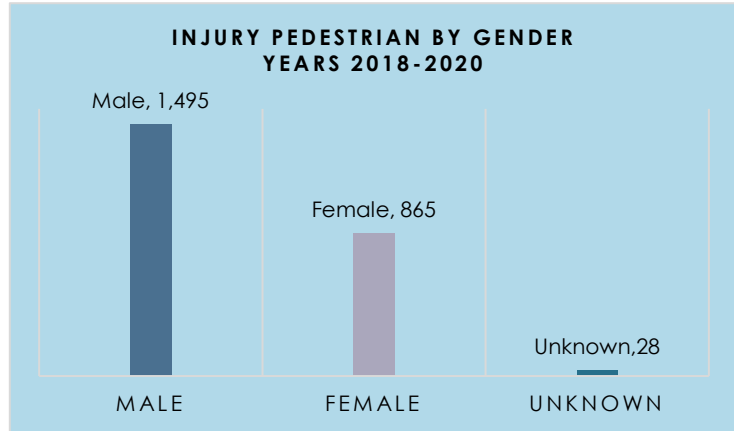
The Analysis Crashes involving pedestrians who were injured for 2018-2020 by age classification:

- ★ The age group of most of the injured pedestrian is 50+, this represents the 48.8%.
- ★ The age group from 37 to 49 years old represents the 16.9%.
- ★ On the other hand, most of the injuries in traffic crashes occurred between 6:00 a.m. and 5:59 p.m., representing 58%. In addition, the municipalities of San Juan, Bayamón, Mayagüez, Ponce and Carolina had the highest number of fatalities with 46%. Most of these crashes occurred on roads classified as primary and secondary.



Analysis of pedestrian injury crashes for 2018-2020 by gender classification illustrates that:

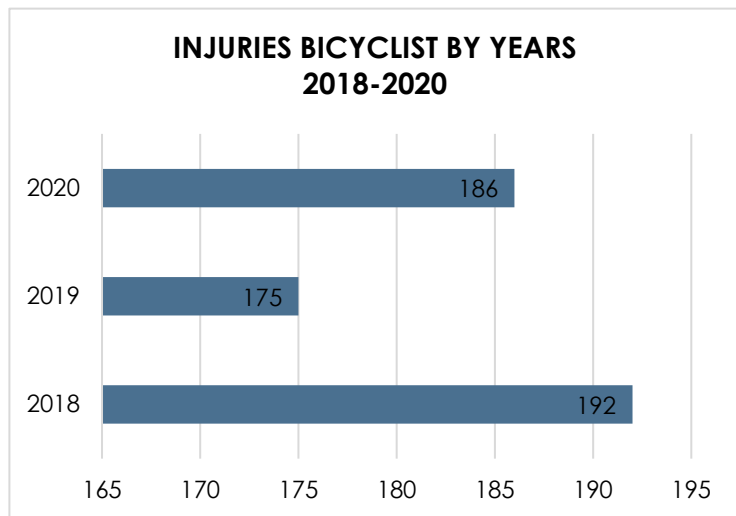
- ★ The 62.6% of pedestrian injury were male, 36.2% were female and 1.2% unknown.



Bicyclists Injury Crashes & Fatalities

When analyzing cyclist fatalities profile characteristics for the three-year average, 2018-2020, we found that:

- ★ 27 bicyclist deaths accounted for this time represent 3.2% of all traffic fatalities.
- ★ 99% of bicyclist fatalities were men.
- ★ 66.6% of all bicyclist fatalities represent 50+ age group, making them the population with the highest risk factor.
- ★ The 37 – 49 age group represented 18.5% of all bicyclist fatalities.



- ★ 22.2% Thursday with 6 cyclist fatalities is the day of more incidence.
- ★ 10 bicyclist fatalities or 37% of bicyclist fatalities occurred between the hours of 6:00pm and 11:59pm.
- ★ 8 bicyclist fatalities or 29.6% of bicyclist fatalities occurred between the hours of 6:00am to 11:59am.

Distribution of Non-Motorized Fatalities by Type and Year

Year	Total Fatalities	Total Fatalities Non-Motorized		Non-Motorized by Category			
				Pedestrians		Bicyclist	
		Fatal	Percent	Fatal	Percent	Fatal	Percent
2018	308	125	40.6%	116	37.7%	9	2.9%
2019	289	109	37.7%	100	34.6%	9	3.1%
2020	242	72	29.8%	63	26.0%	9	3.7%
Total	839	306	36.5%	279	33.3%	27	3.2%

- ★ Non-Motorized fatalities comprised 36.5% of total traffic fatalities for the three-year period 2018-2020.
- ★ Pedestrian's fatalities comprised 33.3% of total traffic fatalities for the three-year period 2018-2020.
- ★ Bicyclist fatalities comprised 3.2% of total traffic fatalities for the three-year period 2018-2020.

ASSOCIATED PERFORMANCE MEASURES

Fiscal Year	Performance measure name	Target Year	End	Target Period	Target Value
2023	C-10) Number of pedestrian fatalities (FARS)	2023		5-Year	91.3
2023	C-11) Number of bicyclists fatalities (FARS)	2023		5-Year	9.0

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

The non-motorized program coordinator will promote state and local strategies to address pedestrian and bicycle safety issues. To work effectively the program will gather relevant statistical data to suggest a focus on which pedestrian and bicycle programs will be targeted. In addition, it will meet with safety partners to improve the assessment of traffic problems and develop a multidisciplinary approach.

The Non-Motorized Coordinator collaborates in the organization of P&E events to distribute educational information, brochures and provide guidance to the public giving some tips on how to use public roads safely while walking or biking. The NM Coordinator participates in road audits conducted to determine better engineering designs or signage to increase bicyclist and pedestrian safety. In addition, the coordinator provides technical assistance to projects, completes program reports, prepares enforcement campaigns with City and State Police, reviews and recommends proposals, policies and programs.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The NM Coordinator ensures that all program activities are carried out in accordance with the identified problem, a data-driven approach, and new projects that respond to unique situations in their municipalities that are hindering pedestrian and cyclist safety. allocated funds (salary, health insurance, equipment, local travel, travel outside of public relations and training) and regulations, which allow PRTSC to work with the most vulnerable users.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Countermeasure is based on NHTSA's 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 to address pedestrian safety. Funds will cover salaries, fringe benefits, local and out of state travel, professional services, equipment, and other activity related costs.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-08-01	Non-Motorized Coordinator

PLANNED ACTIVITY: NON-MOTORIZED COORDINATOR

Planned activity number: **23-08-01**

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

PLANNED ACTIVITY DESCRIPTION

The Non-Motorized Safety Program will provide direction, oversight and coordination for a statewide pedestrian and bicycle safety program. It will play an imperative role in the development, implementation, public information sharing, education, and evaluation in partnership with State and local agencies identified through contacts, written proposals submitted for review, and other traffic safety advocates implementing programs identified in the Highway Safety Plan.

Among the priorities identified by the PRTSC are:

- ★ Increase public awareness and understanding of road safety issues for vulnerable road users.
- ★ Increase compliance with traffic laws and regulations related to pedestrian and cyclist safety through education and enforcement.
- ★ Develop and utilize a systematic approach in identifying locations and behaviors prone to pedestrian and cyclist collisions and implement multidisciplinary countermeasures.

- ★ Encourage adequate levels of funding for effective pedestrian and bicyclist safety programs and initiatives.
- ★ Encourage the implementation of the statewide pedestrian safety public education campaign “Peatón Responsable”.
- ★ Encourage the implementation of the statewide cyclist's safety public education campaign “En 3 pies cabe mucha vida”.
- ★ Increase compliance with traffic laws and regulations related to pedestrians and bicyclists' safety through Act 22 of Vehicle and Traffic of Puerto Rico, chapter 9 - Duties of Pedestrians and Drivers and Chapter 11 -Cyclist Bill of Rights and Duties of Driver.
- ★ Participate, coordinate, and support planning, creation and implementation of the *Strategic Traffic Safety Plan, Compressive Bicycle and Pedestrian Plan*.
- ★ Continue with mobilizations directed to at pedestrian safety.

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management (NM)

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-08-01	NHTSA 402	Pedestrian/ Bicycle Safety	\$16,476.00		

COUNTERMEASURE STRATEGY: (PEDESTRIANS AND BICYCLYST) SAFETY ZONE

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

PROJECT SAFETY IMPACT

With the Pedestrian Safety Zone program and other countermeasures, we focus on educating pedestrians, bicyclists, skateboarders, and non-motorized scooter users about safety issues and ways to avoid being involved in crashes, as well as public awareness initiatives among drivers who share the road with these groups of road users. Planned activities include educational efforts to promote safe behaviors on the part of both drivers and non-motorized road users that will lead to the reduction of injuries and fatalities among these vulnerable populations. In addition, other planned activities include training, study of high occurrence locations to impact those areas with signage, driver and cyclist education in those high occurrence areas, and pedestrian and cyclist safety workshops to educate pedestrians and cyclists to make better decisions on where and how to cross and use public roads.

Teach basic skills, signals, and how to ride a bicycle, improve knowledge for bicyclists and motorists about laws, best practices, and promote the use of helmets and safety equipment for bicyclists.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Pedestrians consistently account for about one-third of the total fatalities that occur each year in Puerto Rico. The actions and bad decisions of both drivers and pedestrians contribute to pedestrian crashes and the fatalities and injuries that occur.

Funding has been allocated to support the effective implementation of the planned activities; we have the expectations of a positive effect in the strategics to achieve our objectives set for the program area. It is expected that the educational programs funded under this countermeasure strategy will have a positive effect on safety that will result in progress toward the targets set for the following performance measures: Pedestrian fatalities, pedestrians injured in crashes, bicyclists' fatalities, and bicyclists injured in crashes.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Using a data-driven approach, this countermeasure strategy was selected to complement the other strategies proposed for the non-motorized safety program area (pedestrians and bicyclists), which together will provide a comprehensive approach to address the issues that have been identified based on the situations and data obtained. They focus on these areas:

- ★ Promote and educate on pedestrian behavior based on CTW 2020 Chapter 8. Pedestrians, section 4.1 Pedestrian Safety Zones, 4.5 Driver Training and 4.6 Pedestrian Gap Acceptance Training
- ★ Bicyclist Safety based on Uniform Guidelines, Guideline 14.
- ★ Promote pedestrian and bicyclist safety among children based on CTW 2020 Chapter 8. Pedestrians section 2.1 Elementary-age pedestrian training and Chapter 9. Bicycle Safety 1.3 Bicycle Safety Education, for Children, 1.4 Cycling Skills Clinics, Bike Fairs, Bike Rodeos, 2.2 Bicyclist Safety Educational for Adult Cyclist, 3.2 Promote Bicycle Helmet use with education.

Due to the lack of education and vulnerability of non-motorized road users, we need to focus on educating pedestrians and cyclists in order to improve their safety and avoid being involved in a traffic collision. In addition, drivers need to be educated about the importance of complying with all road safety laws, the need to yield the right of way and to "share the road" safely with the most vulnerable. Enforcement, education, communication, and focusing on high-incidence areas are practices that have proven successful in improving the safety of pedestrians, bicyclists, and other non-motorized traffic.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-08-29	Mun. Camuy, Pedestrian and Bicyclist Safety Zone
23-08-30	Mun. Canóvanas, Pedestrian and Bicyclist Safety Zone
23-08-15	Mun. Caguas, Pedestrian and Bicyclist Safety Zone
23-08-16	Mun. Caguas, Educational Park for Traffic Safety NM

PLANNED ACTIVITY: PEDESTRIAN & BICYCLIST SAFETY ZONE

PLANNED ACTIVITY NUMBER: 23-08-29, 23-08-30, 23-08-15, 23-08-16

Primary Countermeasure Strategy ID: **Pedestrian and Bicyclist Safety Zone**

PLANNED ACTIVITY DESCRIPTION

The main idea of the safety zone projects for pedestrians and cyclists is to increase citizen education on the correct use of public roads, sidewalks, and crosswalks, with a focus on the Puerto Rico Traffic Law. In addition, they will be public awareness programs designed to inform motorists, pedestrians and bicyclists about traffic laws applicable to the safety of pedestrians and bicyclists.

Educational talks, educational fairs, massive impacts, deliver educational material, offer training to Municipal and State Police. Project costs will include salaries, fringe benefits, equipment, training, out-of-state and local travel, and other related costs.

INTENDED SUBRECIPIENTS

Municipalities

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Safety Zone

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-08-29	405h	Pedestrian/Bicycle Safety	\$118,928.00	\$23,785.00	
23-08-30	405h	Pedestrian/Bicycle Safety	\$79,138.00	\$15,828.00	

23-08-15	405h	Pedestrian/Bicycle Safety	\$87,063.00	\$17,413.00	
23-08-16	405h	Pedestrian/Bicycle Safety	\$164,463.00	\$32,892.00	

COUNTERMEASURE STRATEGY: SHORT TERM, HIGH VISIBILITY LAW ENFORCEMENT (NM)

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

PROJECT SAFETY IMPACTS

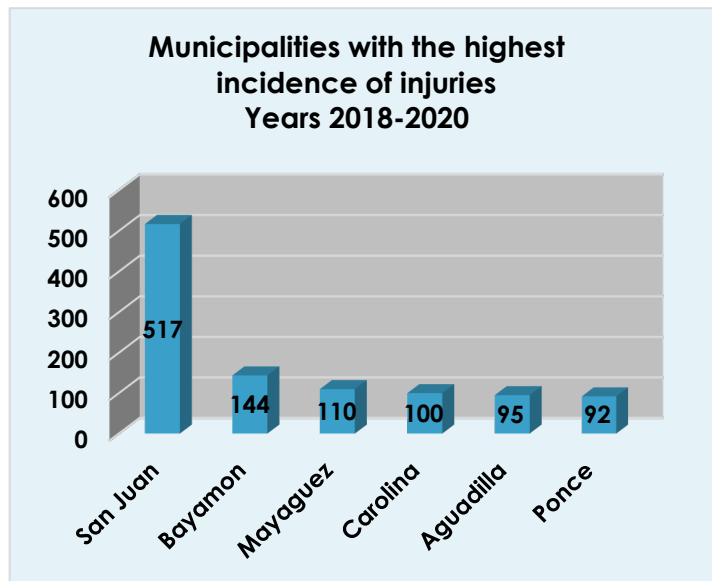
A high visibility enforcement mobilization will be conducted on FY 2023 to target drivers who do not respect legal regulations for pedestrians and cyclists. As 33.3% of all road fatalities are pedestrians, and 3.2% are cyclists. We understand that the mobilizations are working by raising awareness among communities and road users. For fiscal year 2023, we propose to continue with one high-visibility mobilizations, as contemplated by countermeasure # 8 Pedestrians - 4.4 Enforcement Strategies and # 9 Bicycles - 3.3 Application strategies, to create a perception of the risk to drivers and can therefore reduce injuries and fatalities of pedestrians and cyclists.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

In Puerto Rico, 33.2% of all fatalities on the roads are pedestrians, and 3.2% are cyclists; for this reason, we will implement a high visibility mobilization, with State and Municipal 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.

The 42.2% of pedestrian's injury crashes occurred in the Municipalities of San Juan (517), Bayamon (144) Mayagüez (110), Carolina (100), Aguadilla (95), and Ponce (92).



RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Based on Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2020, section #8 & section #9.

This countermeasure strategy has been selected because High-Visibility Enforcement (HVE) operations and community outreach promote safer walking and driving behaviors. And in combination of the educational campaigns reinforces the message through law enforcement to increase compliance with appropriate traffic laws by both pedestrians, cyclists, 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
23-08-19	TE PRPD - Non-Motorized High Visibility Enforcement
23-08-XX	TE Municipal Police- Non-Motorized High Visibility Enforcement

PLANNED ACTIVITY: NON-MOTORIZED HIGH VISIBILITY ENFORCEMENT

Planned activity number: **22-08-19, 22-08-XX**

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

PLANNED ACTIVITY DESCRIPTION

For FFY 2023, PRSC proposes to conduct one high visibility mobilizations with the participation of PRPD with its 19 Divisions of the Traffic Bureau of Highway Patrols and Highways and the Municipal Polices. The participation of the PRPD Traffic Bureau will impact the 4 zones (North, South, East, and West) of Puerto Rico and the 78 municipalities with a focus on the towns with the most pedestrian fatalities. The Municipal Polices that will participate in the mobilization report at least 1 pedestrian fatality between the years 2018-2020. The mobilization will target drivers who stop over crosswalks and impede safe access to the roadway for pedestrians and although the fatality data does not indicate that they are specifically at crosswalks, we recognize that drivers do not respect pedestrians, which does not make for having a high percent in pedestrian fatalities.

The mobilization will target drivers who stop over the crosswalk and prevent safe road access to pedestrians. The mobilization will be conducted from March 6 to 12, 2023. March is among the top 5 months the highest non-motorized fatal and injured crashes. We do not have as many law enforcement agencies participating in this mobilization, but we are actively working to increase the number of agencies that will participate in the future. However, we propose to increase the number of participants for FFY23.

INTENDED SUBRECIPIENTS

State and Municipal Police

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

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

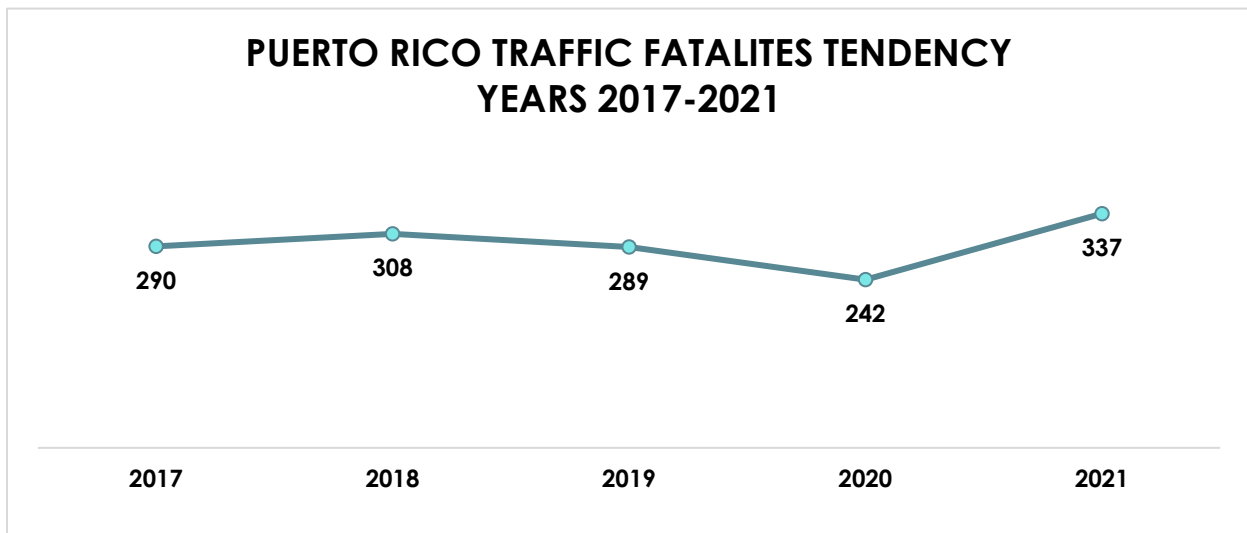
FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-08-19	405h	405h Law Enforcement	\$60,000.00	\$14,000.00	
23-08-XX	405h	405h Law Enforcement	\$60,000.00	\$12,000.00	

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

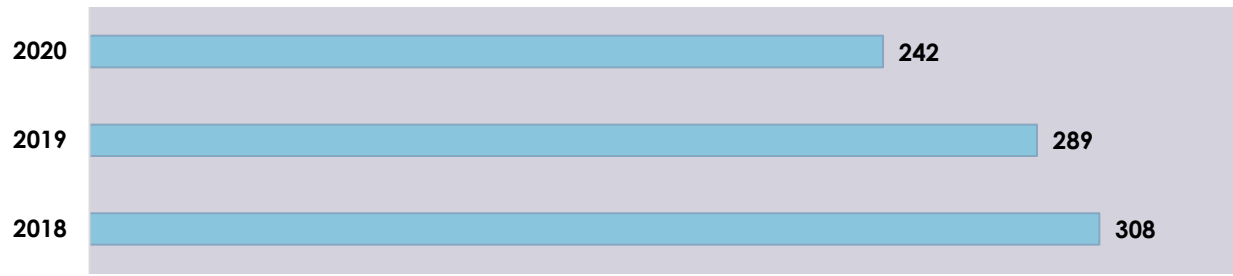
Problem ID

The current island's traffic reality leads to bad behavior while driving which includes alcohol, drug or other substances impaired driving, speed and aggressive attitude, distracted driving, unrestrained drivers and occupants in all seating positions, and motor vehicle drivers not sharing the road with commercial vehicles, pedestrians, bicyclists, and motorcyclists. People are knowingly stepping into their vehicles and doing as they pleased, maybe because they also know that roads are not being properly patrolled, therefore, a visible lack of police enforcement, which has changed the way they conduct themselves towards traffic rules and regulations.



Preliminary State Police Department data reflects that a total of 8,955 tickets for commercial vehicles have been issued during the first three month of year 2022. Drivers are not acknowledging traffic roads regulations, especially the PR Act 22-2000 known as the "Puerto Rico Vehicle and Traffic Act". Years 2018 to 2020 will lead data analysis for this highway safety plan purposes.

PUERTO RICO TRAFFIC FATALITIES YEARS 2018-2020



The table below shows an analysis of program priorities, which contains traffic fatalities and collision factors. It is important to understand that one fatality/collision can present more than one category aspect.

Educational Priorities for Traffic Fatalities Years 2018 to 2020*			
Program Area	Quantity	%	Program Area Description
Alcohol Impaired Driving	284	34%	Drivers fatalities ages 25+ w/.08+ BAC; motorcyclists drivers ages 25+ w/.02+ BAC
Pedestrian Safety	279	33%	Pedestrian fatalities
Occupant Protection	253	30%	Unrestrained occupants fatalities, including ages 0-8
Speed Driving	248	30%	Speeding related fatalities
Motorcycle Safety	128	15%	Motorcyclists fatalities; riders w/.02+ BAC
Youth Impaired Driving	56	7%	Fatalities w/drivers ages 16-17 w/.00+ BAC, drivers ages 18-20 w/.02+ BAC, drivers ages 21-24 w/.08+ BAC & motorcyclists drivers ages 16-24 w/.02+ BAC
Bicyclist Safety	27	3%	Bicyclists fatalities
Total	839		

* Data provided by PR FARS. A fatality can be accounted for in one or more Program Area according to FARS's Classification. Table content in order of traffic fatalities, by Program Area.

Fatalities circumstances can be a combination of different factors. For example, one fatality that has been classified as alcohol intoxicated while driving can also be a result of speeding or for not using the seat belt. Therefore, the numbers shown above reveal that alcohol-impaired drivers are the first problem when we categorize traffic fatalities. Statistics in Puerto Rico have proven that alcohol is a key factor on all crashes, injuries, and fatalities. This is a problem that desperately need to be solved, but sadly continues to exist.

Ranking #2 are pedestrian fatalities; the tendency for the past several years has been to continue escalate. These fatalities can be the result of pedestrian crosswalks without proper illumination, operating systems, marks, or signs, or by motor vehicles drivers who do not respect the space for pedestrians to walk safely. Ranking #3 are unrestrained deaths in all seating positions. It has been a notable tendency for the last years to see unrestrained deaths to continue to increase. Speed and aggressive driving ranks #4; stressed drivers lead to speeding, reckless and aggressive behavior, putting in danger themselves, occupants, other drivers and non-motorized vulnerable citizens. The other numbers presented are motorcyclists, youth alcohol-impaired driving and bicyclists; when analyzed they are impressively elevated. Road safety is everyone's responsibility, passenger vehicle drivers, bus drivers, bicyclists, motorcyclists, and even pedestrians.

It will be the Puerto Rico's Traffic Safety Commission mission to create strategic educational campaigns that will reach audience with each program area message to change behaviors and contribute to reduce all traffic fatalities during the grants period performance.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	C-1) Number of traffic fatalities (FARS)	2023	5-Year	284.8
2023	C-2) Number of serious injuries in traffic crashes (State crash data files)	2023	5-Year	554.6
2023	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2023	5-Year	83.8
2023	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2023	5-Year	92.5
2023	C-6) Number of speeding-related fatalities (FARS)	2023	5-Year	83.6
2023	C-7) Number of motorcyclist fatalities (FARS)	2023	5-Year	39.8
2023	C-8) Number of un-helmeted motorcyclist fatalities (FARS)	2023	5-Year	24.6
2023	C-10) Number of pedestrian fatalities (FARS)	2023	5-Year	91.3

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	C-11) Number of bicyclists fatalities (FARS)	2023	5-Year	9.0
2023	C-12) Number of youth impaired driving fatalities	2023	5-Year	17.8
2023	C-13) Number of drug-impaired driving screening test conducted.	2023	Annual	100.00
2023	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2023	Annual	88.5
2023	B-2) Percentage of people that reported making cell phone calls while driving. (survey)	2023	Annual	43.00

COUNTERMEASURE STRATEGIES IN PROGRAM AREA

Countermeasure Strategy

Communication Campaign

Countermeasure Strategy: Communication Campaign
 Program Area: **Communications (Media)**

PROJECT SAFETY IMPACTS

COMMUNICATIONS AND OUTREACH

- *Campaign Production & Development*
 - ◆ Impact Target Market
 - ◆ Message Recognition
 - ◆ Brand Respect
- *Media Buy Plans*
 - ◆ Persuade Target Market
 - ◆ Message Frequency
- *Earned Media*
 - ◆ Target Market Engagement
 - ◆ Owned Media Platforms
 - ◆ Public Relations
 - ◆ Bonus Spots obtained from Media Buy
- *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

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The main goal is to increase communications and reaches by implementing a Media Buy Plan, Earn Media, government, private sector and non-profit partnerships, mass events activities and educational impacts with each program area message based on target market and problem statement on each communications project's proposal. Education thru these strategies are needed to eradicate traffic fatalities and injuries. The age group with more incidents identified in the Statement Problem section will become the target audience. Other data reported will determine period, cities, weekdays, hours period, among others. In addition, specific island's zone will be accounted for media buy placement.

Will administrate attitude surveys and observational surveys, when needed, to identify strengths and weaknesses of each program media campaigns, as well as point of behaviors of Puerto Rico's drivers and vehicle occupants. A specialized market research agency with experience in road safety will be contracted to do the survey.

Funds will be used for campaign production, media buy, owned media operations, media monitoring services, and photography services, among others. Will accomplish these strategies through contractors. A complete Communications' Media Plan will be made to achieve the Goal and Objective for each project. It will include specific method and resources (what/when/where/how) to perform tactics proposed. Most of these tactics will be accomplish by hiring contractors that specialized in each specific area.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Proposed Solution, Media Tactics, and Strategies have been carefully chosen based on data analysis provided by numerous sources, including previous attitude surveys, articles and editorials regarding Puerto Rico's culture behavior and preferences, data analysis provided by the NHTSA 2018-2020 Traffic Performance Measures for PR, FARS, PRDOT, Police Department, Forensics Sciences Institute, Automobile Accident Compensations Administration, and Road Safety Observatory Platform. Also, when necessary and approved, will unite efforts with the state and municipal police forces during enforcement periods. In addition, a survey will be conducted to measure the campaign impact on target. Below is a map of Puerto Rico divided by zone:



PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-12-01	Alcohol Driving Media Campaign
23-12-02	Youth Impaired Driving Media Campaign
23-12-03	Speed and Aggressive Media Campaign
23-12-07	Occupant Protection Media Campaign
23-12-10	Non-Motorized Media Campaign
23-12-12	Motorcycle Awareness Media Campaign
23-12-13	Motorcycle Safety Media Campaign
23-12-14	Distracted Driving Media Campaign
23-12-15	PESET Educational Media Campaign
23-12-16	Impaired Driving Media Campaign

Strategic Communications Plan

The Strategic Communications Plan has been carefully chosen based on data analysis from each project's proposal (Unique Identifier) to derive target market. It will also be taken in consideration cities and/or locations with more incidents, weekdays and hours periods, among others. Funds will be used for campaign production, media buy, owned media operations, media monitoring services, and photography services, among others. Will accomplish these strategies through contractors. A complete Communications' Media Plan will be made to achieve the Goal and Objective for each project's strategies. Also, and as stated on previous section, it will include specific method and resources (what/when/where/how) to perform tactics.

Media Tactics

It is intended to create consciousness and prevention in terms of road safety. This requires informative and educational role that leads to be more creative for far-reaching to educate all people on the importance of maintaining awareness, social responsibility when traveling any public road. Even though each person has different safety challenges, the objective will focus on addressing these challenges to change behavior to positive results when it comes to traffic safety.

- **To publish educational content on owned media** (Websites, Social and Mobile Networks)- will integrate each program's content through posts on social media accounts. To develop this strategy human and technical resources will be needed, which include equipment and operational programs to achieve effectiveness, maintenance, updating, optimization and availability 7 days a week, 24 hours a day to accomplish ongoing daily presence to promote owned media platforms (Facebook, Instagram, Twitter, YouTube, among others) and achieve brand recognition. Will contract a Social Media Management Service to run owned media platforms and a Website Management Service for website maintenance. Services can include:
 - ◆ Produce/generate posts to engage owned media platforms.
 - ◆ Generate live and real-time videos on live digital platforms.
 - ◆ Promote educational message through owned media platforms and integrate educational message through PRTSC's Website, www.seguridadeneltransito.com:
 - Analysis of owned media new needs and strategies.
 - Posting and uploading data, educational pieces, statistics, and information.
 - Art editing and readjustment when necessary.
 - Integration with social networks.
 - Platform's Readjustment and Maintenance.
 - License and program's fee purchase/leasing.
 - Generate, Submit and Discuss Monthly, Trimestral, Semestral and/or
 - Annual Owned Media Analytics Report.

- **To Produce/Reproduce/Edit educational pieces**- it is proposed produce/reproduce each program's educational campaign with all its components and strategic pieces aimed for each project's target audience to publish on owned media and PR's traditional media platforms. Will also reproduce and/or edit these produced pieces (video, audio, digital, print, flyers, and others on high demand) when necessary to achieve the proposed strategies for this project. One of the main pieces for educational purposes that will be reproduced is the brochure/flyer that contains PR Act 22-2000 law and regulations on traffic safety applicable to each program area. This flyer will be distributed through the PRTSC and to Community Programs, PR Police Department (PR PD), Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others that share the responsibility and commitment to educate citizens on road safety. Services to be hired to achieve this strategy will be:

- ◆ Advertising Agency- will reproduce the campaigns and therefore produce, reproduce and/or edit TV, Radio, Digital, Out of Home and other Trending Educational Pieces for a better objective assurance. Creative Concept and Editing will be based on Proposal's Statement of Problem, target audience, goal and objective. The functions and pieces designed will be for educational campaign periods that will be published through media platforms for Media Buy (Paid Media).
- ◆ Graphic Designer- will be more cost effective to propose, produce, reproduce and/or edit in house media pieces to be used on daily basis or designs in smaller scale than an advertising agency, for example, Facebook, Instagram posts, announcements templates, press releases templates, power point presentations, social norming exposure, as for the PRTSC Executive Director's meetings and media interviews and for internal and external use. Functions can include, but not limited to the design of pieces such as flyers, banners, covers, press kit, certificates, invitations, newsletter, public notice required by PR laws involving traffic safety, among others. Supplier's functions will not interfere in any way with those performed by the advertising agency.

To Publish Paid Media in all Puerto Rico's Media Platforms- also known as Media Buy advertising is an outbound marketing strategy that includes any marketing tactics you pay for. Digitally speaking, paid media includes things like paid search ads, shopping ads, display ads, social media ads, and more. These ads all work to get in front of the right people, at the right time. With paid media services specialist can segment and place ads strategically to get views from the target audience. Will establish the Media Buy Plan strategies in accordance with Media Reality to achieve engagement with target audience. The purchase amount and specific media platform will depend on the traffic fatalities and demographic, market studies, analysis newspapers circulation, Google Analytic, Alexa.com, Nielsen and/or Arbitron. The information will lead to selection of elements, space time and places to be successful towards the goal. For buying preference will use the most recent market study for population media consumption analyzed by the Advertising Agency Media Buyer specialist. It will be presented in a table, as the example presented on the right, which includes the target gender, media type and proposed investments and will be included in each project's proposals. The proposed investment column will be the budget distribution guide.

Population Media Consumption Target Gender- Male 25-34		
MEDIA	%	PROPOSED INVESTMENT
TV	90%	40%
TV Local	66%	
Paid TV	24%	
Radio	76%	25%
Internet	84%	25%
Social Network	95%	
Video Streaming	81%	
Online News	85%	
Internet Radio	75%	
Outdoor	52%	8%
Print	20%	2%
TOTAL		100%

In addition, will boost social media platforms contracting advertising space to promote the educational message when Media Buy Plans are being aired. Also, will focus effort to obtain at least 2+ frequency in exposing each program area message to reach target audience. Can describe frequency as to aim the same

person repeatedly. A frequency of 2+ implies that the same person will be exposed to the same message at least two (2) times during the advertised campaign. However, the final assigned budget will determine how much frequency has been obtained for each advertised effort. Through Paid Media Tactic will pursue to complete the program objective to achieve proposed impressions at the end of the year. 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 pre-established by media systems and programs. Strategies include to review and publish in 100% the approved budget for all media campaign/effort, and to discuss and approve in 100% the final data for Media Buy Post Campaign Report of all media campaign/effort.

An advertising agency will be hired as they carry specialized systems needed for these purposes and 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 as well as PR Act 103-2006 establishes that these services must be contracted for better results and prices. The process includes the selection and evaluation of our target market according to the external information, flow analysis, negotiations with broadcaster's, space availability, purchase formalization, signing agreements and delivery of pieces, among other tasks performed by specialists in Media Buy Plans.

- **To Obtain Earned Media-** earned media can be defined by Media coverage picked up by the press, often known as public relations or generally Press. While no one can't control what the press says about anyone's company or brand (excluding owned media), this type of coverage can be even more impactful, giving brand exposure to those outside own audience. The more owned media you publish, the more you can hope to get republished by others. This, in turn, may put the brand in front of someone in the press, and perhaps even to coverage by their publication. With content control it's advantageous to elevate owned media. This strategy will consist of generating Public Relations which may include press conferences, media tours, interviews, press releases and distribution of educational content and gain bonuses thru Media Buy Plans.

To reinforce this effort will need educational material such as brochures, flyers/posters, video and audio content, banners, and backdrop, among others. Can produce, reproduce, and/or edit strategic pieces when necessary for this purpose. Should any PRTSC staff is required to work this strategy travel cost may be provided. Strategy is much needed to disseminate the awareness, prevention, and educational message thru Public Relations and obtain at least 2 interviews and/or media coverage during each campaign period and gain at least 6 media coverage at the end of fiscal year 2023. Also, to calculate earned media value from promoting the awareness, prevention, and educational content at the end the year and obtain at least \$500,000 on earned media combined with every project. Suppliers needed to achieve tactic are:

- ◆ Communication Assistance Services – services of a specialist to generate, propose and conceptualize strategies that focus on achieving the proposed goal it is necessary for better success. Functions constitute an essential tool in the conceptualization, design and management of the different road safety strategies and educational campaigns to be implemented.
- ◆ Media Monitoring Service- this service will much be needed to scan the reach of a content coverage through newspaper, television, radio and the internet. Many firms employ a full-time media monitor in the Public Relations or Marketing Department who scans news or trending topic for mentions of company. The hiring of this service arises from the need of human and technical resources, which include equipment, licenses and operational programs. Although will always be looking for opportunities to transmit each program's prevention message, it does not mean that the information will be covered and feature or become the relevant trending topic. In summary, this service is hired to seek and account not to present results. Service can measure up to half-million dollars that will be impossible to calculate without the Media Monitoring Service.
- ◆ Information Agency- also known as a news agency. Is an organization that collects news from its correspondents in different places in its area of activity and transmits them immediately to their clients (radios, newspapers, magazines, television stations or portals). This pay-based service, can collect and post/disseminate photographs, videos or infographics. It is usually paid monthly in the form of a subscription for the agreed services. The service allows to carry out the educational message through an alternate, or not typical, media platform. It will reach the target audience creating more frequency without increasing the media buy budget. This means that in addition to transmitting the message through paid media, press releases and editorials through traditional platforms, it will also disseminate through alternative platforms that are well ranked for promoting trending topics. The concept consists of creating or submitting audios, videos, Press Releases or other educational content with the message and efforts related to each educational program; the contracted agency will circulate the content to all available (which includes nontraditional placements) island's media platforms. The service includes approximately, but not limited to one (1) coverage monthly. However, service coverage can also be required during each campaign periods.
- ◆ Professional Photographer- photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media's owned media platforms as they published photos and videos in their page gallery. The communications' industry can ask to submit images and footage to be effective and successful in publishing newsletter, increase the number of publications and a better impact on public opinion. Photos and videos are also used for publication on PRTRSC's Owned Media. The visual material is extremely necessary for the effective and strategic use on private, local and owned networks platforms.
- **To Participate and/or Develop Massive Impact Event(s)**- although events are classified differently mainly depending on its objective or purpose and can go from international events to events aimed at a local community and within, it is certain that events have a great social impact which translates into a strong presence benefiting

a specific brand or purpose. It is proposed to participate and/or develop massive impact events to reach out target audience with each program awareness, prevention and educational message. Since PR citizens' have an active social life and enjoy crowded events, as they show social acceptance, can result as a direct influence on attendees, specifically for the targeted audience. The event can take place during a campaign period. Educational content distribution, such as brochures, flyers/posters, video and audio content, banners, and backdrop, among others, will be a proactive goal in this section.

- ◆ Renting equipment such as chairs, tablecloths and tents will only be considered for activities such as, but no limited, to press conferences and where people exceed twenty-five (25) guests. The rent of a sound system with all its component (technician, wires, extensions, electric start generator, among others) will be necessary as it is impossible to compete with the noise generated by the magnitude of expected crowd, and since it is most likely that the event will be held on an open space (ample outdoor scenery) will generate the necessity of renting this equipment to achieve the objective.
- ◆ The advertising agency can be used to produce/reproduce educational pieces for impact purpose.
- ◆ Should any staff member be required to work this strategy, travel cost may be provided.
- ◆ A professional photographer can be hired to subminister content to media and owned networks platforms.

PLANNED ACTIVITY: ALCOHOL IMPAIRED DRIVING MEDIA CAMPAIGN

Planned activity number: **23-12-01**

Primary Countermeasure Strategy ID: **Communication Campaign**

PLANNED ACTIVITY DESCRIPTION

Will Implement an Action Plan that will reach citizens through all Media with the educational and preventive message aimed at drivers to raise awareness about the consequences of drunk driving. This is clearly achieved by investing in paid advertising to counteract through an effective action, the profligate amount of money spent in consumption of intoxicating beverages.

The Action Plan will carry out Communications and Outreach Strategies to meet the challenges represented in the Problem ID with the purpose to reduce DUI's traffic fatalities and injuries. A survey will be conducted to measure the campaign impact on target. Implemented Strategies derives from Countermeasures that Work 2017, Chapter 1, Alcohol- and Drug-Impaired Driving, 5.2 Mass Media Campaign, Section 1-49, Page 63.

OBJECTIVES

- Reach at least 80% of target market. Based on year 2019 PR State Data Center men group age 25-36 population composition is 233,118. Therefore, it is aimed to reach a

total of 186,494 men group age 25-36 with the message of prevention and consequences of alcohol impaired driving and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023.

- Increase awareness and engagement of the educational message to reduce alcohol impaired driving fatalities and injuries by obtaining at least 12 million impressions from campaign media publishing at the end of federal fiscal year 2023.

TARGET MARKET

- **Audience**
 - ◆ Primary- men 25-36
 - ◆ Secondary- men 21+
- **Zone**
 - ◆ Primary - Metropolitan Region
 - ◆ Secondary – Ponce, Humacao and Caguas
- **Weekdays/Hours**
 - ◆ Friday to Sunday
 - ◆ 6:00pm to 5:59am
- **Periods**
 - ◆ Thanksgiving Mobilization – November 18 to 27, 2022
 - ◆ Pre-Holidays A, P&E* Campaign – December 15 to 21, 2022
 - ◆ Winter Holidays Crackdown – December 22, 2022 to January 8, 2023
 - ◆ Pre-Summer A, P&E Campaign – June 23 to July 4, 2023
 - ◆ Summer Crackdown – July 18 to 30, 2023
 - ◆ Labor Day Crackdown – August 31 to September 4, 2023

*Awareness, Prevention and Educational

MESSAGE

The educational message will be developed based on the goal and objective. It can include “Guíar borracho es un crimen, serás arrestado” (drunk driving it's a crime, you'll be arrested). Social Norming messages will continue to encourage a designated driver and alternative transportation on preventions and educational efforts, such as “Si vas a beber, pasa la llave” (if you are going to drink pass the car keys) and “Piensa en las Consecuencias” (think of the consequences).

TALKING POINTS

- Safety on the road is everyone's responsibility.
- Drunk driving is a crime, you will be arrested.
- Driving while drunk is not an alternative.
- Causing the death of another person by driving under the influence of alcohol is a serious crime and carries a fixed penalty of fifteen (15) years in prison.
- Causing any bodily injury or permanent damage to a person by driving under the influence of alcohol carries a fixed penalty of eighteen (18) months in jail.

ACTION PLAN STRATEGIES

Strategies	Performance Measures	Period to Complete
1- To promote Owned Media Platforms- to promote the alcohol impaired driving message to engage target market and generate at least 120 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023.	Generate an Owned Media Analytics Monthly/ Trimestral/ Annual Report to evaluate results	Year-long (October 2022 to September 2023)
2- To Produce/ Reproduce/ Edit Educational Pieces- to distribute at least 30,000 flyers with DUI's message and to Produce/ Reproduce/ Edit at least 15 educational pieces with DUI's message by the end of fiscal year 2023.	Supplier's Production Estimates, Invoices and Receipt and Distribution of Educational Pieces Monthly/ Trimestral/ Annual Report	Flyers- Year-long (October 2022 to September 2023) Pieces- each campaign period: Thanksgiving 2, Pre-Holidays 1, Winter Holidays 3, Easter 1, Pre-Summer 1, Summer 4 and Labor Day 2
3- To Publish Paid Media in PR's Media Platforms- to review and publish in 100% the approved budget on all DUI's Media accordingly to the target market. The process of specific media platform and purchase amount will be determined with each Media Buy Plan. Also, to discuss and approve in 100% final report data and Media Buy results for all DUI's Campaigns by the end of fiscal year 2023.	Supplier's Proposed Flowchart, Project's Director Flowchart Review and Approval and Supplier's Media Buy Post-Campaign Report	Each campaign period and post-campaign results: Thanksgiving, Pre-Holidays, Winter Holidays, Pre-Summer, Summer and Labor Day
4- To Obtain Earned Media in All Media Platforms- broadcast the awareness, prevention and educational message thru Public Relations and obtain at least 30 interviews and/or media coverage and gain at least \$100,000 on earned media from promoting the DUI's content by the end of fiscal year 2023.	Public Relation's Plan and Return of Investment Report and Quantity Obtained / Return of Monthly/ Trimestral/ Annual Investment Report	Obtain 15 coverages for the DUI prevention message during each Trimester. Also, Monitor/ Evaluate the Investment Report, make adjustments, if necessary & Review the Investment Report and Inform Final Numbers
5- To Participate and/or Develop Massive Impact Event(s)- participate and/or develop at least 1 Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for the alcohol-impaired driving project.	Event Action Plan, Number of Attendees Reported & Event Planner's Final Report	At least 1 during July-September Trimester

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-12-01	164 Funds	Transfer Paid Advertising	\$1,700,000.00		

PLANNED ACTIVITY: YOUTH IMPAIRED DRIVING MEDIA CAMPAIGN

Planned activity number: **23-12-02**

Primary Countermeasure Strategy ID: **Communication Campaign**

PLANNED ACTIVITY DESCRIPTION

It is intended to create consciousness and prevention in terms of alcohol impaired driving for age group 16-24. This requires informative and educational role that leads to be more creative for far-reaching. The Action Plan leads to educate all people on the importance of maintaining awareness, social responsibility, and better judgement before drunk driving.

The Action Plan will implement Communications and Outreach Strategies to meet the challenges represented in the Problem ID with the purpose to reduce DUI's traffic fatalities and injuries. All strategies are based on Countermeasures that Work 2117, Chapter 1, Alcohol- and Drug-Impaired Driving, 6.5 Youth Programs, Section 1-65, Page 79.

OBJECTIVES

- Reach at least 90% of target market. Based on year 2019 PR State Data Center men group age 25-36 population composition is 193,767. Therefore, it is aimed to reach a total of 174,390 men group age 16-24 with the message of prevention and consequences of alcohol impaired driving and its legal outcomes for not compliance with PR Act 22-2000 by the end of FFY 2023.
- Increase awareness and engagement of the educational message to reduce youth impaired driving fatalities and injuries by obtaining at least 3.5 million impressions from campaign media publishing at the end of federal fiscal year 2023.

TARGET MARKET



Audience

- ◆ Primary- men 16-24
- ◆ Secondary- women 16-24



Zone

- ◆ Primary- Metropolitan Region
- ◆ Secondary- Mayagüez, Caguas and Hatillo



Weekdays/Hours

- ◆ Friday to Sunday
- ◆ 6:00pm to 5:59am



Period

- ◆ Halloween A P&E* Campaign- October 28 to 31, 2022
- ◆ San Sebastián Street Fests** Awareness P&E Campaign- January 19 to 22, 2023
- ◆ St. Valentine's A P&E* Campaign- February 10 to 12, 2023
- ◆ Intercollegiate Sports Competitions** A P&E* Campaign - April 20 to 23, 2023
- ◆ Summer A P&E* Campaign - July 2023

*Awareness, Prevention and Educational

**Date submitted subject to External Event Organizer's Official Schedule

MESSAGE

The educational message will be developed based on the goal and objective. It can include "Si vas a beber, pasa la llave" (if you are going to drink pass the car keys). This Social Norming message will continue to encourage a designated driver and alternative transportation on preventions and educational efforts.

TALKING POINTS

- If you drink, pass the key.
- Before leaving your home, designate a driver who will not drink alcohol.
- Alternative transportation is a real and efficient alternative.
- Drinking alcohol during adolescence could define who you are as an adult.
- It is forbidden by law to drive with: a concentration of 0.02% alcohol or more if you are between ages 18 and 20 and 0.08% alcohol or more if you are 21 years of age or older.

ACTION PLAN STRATEGIES

Strategies	Performance Measures	Period to Complete
1- To promote Owned Media Platforms- to promote the youth impaired driving message to engage target market and generate at least 260 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023.	Generate an Owned Media Analytics Monthly/ Trimestral/ Annual Report to evaluate results	Year-long (October 2022 to September 2023)



Strategies	Performance Measures	Period to Complete
2- To Produce/ Reproduce/ Edit Educational Pieces -to distribute at least 20,000 flyers and to Produce/ Reproduce/ Edit at least 12 educational pieces with the DUI's message by the end of fiscal year 2023.	Supplier's Production Estimates, Invoices and Receipt and Distribution of Educational Pieces Monthly/ Trimestral/ Annual Report	Flyers - Year-long (October 2022 to September 2023) Pieces - each campaign period: Halloween 1, San Sebastián Street Fests 4, St. Valentine 1, Intercollegiate Sports Competitions 4 and Summer 2
3- To Publish Paid Media in PR's Media Platforms -to review and publish in 100% the approved budget on all DUI's Media accordingly to the target market. The process of specific media platform and purchase amount will be determined with each Media Buy Plan. Also, to discuss and approve in 100% final report data and Media Buy results for all DUI's Campaigns and obtain at least 3.5 million impressions by the end of fiscal year 2023.	Supplier's Proposed Flowchart, Project's Director Flowchart Review and Approval and Supplier's Media Buy Post-Campaign Report	Each campaign period and post-campaign results: Halloween, San Sebastián Street Fests, St. Valentine, Intercollegiate Sports Competitions and Summer A P&E Efforts
4- To Obtain Earned Media in All Media Platforms -broadcast the awareness, prevention and educational message thru Public Relations and obtain at least 6 interviews and/or media coverage by the end of year 2023.	Public Relation's Plan and Return of Investment Report	Obtain 6 coverages for all youth impaired DUI prevention message by the end of the fiscal year
5- To Participate and/or Develop Massive Impact Event(s) - participate and/or develop at least 3 Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for the youth impaired driving project.	Event Action Plan, Number of Attendees Reported & Event Planner's Final Report	1 each for the following campaign period: San Sebastián Street Fests, Intercollegiate Sports Competitions and Summer Efforts

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

FUNDING SOURCES

Planned Number	Activity	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-12-02		BIL 164 Transfer Funds-PA	Paid Advertising	\$211,000.00		

PLANNED ACTIVITY: SPEED AND AGGRESSIVE MEDIA CAMPAIGN

Planned activity number: **23-12-03**

Primary Countermeasure Strategy ID: **Communication Campaign**

PLANNED ACTIVITY DESCRIPTION

It is intended to create consciousness and prevention in terms of speed and aggressive driving. This requires informative and educational role that leads to be more creative for far-reaching. The efforts lead to an Action Plan to educate drivers on the importance of maintaining awareness, social responsibility, and better judgement before exceeding the speed limit and aggressive behavior.

Will continue efforts to transform the speed and aggressive conduct among drivers. The Action Plan will reach citizens through all Media with the educational and preventive message aimed at drivers to raise awareness about the consequences of both speed and aggressive driving to eradicate Speed and Aggressive traffic fatalities and injuries. Also, a survey will be conducted to measure the campaign impact on target. Strategy will be developed in accordance with Countermeasures that Work 2017, Chapter 3, Speeding and Speed Management, 4.1 Communications and Outreach Supporting Enforcement, Section 3-38, Page 192.

OBJECTIVES

- Reach at least 80% of target market. Based on year 2019 PR State Data Center men group age 25-36 population composition is 233,118. Therefore, it is aimed to reach a total of 186,494 men group age 25-36 with the message of prevention and consequences of speed and aggressive driving and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023.
- Increase awareness and engagement of the educational message to reduce speed and aggressive driving fatalities and injuries by obtaining at least 3 million impressions from campaign media publishing at the end of federal fiscal year 2023.

TARGET MARKET

- **Audience-**
 - ◆ Primary- men 25-36
 - ◆ Secondary- men 21+



Zone

- ◆ Primary- Metropolitan Region
- ◆ Secondary- Caguas, Ponce and West Region



Weekdays/Hours

- ◆ Friday to Sunday
- ◆ 12:00pm to 5:59am



Periods

- Speed Campaign- February 14 to 20, 2023
- Aggressive Campaign – June 6 to 12, 2023

MESSAGE

The educational message for each program in this project will be developed based on the goal and objective. It will take in consideration problem identification issues.

- **Speed Driving**

Can include “Respeta los límites de Velocidad, si no obedeces pagas” (Respect Speed Limits Obey or Pay the Fine).

- **Aggressive Driving**

The educational message will be developed based on the goal and objective.

TALKING POINTS

- **Speed Driving**

- ◆ Do not drive in a hurry, you have your whole life ahead of you, respect speed limits.
- ◆ If you do not obey you pay.
- ◆ Those clandestine races such as competitive or drag races, speed contests and acceleration contests are strictly prohibited.
- ◆ The maximum speed for any vehicle will always be 10 miles less than that allowed in any zone.
- ◆ Any driver traveling at a slower speed should driver in the far-right lane.
- ◆ No person may drive a motor vehicle at a speed less than 20 miles below the limit.

- **Aggressive Driving**

- ◆ Any unsafe driving behavior, performed deliberately and with ill intention or disregard for safety, is aggressive driving.
- ◆ Tailgating is aggressive driving.
- ◆ Cutting in front of another driver and then slowing down is aggressive driving.
- ◆ Running red lights is aggressive driving.
- ◆ Weaving or zigzagging in and out of traffic is aggressive driving.
- ◆ Blocking cars attempting to pass or change lanes is aggressive driving.
- ◆ Using headlights or brakes to “punish” other drivers is aggressive driving.
- ◆ Using the car horn unnecessary or to “call out” the other driver is aggressive driving.

ACTION PLAN STRATEGIES

Strategies	Performance Measures	Period to Complete
1- To promote Owned Media Platforms- to promote the speed and aggressive driving message to engage target market and generate at least 200 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023.	Generate an Owned Media Analytics Monthly/ Trimestral/ Annual Report to evaluate results	Year-long (October 2022 to September 2023)
2- To Produce/ Reproduce/ Edit Educational Pieces- to distribute at least 25,000 flyers and to Produce/ Reproduce/ Edit at least 15 educational pieces with the speed and aggressive message by the end of fiscal year 2023.	Supplier's Production Estimates, Invoices and Receipt and Distribution of Educational Pieces Monthly/ Trimestral/ Annual Report	Flyers- Year-long (October 2022 to September 2023) Pieces- each campaign period: speed driving 5 and aggressive driving 10
3- To Publish Paid Media in PR's Media Platforms- to review and publish in 100% the approved budget on all speed and aggressive driving Media accordingly to the target market. The process of specific media platform and purchase amount will be determined with each Media Buy Plan. Also, to discuss and approve in 100% final report data and Media Buy results for all speed and aggressive Campaigns by the end of fiscal year 2023.	Supplier's Proposed Flowchart, Project's Director Flowchart Review and Approval and Supplier's Media Buy Post-Campaign Report	Each campaign period and post-campaign results: Speed Campaign and Aggressive Campaign
4- To Obtain Earned Media in All Media Platforms- broadcast the awareness, prevention and educational message thru Public Relations and obtain at least 6 interviews and/or media coverage. Also, gain at least \$100,000 on earned media from promoting the speed and aggressive message by the end of year 2023.	Public Relation's Plan and Return of Investment Report and Quantity Obtained / Return of Monthly/ Trimestral/ Annual Investment Report	Obtain 3 coverages for each campaign message. Also, Monitor/ Evaluate the Investment Report, make adjustments, if necessary & Review the Investment Report and Inform Final Numbers
5- To Participate and/or Develop Massive Impact Event(s)- participate and/or develop at least 1 Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for the speed and aggressive driving project.	Event Action Plan, Number of Attendees Reported & Event Planner's Final Report	At least 1 during the April-June Trimester

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-12-03	NHTSA 402	Paid Advertising	\$500,000.00		

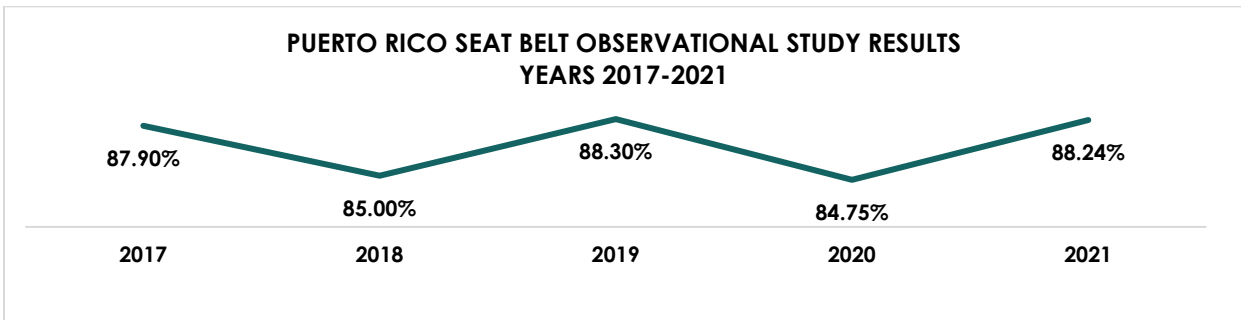
PLANNED ACTIVITY: OCCUPANT PROTECTION MEDIA CAMPAIGN

Planned activity number: **23-12-07**

Primary Countermeasure Strategy ID: **Communication Campaign**

OCCUPANT PROTECTION PLANNED ACTIVITY DESCRIPTION

Puerto Rico was the first jurisdiction to pass a mandatory safety belt usage Act and the first in having a primary Act that impules seatbelt use in all seating positions. However, over the past five years seatbelt use has decrease from the 90 percent rank and there is no tendency that implicates a 90's percent placement in the next couple of years (see table below).



Will continue efforts to transform the unrestrained driver and passenger in all seating position misconduct. According to data analysis from the Educational Priority Table Included on the Paid Media Problem Identification, 30% of traffic fatalities are unrestrained occupants in all seating position. The Action Plan will reach citizens through all Media with the educational and preventive message aimed to all motor vehicle occupant to raise awareness of the consequences of not using a seatbelt to eradicate traffic fatalities and injuries. Also, several surveys will be conducted to measure the campaigns impact on target market, included the seatbelt use observational study. Strategies are based on Countermeasures that Work 2017, Chapter 2, Seat Belts and Child Restraint, 3. Communications and Outreach, Section 2-22, **Page 138.**



OBJECTIVES

- **Seatbelt**

Reach at least 80% of target market. Based on year 2019 PR State Data Center men group age 25-36 population composition is 233,118. Therefore, it is aimed to reach a total of 186,494 men group age 25-36 with the message of prevention and consequences motor vehicle occupant unrestrained traveling in all seating positions and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023.

- **Child Restraint (Car Seat for ages 0-8)**

Reach at least 75% of target market. Based on year 2019 PR State Data Center women group age 25-36 population composition is 253,162. Therefore, it is aimed to reach a total of 189,872 women group age 25-36 with the message of prevention and consequences motor vehicle unrestrained traveling for children ages 0-8 and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023.

- **Occupant Protection**

Increase awareness and engagement of the educational message to reduce motor vehicle unrestraint traveling in all seating position fatalities and injuries by obtaining at least 5 million impressions from campaign media publishing at the end of federal fiscal year 2023.

TARGET MARKET- has been carefully chosen based on data analysis from this project's proposal (Unique Identifier) to derive target market taken in consideration gender, ages, cities and/or locations with more incidents, weekdays and hours periods, among others.

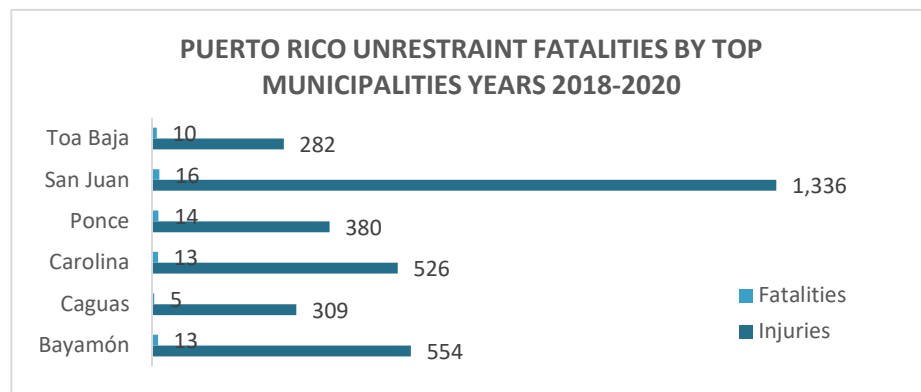
- **Seatbelt**

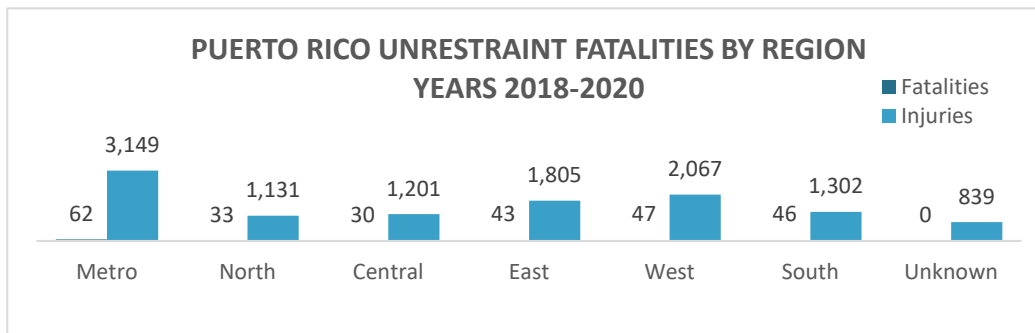
- ♦ **Audience**

- Primary- men 25-36
- Secondary- public 21+

- **Zone**

- Primary- Metropolitan Region
- Secondary- West Region, Ponce and Caguas; see graphic below for details.





You didn't fix this. The data indicates that the problem is more in the South. Why is the South not primary and the metro region secondary...and how does Caguas even fit in? Caguas was not even mentioned in the problem ID.

- ◆ **Weekdays/Hours**
 - Friday to Sunday
 - 12:00pm to 5:59am
- ◆ **Periods**
 - Seat Belt Campaign- October 31 to November 6, 2022
 - Seatbelt-Distracted Campaign- March 20 to 26, 2023
 - Seatbelt-Speed Campaign- TBD, if approved
 - CIOT National Campaign- May 22 to June 4, 2023
- **Child Restraint**
 - ◆ **Audience**
 - Primary- women 25-36
 - Secondary- public 21+
 - ◆ **Zone**
 - Primary- Metropolitan Region
 - Secondary- Arecibo and Ponce
 - ◆ **Weekdays/Hours**
 - Friday to Sunday
 - 6:00am to 6:00pm
 - ◆ **Period-** Child Restraint Campaign- September 17 to 23, 2023

MESSAGE

The educational message for each program in this project will be developed based on the goal and objective. It will take in consideration problem identification issues.

- **Seatbelt-** can include “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).
 - ◆ Seatbelt-speed- can include “No ponerte el cinturón y guiar a exceso de velocidad es mortal” (not buckling up and exciding the speed limit is mortal).
 - ◆ Seatbelt-distracted- educational message will be developed based on the overall PRSC program's goal and objective.
- **Child Restraint**

Can include “Asiento Protector, Úsalo Correctamente” (use the car seat the right way).

TALKING POINTS

↪ Seatbelt

- ◆ Day and night, click-it or ticket.
- ◆ Fastening the seat belt prevents your body from bouncing inside the vehicle or being thrown out of the vehicle.
- ◆ Most fatal crashes occur within a few miles of home. Wear your seatbelt and make sure all passengers do so.
- ◆ If you do buckle-up, you pay
- ◆ The seatbelt protects you, reduces the risk of severe trauma, and can help you maintain control of your vehicle in the event of a crash.
- ◆ Not using the seatbelt and speeding is lethal.
- ◆ Not using the seatbelt and distracted driving can kill you.

↪ Child Restraint

- ◆ Do you know if your child travels safely?
- ◆ Proper use of the car seat can prevent injuries and deaths in a crash.
- ◆ If your child weighs less than 100 pounds and is between the ages of 0 to 8 years must a protective seat.
- ◆ Car Seat use it correctly.
- ◆ It is incorrectly installed if it is not appropriate for its weight.
- ◆ A single death from not using the car seat is too much.

ACTION PLAN STRATEGIES

Strategies	Performance Measures	Period to Complete
1- To promote Owned Media Platforms- to promote the occupant protection message to engage target market and generate at least 150 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023.	Generate an Owned Media Analytics Monthly/ Trimestral/ Annual Report to evaluate results	Year-long (October 2022 to September 2023)
2- To Produce/ Reproduce/ Edit Educational Pieces- to distribute at least 25,000 flyers and to Produce/ Reproduce/ Edit at least 12 educational pieces with the occupant protection message by the end of fiscal year 2023.	Supplier’s Production Estimates, Invoices and Receipt and Distribution of Educational Pieces Monthly/ Trimestral/ Annual Report	Flyers- Year-long (October 2022 to September 2023) Pieces- each campaign period: occupant protection 9 and child restraint 3
3- To Publish Paid Media in PR’s Media Platforms- to review and publish in 100% the approved budget on all occupant protection Media accordingly to the target market. The process of specific media platform and purchase amount will be determined with each Media Buy Plan. Also, to discuss and approve in 100% final report data and Media Buy	Supplier’s Proposed Flowchart, Project’s Director Flowchart Review and Approval and Supplier’s Media Buy Post-Campaign Report	Each campaign period and post-campaign results: for occupant protection and child restraint campaigns.

results for all occupant protection Campaigns by the end of fiscal year 2023.		
4- To Obtain Earned Media in All Media Platforms- broadcast the awareness, prevention and educational message thru Public Relations and obtain at least 8 interviews and/or media coverage. Also, gain at least \$75,000 on earned media from promoting the occupant protection message by the end of year 2023.	Public Relation's Plan and Return of Investment Report and Quantity Obtained / Return of Monthly/ Trimestral/ Annual Investment Report	Obtain 6 coverages all seatbelt message and 2 coverages for the child restraint message. Also, Monitor/ Evaluate the Investment Report, make adjustments, if necessary & Review the Investment Report and Inform Final Numbers
5- To Participate and/or Develop Massive Impact Event(s)- participate and/or develop at least 2 Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for the occupant protection project.	Event Action Plan, Number of Attendees Reported & Event Planner's Final Report	At least 1 each during the April-June and July-September Trimester

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-12-07	NHTSA 402	Paid Advertising	\$1,190,000.00		

PLANNED ACTIVITY: NON-MOTORIZED MEDIA CAMPAIGN

Planned activity number: **23-12-10**

Primary Countermeasure Strategy ID: **Communication Campaign**

PLANNED ACTIVITY DESCRIPTION

It is intended to create consciousness and prevention in terms of non-motorized safety. This requires informative and educational role that leads to be more creative for far-reaching. The efforts lead to an Action Plan to educate all people on the importance of maintaining awareness, social responsibility, and better judgement of sharing the road with pedestrians and bicyclists.

Will continue efforts to embrace non-motorized safety. The Action Plan will reach citizens through all Media with the educational and preventive message aimed to raise awareness about the importance to share to road with pedestrians and bicyclists to eliminate non-motorized traffic fatalities and injuries. Develop strategies will be derived from Highway Safety Program Guideline No. 14, Pedestrian and Bicycle Safety, VI. Communication Program and VII Outreach Program.

For FFY 2023 this program will be subsidized with a split-funding of Sections 402PM and 405h.

OBJECTIVES

- Reach at least 40% of target market. Based on year 2019 PR State Data Center men group age 50+ population composition is 729,720. Therefore, it is aimed to reach a total of 291,888 men group age 50+ with the message of prevention on non-motorized safety, the consequences of not sharing the road with pedestrians and bicyclists and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023.
- Increase awareness and engagement of the educational message to reduce non-motorized fatalities and injuries by obtaining at least 6 million impressions from campaign media publishing at the end of federal fiscal year 2023.

TARGET MARKET

- **Audience**

- ◆ Primary- men 50+
- ◆ Secondary- public 50+

- ↳ **Zone**

- ◆ Primary- Metropolitan Region
- ◆ Secondary- Caguas, South and West Region

- ↳ **Weekdays/Hours**

- ◆ Friday to Sunday
- ◆ 6:00am to 11:59pm

- ↳ **Periods**

- Pedestrian Safety Campaign- October 18 to 24, 2022
- Pedestrian-Driver Campaign- March 6 to 12, 2023
- Bicyclist Safety Campaign – May 18 to 21, 2023
- Pedestrian-Alcohol Campaign – June 15 to 20, 2023

MESSAGE

The educational message for each program in this project will be developed based on the goal and objective. It will take in consideration problem identification issues.

- **Pedestrian**
 - ◆ Pedestrian Safety- "Peatón Responsable" (be a responsible pedestrian)
 - ◆ Pedestrian-Driver- "Somos Responsables" (We are all responsible)
 - ◆ Pedestrian-Alcohol- educational message will be developed based on the overall PRTSC program's goal and objective.
- **Bicyclist**

Will employ program slogan "Comparte la Carretera" (Share the Road). Also, emphasize the message of maintaining the distance to keeps all of us safe.

TALKING POINTS

- **Pedestrian**
 - ◆ Pedestrian Safety
 - Always use sidewalks if they are available.
 - Where there are no sidewalks, walk facing traffic.
 - Use bridges and crosswalks.
 - Wear light clothing at night.
 - Do not walk drunk on public roads.
 - Look both ways before crossing
 - ◆ Pedestrian-Driver
 - Respect crosswalks.
 - Do not block the sidewalk.
 - Yield to pedestrians.
 - Do not pass a vehicle that is yielding to a pedestrian.
 - Driver: place yourself in the pedestrian shoes.
 - ◆ Pedestrian-Alcohol- walking drunk increases chances of getting run over.

Bicyclist

- ◆ Sharing responsibility is saving lives.
- ◆ Drive as close as possible to the right bank of the public road and always in favor of the traffic.
- ◆ Ride your bike in a straight line.
- ◆ You can use the width of the lane if you are running on a public road through an urban area at the same speed as a motor vehicle.
- ◆ Two cyclists can use a lane two by two, if they maintain a minimum speed allowed for a motor vehicle.
- ◆ Do not run on the sidewalks they are for pedestrian use.

ACTION PLAN STRATEGIES

Strategies	Performance Measures	Period to Complete
1- To promote Owned Media Platforms- to promote the non-motorized safety message to engage target market and generate at least 200 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023.	Generate an Owned Media Analytics Monthly/ Trimestral/ Annual Report to evaluate results	Year-long (October 2022 to September 2023)
2- To Produce/ Reproduce/ Edit Educational Pieces- to distribute at least 30,000 flyers and to Produce/ Reproduce/ Edit at least 20 educational pieces with the non-motorized safety message by the end of fiscal year 2023.	Supplier's Production Estimates, Invoices and Receipt and Distribution of Educational Pieces Monthly/ Trimestral/ Annual Report	Flyers- Year-long (October 2022 to September 2023) Pieces- each campaign period: pedestrian 17 and bicyclist 3
3- To Publish Paid Media in PR's Media Platforms- to review and publish in 100% the approved budget on all non-motorized safety Media accordingly to the target market. The process of specific media platform and purchase amount will be determined with each Media Buy Plan. Also, to discuss and approve in 100% final report data and Media Buy results for all campaigns by the end of fiscal year 2023.	Supplier's Proposed Flowchart, Project's Director Flowchart Review and Approval and Supplier's Media Buy Post-Campaign Report	Each campaign period and post-campaign results all non-motorized safety efforts
4- To Obtain Earned Media in All Media Platforms- broadcast the awareness, prevention and educational message thru Public Relations and obtain at least 8 interviews and/or media coverage. Also, gain at least \$100,000 on earned media from promoting the non-motorized safety message by the end of year 2023.	Public Relation's Plan and Return of Investment Report and Quantity Obtained / Return of Monthly/ Trimestral/ Annual Investment Report	Obtain 2 coverages for each campaign message. Also, Monitor/ Evaluate the Investment Report, make adjustments, if necessary & Review the Investment Report and Inform Final Numbers
5- To Participate and/or Develop Massive Impact Event(s)- participate and/or develop at least 1 Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for the non-motorized safety project.	Event Action Plan, Number of Attendees Reported & Event Planner's Final Report	At least 1 for each trimester: January-March and April-June

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-12-10	405h	405h Public Education	\$800,000.00		
23-12-10	NHTSA 402	Paid Advertising	\$115,000.00		

PLANNED ACTIVITY: MOTORCYCLE AWARENESS MEDIA CAMPAIGN

Planned activity number: **23-12-12**

Primary Countermeasure Strategy ID: **Communication Campaign**

PLANNED ACTIVITY DESCRIPTION

It is intended to create consciousness and prevention in terms of motorcycle awareness and education to share the road. This requires informative and educational role that leads to be more creative for far-reaching. The efforts lead to an Action Plan to educate drivers on the importance of maintaining awareness, social responsibility, better judgement, and recognition of motorcyclists in roadways.

Will continue efforts to transform the share the road message. The Action Plan will reach citizens through all Media with the educational message aimed at drivers to raise awareness about the importance of acknowledging motorcyclists to prevent fatalities and injuries. Strategy will be developed in accordance with Countermeasures that Work 2017, Chapter 5, Motorcycles, 4.2 Communications and Outreach: Other Driver Awareness of Motorcyclist, Section 5-25, Page 264.

OBJECTIVES

- Reach at least 80% of target market. Based on year 2019 PR State Data Center men group age 25-36 population composition is 233,118. Therefore, it is aimed to reach a total of 186,494 men group age 25-36 with the educational message to share the road with motorcyclists by the end of federal fiscal year 2023.
- Increase awareness and engagement of the educational message to reduce motorcyclist fatalities and injuries by obtaining at least 500,000 impressions from campaign media publishing at the end of federal fiscal year 2023.

TARGET MARKET

- **Audience-**

- ◆ Primary- men 25-36
- ◆ Secondary- men 21+

↪ **Zone**

- ◆ Primary- Metropolitan Region
- ◆ Secondary- Caguas, Ponce and West Region

↪ **Weekdays/Hours**

- ◆ Friday to Sunday
- ◆ 6:00pm to 11:59pm

↪ **Periods**

- ◆ October 13 to 16, 2022
- ◆ February 3 to 5, 2023

MESSAGE

The educational message for each program in this project will be developed based on the goal and objective. It will take in consideration problem identification issues. It can include - "Comparte la Carretera" (Share The Road).

TALKING POINTS

- ↪ Driver, take motorcyclists into consideration as they are part of the traffic on the road.
- ↪ Vehicle drivers should include motorcycles in their traffic search pattern.
- ↪ Both vehicles and motorcycles have blind spots, that is why we must take motorcyclists into consideration.
- ↪ It is recommended that the motorcyclist stay out of the blind spot area.
- ↪ Motorcyclists have the right to use a full lane.

ACTION PLAN STRATEGIES

Strategies	Performance Measures	Period to Complete
1- To promote Owned Media Platforms- to promote the motorcycle awareness message to engage target market and generate at least 21 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023.	Generate an Owned Media Analytics Monthly/ Trimestral/ Annual Report to evaluate results	First and Second Trimester
2- To Produce/ Reproduce/ Edit Educational Pieces- to Produce/ Reproduce/ Edit at least 5 educational pieces with the motorcycle awareness message at the end of fiscal year 2023.	Supplier's Production Estimates, Invoices and Receipt and Distribution of Educational Pieces Monthly/ Trimestral/ Annual Report	First and Second Trimester
3- To Publish Paid Media in PR's Media Platforms- to review and publish in 100% the approved budget on all motorcycle awareness Media accordingly to the target market. The process of specific media platform and purchase amount will	Supplier's Proposed Flowchart, Project's Director Flowchart Review and Approval and Supplier's	First, Second and Third Trimester



<p>be determined with each Media Buy Plan. Also, to discuss and approve in 100% final report data and Media Buy results for all speed and aggressive Campaigns by the end of fiscal year 2023.</p>	<p>Media Buy Post-Campaign Report</p>	
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INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-12-12	405f	Motorcyclist Awareness	\$115,000.00		

PLANNED ACTIVITY: MOTORCYCLE SAFETY MEDIA CAMPAIGN

Planned activity number: **23-12-13**

Primary Countermeasure Strategy ID: **Communication Campaign**

PLANNED ACTIVITY DESCRIPTION

It is intended to create consciousness and awareness, prevention and education in terms of motorcycle safety. This requires informative and educational role that leads to be more creative for far-reaching. The efforts lead to an Action Plan to educate motorcyclist on the importance of maintaining awareness, social responsibility, better judgement, and recognition of motorcyclists in roadways.

Will continue awareness efforts on motorcycle safety. The Action Plan will reach citizens through all Media with the educational and preventive message aimed at motorcyclist to raise awareness to avoid fatalities and injuries. All strategies application will be based on Countermeasures that Work 2075, Chapter 5, Motorcycles, 4.1 Communications and Outreach: Conspicuity and Protective Clothing, Section 5-23, Page 262.

OBJECTIVES

- Reach at least 80% of target market. Based on year 2019 PR State Data Center men group age 25-36 population composition is 233,118. Therefore, it is aimed to reach a total of 186,494 men group age 25-36 with the motorcycle safety educational and

preventive message and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023.

- Increase awareness and engagement of the educational message to reduce motorcyclist fatalities and injuries by obtaining at least 1 million impressions from campaign media publishing at the end of federal fiscal year 2023.

TARGET MARKET

- **Audience-**

- ◆ Primary- men 25-36
- ◆ Secondary- men 21+

↳ **Zone**

- ◆ Primary- Metropolitan Region
- ◆ Secondary- Caguas, Ponce and West Region

↳ **Weekdays/Hours**

- ◆ Friday to Sunday
- ◆ 6:00pm to 11:59pm

↳ **Period-** August 16 to 22, 2023

MESSAGE

The educational message for this project will be developed based on the goal and objective. It will take in consideration problem identification issues. It can include - Motociclista Seguro (Motorcyclist Safety).

TALKING POINTS

- ↳ 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 of .02% BAC or more
- ↳ 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.

ACTION PLAN STRATEGIES

Strategies	Performance Measures	Period to Complete
1- To promote Owned Media Platforms- to promote the motorcycle safety message to engage target market and generate at least 90 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023.	Generate an Owned Media Analytics Monthly/ Trimestral/ Annual Report to evaluate results	Year-long (October 2022 to September 2023)

Strategies	Performance Measures	Period to Complete
2- To Produce/ Reproduce/ Edit Educational Pieces- to distribute at least 15,000 flyers and to Produce/ Reproduce/ Edit at least 9 educational pieces with the motorcycle safety message by the end of fiscal year 2023.	Supplier's Production Estimates, Invoices and Receipt and Distribution of Educational Pieces Monthly/ Trimestral/ Annual Report	Flyers - Year-long (October 2022 to September 2023) Pieces- Forth Trimester
3- To Publish Paid Media in PR's Media Platforms- to review and publish in 100% the approved budget on all motorcycle safety Media accordingly to the target market. The process of specific media platform and purchase amount will be determined with each Media Buy Plan. Also, to discuss and approve in 100% final report data and Media Buy results for all campaigns by the end of fiscal year 2023.	Supplier's Proposed Flowchart, Project's Director Flowchart Review and Approval and Supplier's Media Buy Post-Campaign Report	Forth Trimester
4- To Obtain Earned Media in All Media Platforms- broadcast the awareness, prevention and educational message thru Public Relations and obtain at least 4 interviews and/or media coverage. Also, gain at least \$50,000 on earned media from promoting the motorcycle safety message by the end of year 2023.	Public Relation's Plan and Return of Investment Report and Quantity Obtained / Return of Monthly/ Trimestral/ Annual Investment Report	Obtain 4 coverages for the motorcycle safety message. Also, Monitor/ Evaluate the Investment Report, make adjustments, if necessary & Review the Investment Report and Inform Final Numbers
5- To Participate and/or Develop Massive Impact Event(s)- participate and/or develop at least 1 Mass Impact Activity to directly influence attendees to broadcast and promote the motorcycle safety awareness, prevention and educational message.	Event Action Plan, Number of Attendees Reported & Event Planner's Final Report	Forth Trimester

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-12-13	NHTSA 402	Paid Advertising	\$281,000.00		

PLANNED ACTIVITY: DISTRACTED DRIVING MEDIA CAMPAIGN

Planned activity number: **23-12-14**

Primary Countermeasure Strategy ID: **Communication Campaign**

PLANNED ACTIVITY DESCRIPTION

It is intended to create consciousness and prevention in terms of distracted driving. This requires informative and educational role that leads to be more creative for far-reaching. The efforts lead to an Action Plan to educate drivers on the importance of maintaining awareness, social responsibility, and better judgement before distractive driving behavior.

Will continue efforts to transform the speed and aggressive conduct among drivers. The Action Plan will reach citizens through all Media with the educational and preventive message aimed at drivers to raise awareness about the consequences distracted driving to avoid distracted driving traffic fatalities and injuries. Also, surveys will be conducted to measure the campaign impact on target. Strategies will be implemented according to Countermeasures that Work 2017, Chapter 4, Distracted and Drowsy Driving, 2.2 Communications and Outreach on Distracted Driving, Section 4-18, Page 221.

OBJECTIVES

- Reach at least 80% of target market. Based on year 2019 PR State Data Center men group age 25-36 population composition is 233,118. Therefore, it is aimed to reach a total of 186,494 men group age 25-36 with the distracted driving educational and preventive message and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023.
- Increase awareness and engagement of the educational message to reduce distracted driving fatalities and injuries by obtaining at least 1 million impressions from campaign media publishing at the end of federal fiscal year 2023.

TARGET MARKET

- **Audience-**
 - ◆ Primary- men 25-36
 - ◆ Secondary- men 21+

- ↪ **Zone**
 - ◆ Primary- Metropolitan Region
 - ◆ Secondary- East and West Region
- ↪ **Weekdays/Hours**
 - ◆ Friday to Sunday
 - ◆ 6:00pm to 11:59pm
- ↪ **Period-** April 3 to 10, 2023

MESSAGE

The educational message for this project will be developed based on the goal and objective. It will take in consideration problem identification issues. It can include - “Si guías y *textfeas* Pagas” (U Drive, U Text, U Pay).

TALKING POINTS

- ↪ Answering or reading a text blocks your vision.
- ↪ Driving and texting will cause a crash.
- ↪ When you are behind the wheel and need to communicate, use hands-free accessories.
- ↪ The technology exists to communicate without breaking the law or risking your life.
- ↪ Using your cell phone while you drive is against the law.

ACTION PLAN STRATEGIES

Strategies	Performance Measures	Period to Complete
1- To promote Owned Media Platforms- to promote the distracted driving message to engage target market and generate at least 90 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023.	Generate an Owned Media Analytics Monthly/ Trimestral/ Annual Report to evaluate results	Year-long (October 2022 to September 2023)
2- To Produce/ Reproduce/ Edit Educational Pieces- to distribute at least 15,000 flyers and to Produce/ Reproduce/ Edit at least 9 educational pieces with the distracted driving message by the end of fiscal year 2023.	Supplier’s Production Estimates, Invoices and Receipt and Distribution of Educational Pieces Monthly/ Trimestral/ Annual Report	Flyers - Year-long (October 2022 to September 2023) Pieces- Third Trimester
3- To Publish Paid Media in PR’s Media Platforms- to review and publish in 100% the approved budget on all distracted driving Media accordingly to the target market. The process of specific media platform and purchase amount will be determined with each Media Buy Plan. Also, to discuss and approve in 100% final report data and Media Buy results for all campaigns by the end of fiscal year 2023.	Supplier’s Proposed Flowchart, Project’s Director Flowchart Review and Approval and Supplier’s Media Buy Post-Campaign Report	Third and Forth Trimester

Strategies	Performance Measures	Period to Complete
4- To Obtain Earned Media in All Media Platforms- broadcast the awareness, prevention and educational message thru Public Relations and obtain at least 4 interviews and/or media coverage. Also, gain at least \$50,000 on earned media from promoting the distracted driving message by the end of year 2023.	Public Relation's Plan and Return of Investment Report and Quantity Obtained / Return of Monthly/ Trimestral/ Annual Investment Report	Obtain 4 coverages for the distracted driving message. Also, Monitor/ Evaluate the Investment Report, make adjustments, if necessary & Review the Investment Report and Inform Final Numbers
5- To Participate and/or Develop Massive Impact Event(s)- participate and/or develop at least 1 Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for distracted driving.	Event Action Plan, Number of Attendees Reported & Event Planner's Final Report	Third Trimester

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity.

Countermeasure Strategy
Communication Campaign

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-12-14	NHTSA 402	Paid Advertising	\$322,000.00		

PLANNED ACTIVITY: PESET EDUCATIONAL MEDIA CAMPAIGN

Planned activity number: **23-12-15**

Primary Countermeasure Strategy ID: **Communication Campaign**

PLANNED ACTIVITY DESCRIPTION

It is intended to promote PESET's visits. PESET replicates any typical Island's town and its roads. It provides road safety education where positive conduct is promoted and practical skills as drivers, pedestrians and cyclists to children between the ages 3 to 18. One of the purposes is to promote the importance of road safety and transcend correct habits through adulthood. It also serves as a child safety seat check point and distribution station. The essential function of PESET is to orientate participants in the topics of PR Act 22-2000, as amended, known as the "Puerto Rico Vehicle and Traffic Law." Also teach what they need to know in traffic safety and give them specialized techniques as cyclist, pedestrian and driver by the specifications of the current educational curriculum. PESET also carries the Fatal Vision Roadster Pedal Kart as part of its educational curriculum. It's a combination of the Fatal Vision impairment goggles to give participants a safe and memorable experience to learn in a fun and interactive way about the dangers of alcohol and marijuana impaired driving along with drowsy and distracted driving

To promote PESET it is required informative and educational role that leads to be more creative for far-reaching. The efforts lead to an Action Plan to educate all people on the importance of maintaining awareness, social responsibility, and better judgement that can begin by teaching children and teens about road safety. The Action Plan will reach citizens through all Media to promote PESET and increase visits. All strategy derived from on Highway Safety Program Guidelines:

- No. 3 Motorcycle Safety
- No. 8 Impaired Driving
- No. 14 Pedestrian & Bicyclist safety
- No. 19 Speed Management
- No. 20 Occupant Protection

OBJECTIVES

- Reach at least 75% of target market. Based on year 2019 PR State Data Center women group age 25-36 population composition is 253,162. Therefore, it is aimed to reach a total of 189,872 women group age 25-36 with PESET promotional message and increase visits by the end of federal fiscal year 2023.
- Increase awareness and engagement of the educational message to reduce fatalities and injuries of children ages 3-15 by obtaining at least 1 million impressions from campaign media publishing at the end of federal fiscal year 2023.

TARGET MARKET

- **Audience**
 - ◆ Primary- women 25-36
 - ◆ Secondary- general

- **Zone**
 - ◆ Primary- Metropolitan Region
 - ◆ Secondary- North Region
- **Weekdays/Hours**
 - ◆ Monday to Friday - 3:00pm to 6:00pm
 - ◆ Saturday to Sunday- 6:00am to 6:00pm
- **Period-** January 25 to 31, 2023

MESSAGE

The educational message will be developed based on program goal and objective of traffic safety education and practical skills as drivers, pedestrians, and cyclists for children between the ages 3-18 to young adults that can be experienced in PESET.

TALKING POINTS

- ↪ It is a school-type park which main purpose is educate on PR Act 22-2000 rights and regulations and to strengthen road safety message.
- ↪ Has the mission of providing practical and theoretical education in the roles of driver, cyclist, and pedestrian.
- ↪ PESET is for children and adolescents between the ages of 3 and 18 participating in both the public and private educational system.
- ↪ Recreates an urban area, with local homes, streets, signs, traffic lights, and sidewalks to make the educational experience a more dynamic and effective one.
- ↪ Also offers the Fatal Vision Roadster Pedal Kart for youth ages 16 and up.
- ↪ Interactively educate themselves on the dangers of driving drunk, drugged, drowsy or distracted to provide a unique experience in a safe environment.

ACTION PLAN STRATEGIES

Strategies	Performance Measures	Period to Complete
1- To promote Owned Media Platforms- to promote the PESET promotional message to engage target market and generate at least 90 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023.	Generate an Owned Media Analytics Monthly/ Trimestral/ Annual Report to evaluate results	Year-long (October 2022 to September 2023)
2- To Produce/ Reproduce/ Edit Educational Pieces- to distribute at least 25,000 flyers and to Produce/ Reproduce/ Edit at least 6 educational pieces with the PESET promotional message by the end of fiscal year 2023.	Supplier's Production Estimates, Invoices and Receipt and Distribution of Educational Pieces Monthly/ Trimestral/ Annual Report	Flyers - Year-long (October 2022 to September 2023) Pieces- Second Trimester
3- To Publish Paid Media in PR's Media Platforms- to review and publish in 100% the approved budget on all PESET promotional Media accordingly to the	Supplier's Proposed Flowchart, Project's Director Flowchart Review and	Third and Forth Trimester

Strategies	Performance Measures	Period to Complete
target market. The process of specific media platform and purchase amount will be determined with each Media Buy Plan. Also, to discuss and approve in 100% final report data and Media Buy results for all campaigns by the end of fiscal year 2023.	Approval and Supplier's Media Buy Post-Campaign Report	
4- To Obtain Earned Media in All Media Platforms- broadcast the awareness, prevention and educational message thru Public Relations and obtain at least 2 interviews and/or media coverage to promote PESET by the end of year 2023.	Public Relation's Plan and Return of Investment Report	Obtain 2 coverages for the PESET promotional message.
5- To Participate and/or Develop Massive Impact Event(s)- participate and/or develop at least 1 Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for distracted driving.	Event Action Plan, Number of Attendees Reported & Event Planner's Final Report	Second Trimester

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity.

Countermeasure Strategy
Communication Campaign

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-12-15	NHTSA 402	Paid Advertising	\$147,000.00		

PLANNED ACTIVITY: IMPAIRED DRIVING MEDIA CAMPAIGN

Planned activity number: **23-12-16**

Primary Countermeasure Strategy ID: **Communication Campaign**

PLANNED ACTIVITY DESCRIPTION

Will Implement an Action Plan that will reach citizens through all Media with the educational and preventive message aimed at drivers to raise awareness about the consequences of drugged driving. The Action Plan will carry out Communications and Outreach Strategies to meet the challenges represented in the Problem ID with the purpose to reduce DUI's traffic fatalities and injuries. 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.

OBJECTIVES

- Reach at least 80% of target market. Based on year 2019 PR State Data Center men group age 25-36 population composition is 233,118. Therefore, it is aimed to reach a total of 186,494 men group age 25-36 with the message of prevention and consequences of drug-impaired driving and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023.
- Increase awareness and engagement of the educational message to reduce drug-impaired driving fatalities and injuries by obtaining at least 2 million impressions from campaign media publishing at the end of federal fiscal year 2023.

TARGET MARKET

- **Audience**
 - ◆ Primary- men 25-36
 - ◆ Secondary- men 21+
- **Zone**
 - ◆ Primary - Metropolitan Region
 - ◆ Secondary – West Region
- **Weekdays/Hours**
 - ◆ Friday to Sunday
 - ◆ 6:00pm to 5:59am
- TBD pre-campaign and post-campaign Periods

MESSAGE

Will continue to educate citizens on the implementation of the Standard Field Sobriety Test (SFST) and will adapted the NHTSA slogan "si te sientes diferente, guías diferente" (if you feel different, you drive differently).

TALKING POINTS

This program will support law enforcement officers and prosecutors to identify impaired drivers from roads and highways. It also serves so that these identified cases can be sustained in the judicial system.

ACTION PLAN STRATEGIES

Strategies	Performance Measures	Period to Complete
1- To promote Owned Media Platforms- to promote the DUI message to engage target market and generate at least 90 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023.	Generate an Owned Media Analytics Monthly/ Trimestral/ Annual Report to evaluate results	Year-long (October 2022 to September 2023)
2- To Produce/ Reproduce/ Edit Educational Pieces- to distribute at least 5,000 flyers and to Produce/ Reproduce/ Edit at least 6 educational pieces with the DUI message by the end of fiscal year 2023.	Supplier's Production Estimates, Invoices and Receipt and Distribution of Educational Pieces Monthly/ Trimestral/ Annual Report	Flyers - Year-long (October 2022 to September 2023) Pieces- by the end of Forth Trimester
3- To Publish Paid Media in PR's Media Platforms- to review and publish in 100% the approved budget on all DUI Media accordingly to the target market. The process of specific media platform and purchase amount will be determined with each Media Buy Plan. Also, to discuss and approve in 100% final report data and Media Buy results for all campaigns by the end of fiscal year 2023.	Supplier's Proposed Flowchart, Project's Director Flowchart Review and Approval and Supplier's Media Buy Post-Campaign Report	By the end of Forth Trimester
4- To Obtain Earned Media in All Media Platforms- broadcast the DUI awareness, prevention and educational message thru Public Relations and obtain at least 4 interviews and/or media coverage by the end of year 2023.	Public Relation's Plan and Return of Investment Report	Obtain 4 coverages for the DUI message by the end of Forth Trimester.
5- To Participate and/or Develop Massive Impact Event(s)- participate and/or develop at least 1 Mass Impact Activity to directly influence attendees to broadcast and promote the DUI awareness, prevention and educational message.	Event Action Plan, Number of Attendees Reported & Event Planner's Final Report	By the end of Forth Trimester

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

FUNDING SOURCES

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-12-16	405d	405d	\$288,000.00		

PROGRAM AREA: MOTORCYCLE SAFETY

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

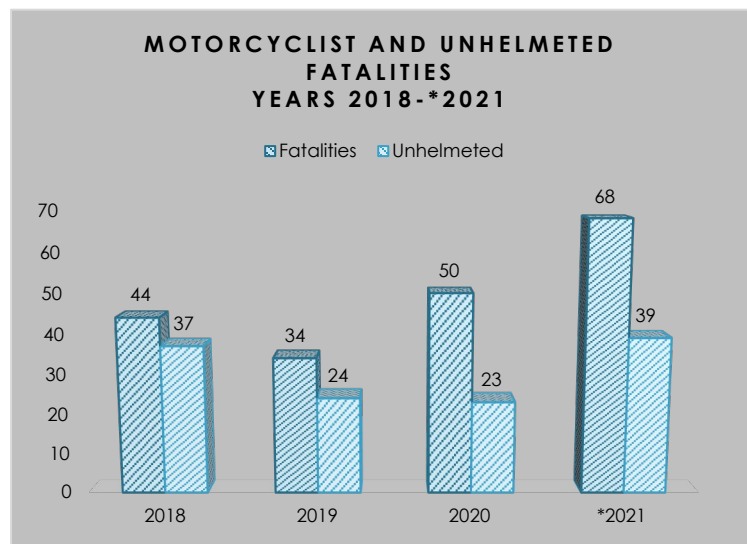
Problem ID

During the three-year period of 2018-2020, Puerto Rico reported a total of 128 motorcyclist fatalities. In 2019, a total of 34 motorcyclist fatalities were reported, while 2020 reported 50; that reflects an increase of 32% between 2019 and 2020 period.

However, the data show that for 2020 there was an increase of 16 fatalities compared to 2019 and the preliminary data for 2022 as of today is 24 motorcyclist fatalities.

Act 107-2007 is a great tool, but a more restrictive approach towards the law enforcement is indispensable if a reduction of motorcycle fatalities is wanted. Also, a more aggressive and vigorous safety educational message is needed, including more aggressive motorcyclist trainings.

The latest data from the DMV and DISCO shows that motorcycles registrations in Puerto Rico are up to 192,263 out of those 147,456 are active motorcycles. The number of endorsements offer by the DMV since 2008 up today are 27,715 this reflects that only 19% of the total motorcyclist are riding with the endorsement and 81% or 119,741 of the motorcycle riders still riding without endorsements. The endorsements offer by the DMV are not many annually. For the year 2018 DISCO offer 566 endorsements, for the year 2019 there were 800 and for the year 2020, endorsement when up to 480, those endorsement of motorcyclist fatalities from the three-year period 2018-2020 shows that



only 10 out of 128 had the endorsement at the time of the fatality, that means that 92% of motorcyclist were riding without the endorsement.

When analyzing data from Federal Highway for the years 2015 to 2019 data shows the registrations are the same for all those years (115,865), but when we look data from DTPW/DISCO shows the registrations for all the years of (192,263). PRTSC has been asking to update the registration data.

The increase in motorcyclist fatalities for 2020 is 32% compared to 2019, this is due to several factors. In Puerto Rico for the year 2020 and 2021, citizens have received economic aid to the earthquakes and the COVID-19 pandemic. Unfortunately, there are those who have used the economic aid to purchase a motorcycle without having the knowledge to drive responsibly and without using the correct protective equipment. This has led to an increase in motorcyclist fatalities. The lack of knowledge of motorcyclists about the motorcycle endorsement they should have, and the irresponsibility of motorcyclists has caused us to double the number of motorcyclist fatalities. Also contributing to these factors are the lack of education and the safe use of a motorcycle, speeding, impaired riding, and lack of helmet use or proper helmet (DOT).

When analyzing motorcyclist fatalities and injury crashes profile characteristics for the three-year period, 2018-2020:

- ★ 100% of motorcyclist fatalities were men.
- ★ 79% of motorcyclist fatalities were among the 20-49 years age group.
- ★ 62% of motorcyclist fatalities occurred on weekend days, while 38% occurred between Mondays through Thursdays.
- ★ 70% of motorcyclist fatalities occurred between 6:00 pm-5:59 am, followed by hours between 6:00 am-5:59 pm, with 30%.
- ★ 32% of alcohol-impaired motorcyclist fatalities were unhelmeted.
- ★ 36% of the total motorcyclist fatalities were .02% or higher.
- ★ 39% of motorcycle involved fatal and injury crashes occur on primary roads.
- ★ 24% of motorcycle involved fatal and injury crashes occur on secondary roads.
- ★ 21% of motorcycle involved fatal and injury crashes occur on tertiary roads.

ASSOCIATED PERFORMANCE MEASURES

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	C-7) Number of motorcyclist fatalities (FARS)	2023	5-Year	39.8
2023	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2023	5-Year	24.6

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

Management of a Program is the starting point to oversee and ensure proper funds implementation and compliance. This project's main objective is to maintain the Program Coordinator, who is in charge of the Motorcycle Safety Program within the PRTSC. The program involves direct coordination of trainings with the PRPD, Municipal Police, PR National Guard members, among other groups. Well trained riders reduced the chances of crashing by providing maneuver skills in different settings and fast decision making. In addition, the Motorcycle Safety Program Coordinator assists safety partners within the DMV by recommending best training practices, examiners skills and competences, training spaces improvements to educate them with updated laws and regulations information. The PRTSC Motorcycle Safety Program and the Coordinator will focus on education to prevent crashes, share the road message and proper gear wearing while riding including DOT helmets.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

A comprehensive Motorcycle Safety Program that includes public awareness and enforcement countermeasures will be coordinated at the PRTSC level. The coordinator will focus on the requirements of the law 107-2007 for motorcyclists providing emphasis on rider safety by conspicuity and general motorist awareness of motorcycles and sharing the road.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

To reduce motorcyclist's fatalities, rider's education and law enforcement will continue to be the focus on reduce motorcyclist fatalities. In addition, PRTSC will be educating motorists, in general, to increase their awareness of motorcyclist rights to use traffic roads, by sharing the road, and the reason why they do not see motorcycles. Factors such as lane position, blind spots, rider's clothing colors will be discussed. The coordinator is an MSF Certified Rider Coach and is going to continue training National Guards, Air National Guard's members, State and Municipality Police Officers including Disco motorcycle examiners.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-13-06	Motorcycle Safety Coordinator

PLANNED ACTIVITY: MOTORCYCLE SAFETY COORDINATOR

Planned activity number: **23-13-06**

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 FY 2023. Decisions on where to hold training programs are data-driven based on a municipality's overrepresentation in motorcycle crashes. These regional training programs are conducted by MSF Certified Rider Coach. During 2014 the Motorcycle Safety Foundation made significant changes in the teaching curriculum in both areas, the theoretical part and in the practical on motorcycle part with new exercises, requiring the rider coaches with a new certification with the requirements of the new curriculum.

One of the major revisions to the BRC is the inclusion of the MSF Basic eCourse, which students take prior to attending the in-person classroom instruction. The riding portion of the BRC was modified to provide 20 percent more time on basic motor skills, 30 percent more time on cornering maneuvers and emergency responses, 30 percent more time on traffic-type interactions, although overall riding times remain like the former curriculum. The new BRC skill test was also revised to better align with the licensing test used by many states. The Program Coordinator and MSF Rider Coach will be participating of the transition to the up-dated BRC curriculum. This will take place in Tampa, Florida at a military facility during October 2022.

The Program Coordinator in conjunction with the DMV-DISCO, are evaluating new sites to establish additional ranges. Currently, two ranges are already marked and painted, one in the municipality of Fajardo has been re-painted after the COVID-19 PANDEMIC (northeast of the island) and another one in the municipality of Aibonito has also been re-painted after the COVID-19 PANDEMIC (center of the island) this one was open on April 26, 2022, in addition, the Toa Baja Range has been re-painted, that way all ranges will be uniform. Also, the program coordinator found a proper area for a new range in the western side of the island in the municipality of San German and is waiting for an answer from the DMV to start working on the area. The safety curriculum and law information has been revised and is going to change.

Also, the Program Coordinator for FFY 2023 will create alliances with motorcycle distributors or dealers to educate on the use of motorcycles and provide guidance on the requirements that a motorcyclist must have when acquiring a motorcycle by delivering educational literature. In addition, the coordinator will collaborate with the Puerto Rico Police, DTOP, DMV-DISCO, PRHTA, ACAA and PRTSC agencies by creating an interagency committee to educate and enforce the law. This will have the mission of eradicating negligent behavior among motorcyclists, decreasing fatalities and educating on law enforcement and safety equipment, as well as carrying the message of Shared the Road and "Safety Gear, its use has a reason".

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 strategies in this planned activity

Countermeasure Strategy

Highway Safety Office Program Management (MS)

FUNDING SOURCES

Plan Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-13-06	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$26,566.00		



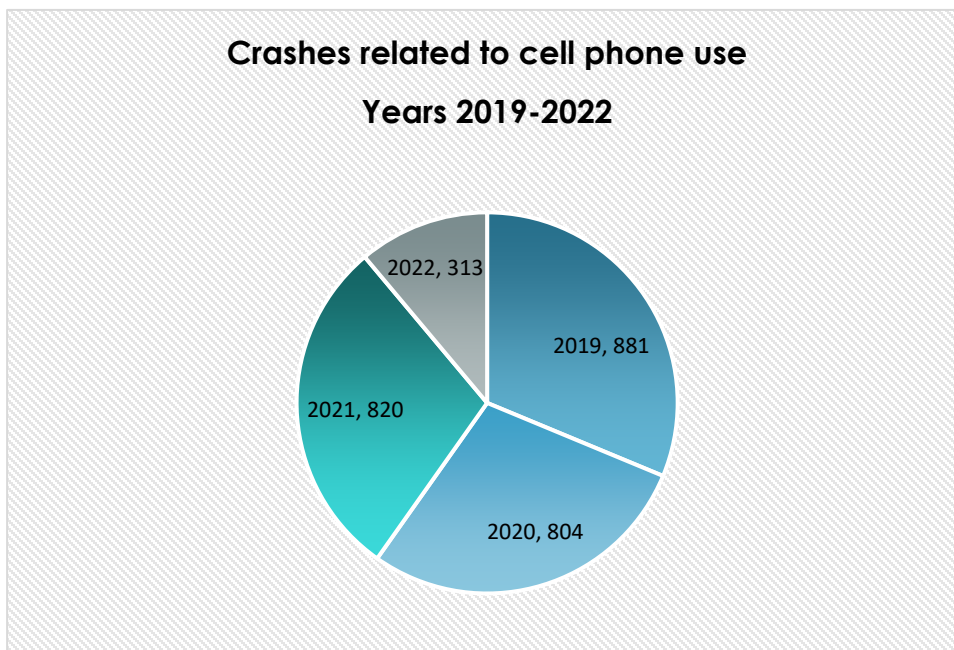
PROGRAM AREA: DISTRACTED DRIVING

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. The National Highway Traffic Safety Administration (NHTSA) defines distracted driving as any activity that diverts the vehicle operator's attention from driving (NHTSA, 2022a). The three forms of distraction—manual, visual and cognitive—are often overlapping, interrelated and involve a wide range of activities in addition to wireless device use. However, much of the focus is on the risks of using cell phones and other wireless devices behind the wheel (AAA, 2021).

For the years 2019-2022 (see graph below) the Puerto Rico Police Department reported a total of 2,818 crashes where cell phone use was related to the crash. The year 2019 reported 881 crashes due to cell phone use while driving, followed by 2021 with 820 crashes and 2020 with 804 crashes. As of today, we have 313 reported crashes due to cell phone use while driving. The data on crashes due to distracted driving or cell phone use, as reported by the Puerto Rico Police Department, is difficult to compile, since drivers tend not to say that they were using their cell phones. However, we recognize that cell phone use while driving is a big problem in Puerto Rico.



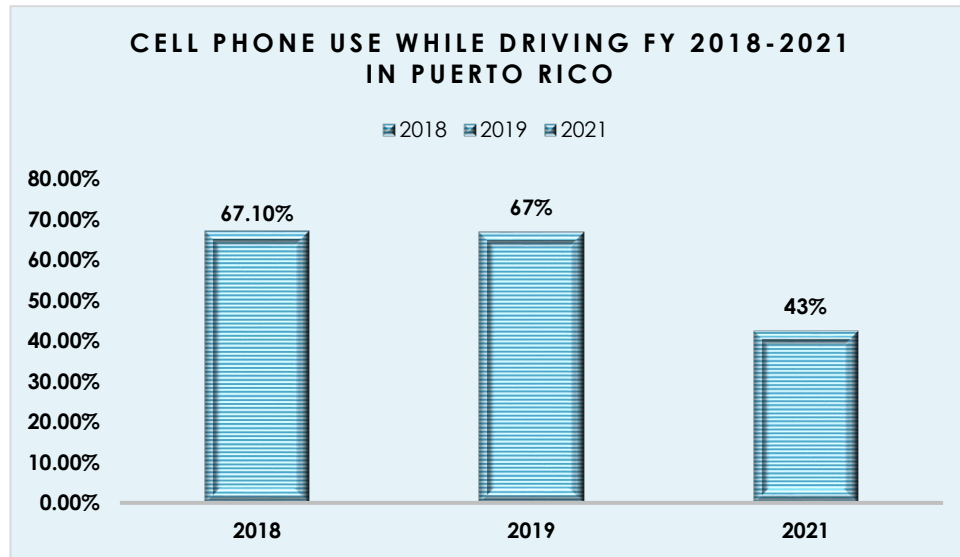
It is important to continue efforts toward combating distracted driving, texting, and talking through hand-held phones. Steps have been taken to reduce the behavior, but much is still to be done. Awareness is the main key to future success, but we must take

into consideration that cell phone use has had such a predominant presence in the past 15 years. According to data published by the Puerto Rico Telecommunications Bureau, in October 2020, there were 3,483,570 cellular service subscribers. This data indicates that 93% 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 a danger for drivers, passengers and safety of pedestrians and cyclists. According to the Road Safety, Distracted Driving and Cell Phone Usage Study 2021 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 "e-mails"
- ★ Change radio station / handle music equipment
- ★ Search for objects within the car
- ★ Watch videos or movies
- ★ Talk to passengers
- ★ Eating or drinking
- ★ Putting on makeup or shaving looking at the mirror
- ★ Tending to children on the back seat

The percentage of cell phone use, according to the Puerto Rico study "Road Safety, Distracted Driving and Cell Phone Usage" for the fiscal years 2018, 2019 and 2021.



**The study "Road Safety, Distracted Driving and Cell Phone Usage 2020", due to the pandemic, it was not possible to carry out

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 on 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 minutes, the driver does not perceive 40% of traffic signals and delays his/her reaction time in case of an emergency.

The PRSC efforts are concentrated in the delivery of an educational message through all programs, including Distracted Driving. Cell phone 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 (70.3%) use it to make or receive calls while driving "very often" or "sometimes." The remaining 29.7% use it "almost never" or "never" for those purposes. 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 Road Safety, Distracted Driving and Cell Phone Usage Study 2019 reveals the following information:

- ★ 99.8% of the participants indicated own a cellular phone.
- ★ 42.5% use it while driving.
- ★ 31.7% use it "always" or "almost always".
- ★ 29.7% use it "almost never" or "never".
- ★ 96.2% reported that driving and talking on a cell phone without a hands-free device Puerto Rico is illegal.
- ★ 91.5% have a "hands-free" device.
- ★ 98.2% indicated that driving and texting is illegal.
- ★ (Bluetooth installed in the car or separated is the most popular device among the participants (72.7%), the second most used device for this purpose is "Bluetooth and hearbuds (without cables)", indicated by 50% of participants "Headphones with a cable" mentioned by 11.9% of the sample).

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% of the users spend approximately three (3) hours connected to social networks.

ASSOCIATED PERFORMANCE MEASURES

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	B-2) Percentage of people that reported making cell phone calls while driving. (Survey)	2023	Annual	43.00

COUNTERMEASURE STRATEGIES IN PROGRAM AREA

Countermeasure Strategy
Distracted Driving Attitude Survey

Highway Safety Office Program Management (DD)
Short-term, High-Visibility Law Enforcement (DD)
Short-term, High-Visibility Law Enforcement (Combined - Cell Phone & Seat Belt)

COUNTERMEASURE STRATEGY: DISTRACTED DRIVING ATTITUDE SURVEY

Program Area: **Distracted Driving**

PROJECT SAFETY IMPACTS

attitudes and of respondents essential to understanding distracted driving. 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 risks such as getting caught by the police (enforcement), safety and the effect of the prevention messages. By analyzing results, drivers' opinions will be taken into consideration in decision-making. This feedback will allow PRDTC to compare results over time.

- ★ Attitude and Observational 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 distracted driving attitude survey
 - Conduct the distracted driving observational survey
 - Discuss and approve final survey report data and results

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Will administrate attitude surveys that target 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 FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

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

This countermeasure strategies are the rationale that will be implemented in the FY2023 by the Highway Safety Office. This strategy is proven effective nationally and by other jurisdictions, and have been successful in Puerto Rico, and are appropriate given the data in the problem identification and the resources available.

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.

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

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-14-02	Distracted Driving Attitude and Observational Survey

PLANNED ACTIVITY: DISTRACTED DRIVING ATTITUDE SURVEY

Planned activity number: **23-14-02**

Primary Countermeasure Strategy ID: **Distracted Driving Attitude and Observational Survey**

PLANNED ACTIVITY DESCRIPTION

A specialized firm will be contracted to conduct the Observational 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 campaign. Will measure the following campaign: April 2023 U Text u Pay, Campaign.

Attitude Survey

The survey will present awareness attitudes and of respondents essential to understanding distracted driving. 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 risks such as getting caught by the police (enforcement), safety and the effect of the prevention messages. By analyzing results, drivers' opinions will be taken into consideration in decision-making. This feedback will allow PRTSC to compare results over time.

★ Attitude survey \$18,000.00

Observational Survey

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 distracted drivers' 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. Per established by the guidelines, the study will be conducted in August 2023.

★ DD Observational Survey \$45,000 - includes design

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission and Private Entity

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Distracted Driving Attitude and Observational Survey

FUNDING SOURCES

Plan Activity Number	Funding Source ID	Eligible Funds	Use of	Estimated Funding Amount	Match Amount	Local Benefit

23-14-02	NHTSA 402	Attitude & Observational Survey	\$63,000.00		
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COUNTERMEASURE STRATEGY: HIGHWAY SAFETY OFFICE PROGRAM MANAGEMENT (DD)

Program Area: **Distracted Driving**

PROJECT SAFETY IMPACTS

PRTSC and the Program Coordinator's objective is to reduce the number of fatalities caused by distracted drivers for 2023, 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 one (1) mobilization to stop distracted drivers with LEL & Law enforcement agencies (PRPD and Municipal Police) for April 2023.
- ★ Coordinate one (1) combined mobilization to stop distracted drivers and non-use of seat belt with LEL & Puerto Rico Police Department (PRPD) in March 2023.
- ★ Continue the promotion of the educational campaign "If you drive and text, you pay" to avoid cell phone calls and texting while driving.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The Distracted Driver Coordinator will ensure that all program activities are carried out in accordance with the problem identified, the funds allocated (Personnel costs, equipment, educational materials, local and out-of-state travel) and other related expenses. They allow us to work to reduce the number of fatalities caused by distracted drivers. In order to address this new traffic safety issue, the PRTSC identified a coordinator who will work with this priority area.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

We choose this countermeasure strategy because it is important to continue efforts toward combating distracted driving, texting, and talking through hand-held phones, by means of the Distracted Driving Coordinator.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
23-14-03	Distracted Driving Coordinator

PLANNED ACTIVITY: DISTRACTED DRIVING COORDINATOR

Planned activity number: **22-14-03**

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

PLANNED ACTIVITY DESCRIPTION

This project's main objective is to provide a Program Coordinator to work to reduce the number of fatalities caused by distracted drivers for 2022. The coordinator 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 strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management (DD)

FUNDING SOURCES

Plan Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-14-03	FAST Act NHTSA 402	Distracted Driving	\$9,828.00		

COUNTERMEASURE STRATEGY: SHORT-TERM, HIGH-VISIBILITY LAW ENFORCEMENT (DD)

Program Area: **Distracted Driving**

PROJECT SAFETY IMPACTS

During FFY 2023 we will be working on one (1) National Mobilization as established by NHTSA. To increase the number of interventions of distracted drivers and this way reduce traffic crashes caused by cell phone distractions, the PRTSC organizes one (1) enforcement campaign. This plan's purpose is to intervene with distracted drivers, particularly during the periods of April 3-10, 2023, at 6:00 am – 6:00 pm. To achieve this objective, an intensive plan of proactive road patrols with the Puerto Rico Police and Municipal Police Forces throughout the island.

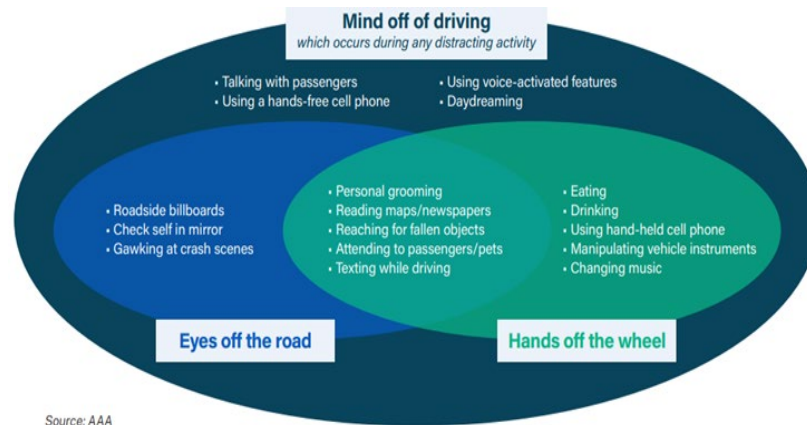
Studies conducted in different countries sustain that a simple distraction affects the ability of one person to conduct the simplest task, much more when he/she is operating a motor vehicle. No one doubts that the riskiest distraction while driving is the use of cell phones. In general terms, this practice seriously affects driving skills, worsens his/her performance, and considerably reduces his/her perception in diverse situations that can occur on the road.

COMBINED ENFORCEMENT

Another mobilization, that the PRTSC proposed to conduct is Combined Mobilization (Cell Phone and Seat Belt) in coordination with PRPD. These will include strict and sustained police enforcement efforts, and the use of earned and paid media to increase prevention among the public, as well as the deterrent effect, and assist in the effectiveness of enforcement efforts. This mobilization will take place in March 2023.

During this mobilization, HVE and preventive patrol will be increased to issue tickets for drivers, who use the cell phone while driving and non-use of seat belt. With the purpose of making drivers understand that distracted driving or being without a seat belt fastened, is extremely dangerous and the use of cell phones while driving is prohibited, and the use of seat belt is required by law. PRPD funds will be granted through mini grants.

Understanding Distraction



National Crash Data

In 2020, according to NHTSA report (the latest year for which national data is available), 3,142 people in the U.S. died in crashes involving a distracted driver, slightly more than 8% of all fatal crashes (Stewart, 2022). The NCSA provides the following key facts about distracted driving based on data available for 2019, the latest year for which this detailed information is available (NCSA, 2021): » An additional 424,000 people were injured in motor vehicle crashes involving distracted drivers (15%). In recent years, NHTSA's measurement of distracted driving has maintained a notably consistent trend. Between 2011 and 2019, the percentage of distracted-affected crashes hovered around 14% and the percentage of those crashes involving cell phones was approximately 7%. Based on what is known about distracted driving crashes, national progress on preventing them appears to be stagnant (NCSA, 2021; NCSA, 2017). Many highway safety advocates have long argued that distracted driving data is underreported, and the problem is likely much worse than it appears (National Academies of Sciences, Engineering and Medicine [NASEM], 2021b). Any user of U.S. roadways can anecdotally attest to the prevalence of drivers who appear distracted.

LINKAGE BETWEEN PROGRAM AREA

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

PRTSC will grant funds for overtime hours to State and Municipal Police Forces for their participation in the National Distracted Driving Mobilization. Police funds will be granted through mini grants for effectiveness. It is important to continue all efforts to address the dangers and penalties of distracted driving, in particular texting and talking through hand-held cell phones.

This mobilization will be island wide, during day hours. During this mobilization HVE and preventive patrol will be increased in order to issue citations for distracted driving, in

particular, texting and talking on hand-held cell phones, with the purpose of creating awareness among all citizens on the dangers of texting or using a cell phone while driving and Law 201. Police funds will be granted through mini grants for effectiveness.

PRTSC will grant funds for overtime hours only to State Police for the participation in the Combined Mobilization.

RATIONALE FOR SELECTION

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

We choose this countermeasure strategy because it is part of a National Mobilization.

This countermeasure strategy has been selected because of High-Visibility Enforcement (HVE) operations and community outreach to promote safe driving behaviors and to reinforce the message using 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
23-14-20	TE PRPD - DD High Visibility Enforcement Mobilization
23-14-XX	TE Municipal - DD High Visibility Enforcement Mobilization

PLANNED ACTIVITY: DISTRACTED DRIVING HIGH VISIBILITY ENFORCEMENT MOBILIZATION

Planned activity number: **23-14-20, 23-14-XX**

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

PLANNED ACTIVITY DESCRIPTION

This planned activity has the purpose to increase the number of interventions of distracted drivers and this way reduce traffic crashes caused by cell phone distractions, the PRTSC organizes one (1) enforcement campaign. This plan's purpose is to intervene with distracted drivers, particularly during the periods of April 3-10, 2023, at 6:00 am – 6:00 pm. To achieve this objective, an intensive plan of proactive road patrols with the Puerto Rico Police and Municipal Police Forces throughout the island.

Funds will be provided to State and Municipal law enforcement agencies to intervene with distracted drivers. State and municipal police forces will receive funds to participate in enforcement efforts. Costs include overtime hours, fringe benefits.

INTENDED SUBRECIPIENTS

State Police and Municipal Polices

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

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

FUNDING SOURCES

Plan Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
23-14-20 (PRPD)	NHTSA 402	Distracted Driving Enforcement	\$90,000.00		
23-14-XX (Municipal Police)	NHTSA 402	Distracted Driving Enforcement	\$170,000.00		

PLANNED ACTIVITY: DISTRACTED DRIVING HIGH VISIBILITY COMBINED ENFORCEMENT MOBILIZATION

Planned activity number: **23-14-48**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Combined Enforcement**

PLANNED ACTIVITY DESCRIPTION

This planned activity has the purpose to increase the number of interventions of drivers not wearing a seat belt or using a cell phone while driving, and this way reduce traffic crashes caused by cell phone distractions or fatalities due to non-use of seat belts. The PRTSC organizes one (1) enforcement combined mobilization in March 2023. To achieve this objective, an intensive plan of proactive road patrols with the Puerto Rico State Police.

Funds will be provided to State to intervene with unbelted or distracted drivers. State police will receive funds to participate in enforcement efforts. Costs include overtime hours, fringe benefits.

INTENDED SUBRECIPIENTS

State Police

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short-term, High Visibility Combined Law Enforcement

FUNDING SOURCE

Planned Activity Number	Funding Source ID	Eligible Use of Funds	Estimated Fund Amount	Match Amount	Local Benefit
23-14-48	NHTSA 402	Combined Mobilization	\$80,000.00		

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
23-01-01	Impaired Driving Overtime Enforcement
23-01-XX	Impaired Driving Overtime Enforcement
23-03-XX	Speed Enforcement Mobilization
23-05-XX	Seat Belt Enforcement - Mobilization Overtime
23-08-XX	Non-Motorized High Visibility Enforcement
23-14-XX	Combined Enforcement – High Visibility Enforcement
23-14-XX	Distracted Driving Mobilization

Analysis of crashes, crash fatalities, and injuries in areas of highest risk.

CRASH ANALYSIS

Puerto Rico Traffic Safety Commission conducted a statewide data-driven problem identification process focusing on the analysis of crashes, fatalities, and injuries to determine what, where, when, who and try to determine why and how. All major traffic safety programs are represented in the problem id to effectively deploy strategies to lessen they recurrence and/or the severity.

For FYY 2023, PRSC grant programs will deploy countermeasures responding to the traffic problems identified during data analysis.

As a direct respond to traffic problem identification, 2 E's will be at the top of PRSC efforts: Enforcement and Education. One of the most proven strategies is High Visibility Enforcement (HVE). By combining enforcement activities such as patrolling, checkpoints, overtime enforcement, saturation of certain areas, visibility elements, and a coordinated community and media publicity to educate and inform the public about the risks of disobeying traffic laws a united front is conformed. Overtime enforcement mobilizations

have been an exceptional strategy to engage PRPD and Municipal Police in traffic safety direct tactics. Specialized traffic violations enforcement campaigns are selected according to National Mobilizations Calendar and periods of high alcohol consumption, speeding hotspots, pedestrian fatalities, etc. By funding these overtime enforcement mobilizations, PRTSC ensure the deployment of traffic police in all jurisdictions. 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. A considerable 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.

All local enforcement agencies applying for grant funding must also use a data-driven approach to identify the traffic issues in their municipalities. In this matter the PRTSC aids them by providing three years traffic data and an overall operational plan stating the broad goal. 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, state and municipal agencies obtain data necessary for the problem identification process from follow data sources:

- ★ FARS: traffic crash fatalities
- ★ Road Safety Observatory: fatal and injury traffic crashes
- ★ ACAA: traffic crash serious injuries

Problem identification is also essential in identifying traffic crash cluster areas, or hotspots. Road Safety Observatory 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 Observatory 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.

Road Safety Observatory database is used to access the PRDOTPW crash database. Road Safety Observatory 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 Observatory 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:

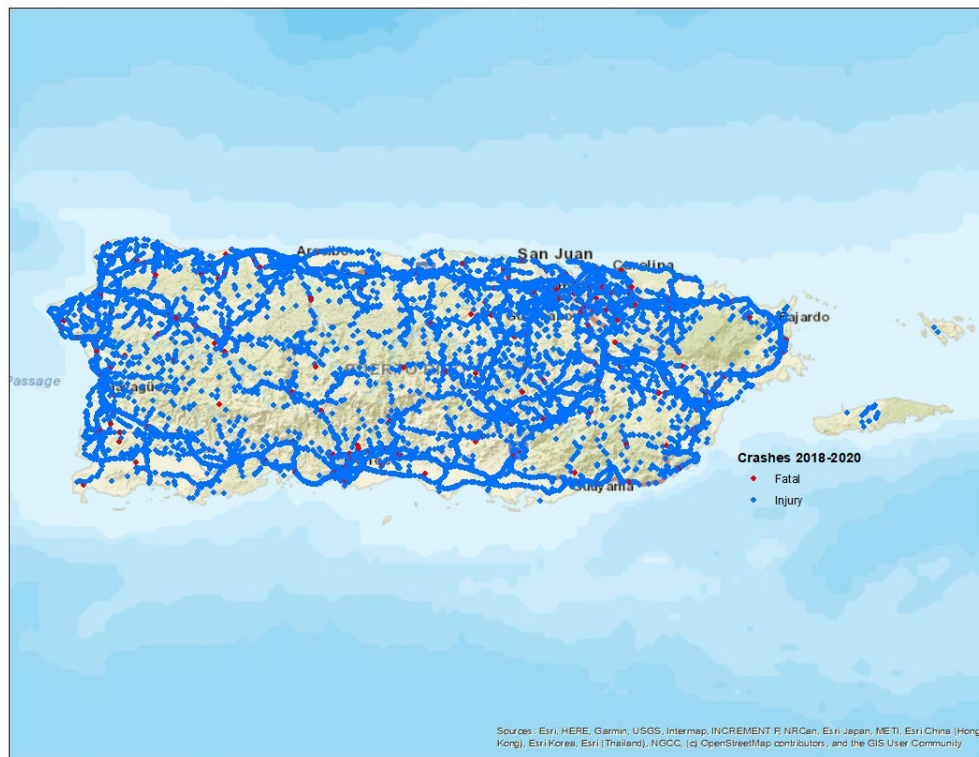
- ★ Road number/name consistency – Several roads were identified by different name/number formats (i.e., PR-1 or PR-01, or 1, or Road 1). For

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.

The map below is an example of fatal and injury traffic crashes by municipality, which clearly illustrates most of these occurring among metropolitan area municipalities. The metropolitan area is composed of urban and rural areas. We focus educational and enforcement efforts in the municipalities with the most fatalities and crashes.

This data is then further analyzed to identify other trends and factors that contribute to crashes, and enforcement measures necessary to address them.



EFFECTIVENESS MONITORING

Continuous monitoring of law enforcement implementation programs is another important factor of the enforcement program and as part of effective monitoring and reducing crashes and fatalities, data is the primary tool for refocusing efforts.

The Road Safety Observatory database is allowing us to track enforcement impacts in the areas where the highest number of fatalities and crashes are occurring. In this way, we establish monitoring with municipal and state police. PRTSC and our partners will make continual adjustments as data warrants.

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 areas 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:

Countermeasure Strategy
Alcohol and 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
23-01-01	Impaired Driving Overtime Enforcement
23-01-XX	Impaired Driving Overtime Enforcement
23-03-XX	Speed Enforcement Mobilization
23-05-XX	Seat Belt Enforcement - Mobilization Overtime
23-08-XX	Non-Motorized High Visibility Enforcement
23-14-XX	Combined Enforcement – High Visibility Enforcement
23-14-XX	Distracted Driving Mobilization

CERTIFICATIONS, ASSURANCES, AND HIGHWAY SAFETY PLAN

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.

Appendix A to Part 1300 – Certifications and Assurances for Fiscal Year 2022 Highway Safety Grants (23 U.S.C. Chapter 4; Sec. 1906, Pub. L. 109-59, As Amended By Sec. 4011, Pub. L. 114-94)

[Each fiscal year, the Governor's Representative for Highway Safety must sign these Certifications and Assurances affirming that the State complies with all requirements, including applicable Federal statutes and regulations, that are in effect during the grant period. Requirements that also apply to subrecipients are noted under the applicable caption.]

State: Puerto Rico

Fiscal Year: 2023

By submitting an application for Federal grant funds under 23 U.S.C. Chapter 4 or Section 1906, the State Highway Safety Office acknowledges and agrees to the following conditions and requirements. In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following Certifications and Assurances:

GENERAL REQUIREMENTS

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 – Highway Safety Act of 1966, as amended
- Sec. 1906, Pub. L. 109-59, as amended by Sec. 4011, Pub. L. 114-94
- 23 CFR part 1300 – Uniform Procedures for State Highway Safety Grant Programs
- 2 CFR part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- 2 CFR part 1201 – Department of Transportation, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards

INTERGOVERNMENTAL REVIEW OF FEDERAL PROGRAMS

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subward and Executive Compensation Reporting, August 27, 2010, (https://www.fsr.gov/documents/OMB_Guidance_on_FFATA_Subward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSR.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;



- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A Unique Entity identifier;
- The names and total compensation of the five most highly compensated officers of the entity if:
 - (i) the entity in the preceding fiscal year received—
 - (I) 80 percent or more of its annual gross revenues in Federal awards;
 - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
 - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

NONDISCRIMINATION

(applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination (“Federal Nondiscrimination Authorities”). These include but are not limited to:

- **Title VI of the Civil Rights Act of 1964** (42 U.S.C. 2000d *et seq.*, 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin) and 49 CFR part 21;
- **The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970**, (42 U.S.C. 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- **Federal-Aid Highway Act of 1973**, (23 U.S.C. 324 *et seq.*), and **Title IX of the Education Amendments of 1972**, as amended (20 U.S.C. 1681-1683 and 1685-1686) (prohibit discrimination on the basis of sex);
- **Section 504 of the Rehabilitation Act of 1973**, (29 U.S.C. 794 *et seq.*), as amended, (prohibits discrimination on the basis of disability) and 49 CFR part 27;
- **The Age Discrimination Act of 1975**, as amended, (42 U.S.C. 6101 *et seq.*), (prohibits discrimination on the basis of age);
- **The Civil Rights Restoration Act of 1987**, (Pub. L. 100-209), (broadens scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms “programs or activities” to include all of the programs or activities of the Federal aid recipients, subrecipients and contractors, whether such programs or activities are Federally-funded or not);
- **Titles II and III of the Americans with Disabilities Act** (42 U.S.C. 12131-12189) (prohibits discrimination on the basis of disability in the operation of public entities,



public and private transportation systems, places of public accommodation, and certain testing) and 49 CFR parts 37 and 38;

- **Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations** (prevents discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations); and
- **Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency** (guards against Title VI national origin discrimination/discrimination because of limited English proficiency (LEP) by ensuring that funding recipients take reasonable steps to ensure that LEP persons have meaningful access to programs (70 FR 74087-74100).

The State highway safety agency—

- Will take all measures necessary to ensure that no person in the United States shall, on the grounds of race, color, national origin, disability, sex, age, limited English proficiency, or membership in any other class protected by Federal Nondiscrimination Authorities, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any of its programs or activities, so long as any portion of the program is Federally-assisted;
- Will administer the program in a manner that reasonably ensures that any of its subrecipients, contractors, subcontractors, and consultants receiving Federal financial assistance under this program will comply with all requirements of the Non-Discrimination Authorities identified in this Assurance;
- Agrees to comply (and require its subrecipients, contractors, subcontractors, and consultants to comply) with all applicable provisions of law or regulation governing US DOT's or NHTSA's access to records, accounts, documents, information, facilities, and staff, and to cooperate and comply with any program or compliance reviews, and/or complaint investigations conducted by US DOT or NHTSA under any Federal Nondiscrimination Authority;
- Acknowledges that the United States has a right to seek judicial enforcement with regard to any matter arising under these Non-Discrimination Authorities and this Assurance;
- Agrees to insert in all contracts and funding agreements with other State or private entities the following clause:

“During the performance of this contract/funding agreement, the contractor/funding recipient agrees—

- a. To comply with all Federal nondiscrimination laws and regulations, as may be amended from time to time;

- b. Not to participate directly or indirectly in the discrimination prohibited by any Federal non-discrimination law or regulation, as set forth in appendix B of 49 CFR part 21 and herein;
- c. To permit access to its books, records, accounts, other sources of information, and its facilities as required by the State highway safety office, US DOT or NHTSA;
- d. That, in event a contractor/funding recipient fails to comply with any nondiscrimination provisions in this contract/funding agreement, the State highway safety agency will have the right to impose such contract/agreement sanctions as it or NHTSA determine are appropriate, including but not limited to withholding payments to the contractor/funding recipient under the contract/agreement until the contractor/funding recipient complies; and/or cancelling, terminating, or suspending a contract or funding agreement, in whole or in part; and
- e. To insert this clause, including paragraphs (a) through (e), in every subcontract and subagreement and in every solicitation for a subcontract or sub-agreement, that receives Federal funds under this program.

THE DRUG-FREE WORKPLACE ACT OF 1988 (41 U.S.C. 8103)

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
 - 1. The dangers of drug abuse in the workplace;
 - 2. The grantee's policy of maintaining a drug-free workplace;
 - 3. Any available drug counseling, rehabilitation, and employee assistance programs;
 - 4. The penalties that may be imposed upon employees for drug violations occurring in the workplace;
 - 5. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a);
- c. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
 - 1. Abide by the terms of the statement;
 - 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction;
- d. Notifying the agency within ten days after receiving notice under subparagraph (c)(2) from an employee or otherwise receiving actual notice of such conviction;



- e. Taking one of the following actions, within 30 days of receiving notice under subparagraph (c)(2), with respect to any employee who is so convicted –
 - 1. Taking appropriate personnel action against such an employee, up to and including termination;
 - 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency;

- f. Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

POLITICAL ACTIVITY (HATCH ACT)

(applies to subrecipients as well as States)

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508), which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING

(applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

- 1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement;

- 2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions;

- 3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.



This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING

(applies to subrecipients as well as States)

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

(applies to subrecipients as well as States)

Instructions for Primary Tier Participant Certification (States)

1. By signing and submitting this proposal, the prospective primary tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR parts 180 and 1200.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective primary tier participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary tier participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default or may pursue suspension or debarment.
4. The prospective primary tier participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary tier participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

5. The terms *covered transaction*, *civil judgment*, *debarment*, *suspension*, *ineligible*, *participant*, *person*, *principal*, and *voluntarily excluded*, as used in this clause, are defined in 2 CFR parts 180 and 1200. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Participant Certification" including the "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion—Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR parts 180 and 1200.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant is responsible for ensuring that its principals are not suspended, debarred, or otherwise ineligible to participate in covered transactions. To verify the eligibility of its principals, as well as the eligibility of any prospective lower tier participants, each participant may, but is not required to, check the System for Award Management Exclusions website (<https://www.sam.gov/>).

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency may terminate the transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Tier Covered Transactions

(1) The prospective primary tier participant certifies to the best of its knowledge and belief, that it and its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in covered transactions by any Federal department or agency;
- (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
- (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary tier participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Participant Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR parts 180 and 1200.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction*, *civil judgment*, *debarment*, *suspension*, *ineligible*, *participant*, *person*, *principal*, and *voluntarily excluded*, as used in this clause, are defined in 2 CFR parts 180 and 1200. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Participant Certification" including the "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR parts 180 and 1200.

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant is responsible for ensuring that its principals are not suspended, debarred, or otherwise ineligible to participate in covered transactions. To verify the eligibility of its principals, as well as the eligibility of any prospective lower tier participants, each participant may, but is not required to, check the System for Award Management Exclusions website (<https://www.sam.gov/>).

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in covered transactions by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

BUY AMERICA ACT

(applies to subrecipients as well as States)

The State and each subrecipient will comply with the Buy America requirement (23 U.S.C. 313) when purchasing items using Federal funds. Buy America requires a State, or subrecipient, to purchase with Federal funds only steel, iron and manufactured products produced in the United States, unless the Secretary of Transportation determines that such domestically produced items would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. In order to use Federal funds to purchase foreign produced items, the State must submit a waiver request that provides an adequate basis and justification for approval by the Secretary of Transportation.

PROHIBITION ON USING GRANT FUNDS TO CHECK FOR HELMET USAGE

(applies to subrecipients as well as States)

The State and each subrecipient will not use 23 U.S.C. Chapter 4 grant funds for programs to check helmet usage or to create checkpoints that specifically target motorcyclists.

POLICY ON SEAT BELT USE

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information and resources on traffic safety programs and policies for employers, please contact the Network of Employers for Traffic Safety (NETS), a public-private partnership dedicated to improving the traffic safety practices of employers and employees. You can download information on seat belt programs, costs of motor vehicle crashes to employers, and other traffic safety initiatives at www.trafficsafety.org. The NHTSA website (www.nhtsa.gov) also provides information on statistics, campaigns, and program evaluations and references.

POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or rented vehicles, Government-owned, leased or rented vehicles, or privately-owned vehicles when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

SECTION 402 REQUIREMENTS

1. To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for a grant under 23 U.S.C. 402 is accurate and complete.
2. The Governor is the responsible official for the administration of the State highway safety program, by appointing a Governor's Representative for Highway Safety who shall be responsible for a State highway safety agency that has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))
3. The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))
4. At least 40 percent of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of political subdivisions of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C)) or 95 percent by and for the benefit of Indian tribes (23 U.S.C. 402(h)(2)), unless this requirement is waived in writing. (This provision is not applicable to the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands.)
5. The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))
6. The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))
7. The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State, as identified by the State highway safety planning process, including:
 - Participation in the National high-visibility law enforcement mobilizations as identified annually in the NHTSA Communications Calendar, including not less than 3 mobilization campaigns in each fiscal year to –
 - Reduce alcohol-impaired or drug-impaired operation of motor vehicles; and
 - Increase use of seat belts by occupants of motor vehicles;
 - Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;

- An annual Statewide seat belt use survey in accordance with 23 CFR part 1340 for the measurement of State seat belt use rates, except for the Secretary of Interior on behalf of Indian tribes;
 - Development of Statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
 - Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a). (23 U.S.C. 402(b)(1)(F))
8. The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))
9. The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

I understand that my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.



6/30/22

Signature Governor's Representative for Highway Safety

Date

Eileen Vélez Vega, PE

Printed name of Governor's Representative for Highway Safety

Appendix B to Part 1300 – Application Requirements for Section 405 and Section 1906 Grants

[Each fiscal year, to apply for a grant under 23 U.S.C. 405 or Section 1906, Pub. L. 109-59, as amended by Section 4011, Pub. L. 114-94, the State must complete and submit all required information in this appendix, and the Governor's Representative for Highway Safety must sign the Certifications and Assurances.]

State: Puerto Rico

Fiscal Year: 2023

Instructions: Check the box for each part for which the State is applying for a grant, fill in relevant blanks, and identify the attachment number or page numbers where the requested information appears in the HSP. Attachments may be submitted electronically.

PART 1: OCCUPANT PROTECTION GRANTS (23 CFR 1300.21)

[Check the box above only if applying for this grant.]

All States:

[Fill in all blanks below.]

- The lead State agency responsible for occupant protection programs will maintain its aggregate expenditures for occupant protection programs at or above the average level of such expenditures in fiscal years 2014 and 2015. (23 U.S.C. 405(a)(9))
- The State's occupant protection program area plan for the upcoming fiscal year is provided in the HSP at Attachment #1-405b OP Grant FY 2023- Pages 2-4 (location).
- The State will participate in the Click it or Ticket national mobilization in the fiscal year of the grant. The description of the State's planned participation is provided in the HSP at Attachment #1-405b OP Grant FY 2023-Page 5 (location).
- Countermeasure strategies and planned activities demonstrating the State's active network of child restraint inspection stations are provided in the HSP at Attachment #1-405b OP Grant FY 2023- Pages 5-7 (location). Such description includes estimates for: (1) the total number of planned inspection stations and events during the upcoming fiscal year; and (2) within that total, the number of planned inspection stations and events serving each of the following population categories: urban, rural, and at-risk. The planned inspection stations/events provided in the HSP are staffed with at least one current nationally Certified Child Passenger Safety Technician.

- Countermeasure strategies and planned activities, as provided in the HSP at Attachment #1-405b OP Grant FY 2023- Pages 7, 14 &15 (location), that include estimates of the total number of classes and 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.

Lower Seat Belt Use States Only:

[Check at least 3 boxes below and fill in all blanks under those checked boxes.]

- The State's **primary seat belt use law**, requiring all occupants riding in a passenger motor vehicle to be restrained in a seat belt or a child restraint, was enacted on July 23rd, 1974 (date) and last amended on December 29th, 2018 (date), is in effect, and will be enforced during the fiscal year of the grant.
Legal citation(s): Act 22-2000, Chapter 13 Article 13.01

- The State's **occupant protection law**, requiring occupants to be secured in a seat belt or age-appropriate child restraint while in a passenger motor vehicle and a minimum fine of \$25, was enacted on January 7, 2000 Act 22-2000 (date) and last amended on July 1st, 2017 (date), is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- Act 22-2000-Art. 13.02 and 13.03 Requirement for all occupants to be secured in seat belt or age appropriate child restraint;
- Act 22-2000-Art. 13.02 and 13.03 Coverage of all passenger motor vehicles;
- Act 22-2000-Art. 13.02 and 13.03 Minimum fine of at least \$25;
- Act 22-2000-Art. Regulation 6268 Exemptions from restraint requirements.
- The countermeasure strategies and planned activities demonstrating the State's **seat belt enforcement plan** are provided in the HSP at Attachment 1 405 b OP Grant (location).
- The countermeasure strategies and planned activities demonstrating the State's **high risk population countermeasure program** are provided in the HSP at Attachment 1-405b OP Grant Pages 10-21 (location).



- The State's **comprehensive occupant protection program** is provided as follows:
 - Date of NHTSA-facilitated program assessment conducted within 5 years prior to the application date N/A (date);
 - Multi-year strategic plan: HSP at N/A (location);
 - The name and title of the State's designated occupant protection coordinator is N/A.
 - List that contains the names, titles and organizations of the Statewide occupant protection task force membership: HSP at N/A (location).
- The State's NHTSA-facilitated **occupant protection program assessment** of all elements of its occupant protection program was conducted on N/A (date) (within 3 years of the application due date);

▪ **PART 2: STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENTS GRANTS (23 CFR 1300.22)**

[Check the box above only if applying for this grant.]

All States:

- The lead State agency responsible for traffic safety information system improvement programs will maintain its aggregate expenditures for traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015. (23 U.S.C. 405(a)(9))

[Fill in all blank for each bullet below.]

- A list of at least 3 TRCC meeting dates during the 12 months preceding the application due date is provided in the HSP at Traffic Safety Information Systems Attachment #1 Strategic Plan page 14 (location).
- The name and title of the State's Traffic Records Coordinator is Damaris Rivera Silva
- A list of the TRCC members by name, title, home organization and the core safety database represented is provided in the HSP at Attachment #1 pages 7-9 (location).
- The State Strategic Plan is provided as follows:
 - Description of specific, quantifiable and measurable improvements at Traffic Safety Information Attachment #1 Pages 35-39 (location);
 - List of all recommendations from most recent assessment at: Traffic Safety Information Attachment #1 Pages 20-21 (location);
 - Recommendations to be addressed, including countermeasure strategies and planned activities and performance measures at Traffic Safety Information Attachment #1 Pages 22-26 (location);
 - Recommendations not to be addressed, including reasons for not implementing: HSP at Traffic Safety Information Attachment #1 Pages 27-28 (location).
- Written description of the performance measures, and all supporting data, that the State is relying on to demonstrate achievement of the quantitative improvement in the preceding 12 months of the application due date in relation to one or more of the significant data program attributes is provided in the HSP at Traffic Safety Information Attachment #1 Pages 35-39 (location).
- The State's most recent assessment or update of its highway safety data and traffic records system was completed on June 15, 2022 (date).

**■ PART 3: IMPAIRED DRIVING COUNTERMEASURES
(23 CFR 1300.23(D)-(F))**

[Check the box above only if applying for this grant.]

All States:

- The lead State agency responsible for impaired driving programs will maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.
- The State will use the funds awarded under 23 U.S.C. 405(d) only for the implementation of programs as provided in 23 CFR 1300.23(j).

Mid-Range State Only:

[Check one box below and fill in all blanks under that checked box.]

- The State submits its Statewide impaired driving plan approved by a Statewide impaired driving task force on N/A (date).

Specifically –

- HSP at N/A (location) describes the authority and basis for operation of the Statewide impaired driving task force;
- HSP at N/A (location) contains the list of names, titles and organizations of all task force members;
- HSP at N/A (location) contains the strategic plan based on Highway Safety Guideline No. 8 – Impaired Driving.

- The State has previously submitted a Statewide impaired driving plan approved by a Statewide impaired driving task force on N/A (date) and continues to use this plan.

High-Range State Only:

[Check one box below and fill in all blanks under that checked box.]

- The State submits its Statewide impaired driving plan approved by a Statewide impaired driving task force on July 31st, 2020 (date) that includes a review of a NHTSA-facilitated assessment of the State's impaired driving program conducted on February 23rd-February 28th, 2020 (date). Specifically, –
 - HSP at Attachment #3- 405d (location) describes the authority and basis for operation of the Statewide impaired driving task force;
 - HSP at Attachment #4- 405d (location) contains the list of names, titles and organizations of all task force members;
 - HSP at Attachment #1-405d (location) contains the strategic plan based on Highway Safety Guideline No. 8 – Impaired Driving;
 - HSP at Attachment #2-405d (location) addresses any related recommendations from the assessment of the State's impaired driving program;
 - HSP at Attachment #5- 405d (location) contains the planned activities, in detail, for spending grant funds;
 - HSP at Attachment #6-405d (location) describes how the spending supports the State's impaired driving program and achievement of its performance targets.

- The State submits an updated Statewide impaired driving plan approved by a Statewide impaired driving task force on July 31st, 2020 (date) and updates its assessment review and spending plan provided in the HSP at Attachment #7 and Attachment #8 (location).

PART 4: ALCOHOL-IGNITION INTERLOCK LAWS (23 CFR 1300.23(G))

[Check the box above only if applying for this grant.]

[Fill in all blanks.]

The State provides citations to 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 a period of 6 months that was enacted on N/A (date) and last amended on N/A (date), is in effect, and will be enforced during the fiscal year of the grant.

Legal citation(s):

N/A

PART 5: 24-7 SOBRIETY PROGRAMS (23 CFR 1300.23(H))

[Check the box above only if applying for this grant.]

[Fill in all blanks.]

The State provides citations to a law that requires all individuals convicted of driving under the influence or of driving while intoxicated to receive a restriction on driving privileges that was enacted on N/A (date) and last amended on N/A (date), is in effect, and will be enforced during the fiscal year of the grant.

Legal citation(s):

N/A

[Check at least one of the boxes below and fill in all blanks under that checked box.]

Law citation. The State provides citations to a law that authorizes a Statewide 24-7 sobriety program that was enacted on N/A (date) and last amended on N/A (date), is in effect, and will be enforced during the fiscal year of the grant.

Legal citation(s):

N/A

Program information. The State provides program information that authorizes a Statewide 24-7 sobriety program. The program information is provided in the HSP at N/A (location).

■ PART 6: DISTRACTED DRIVING GRANTS (23 CFR 1300.24)

[Check the box above only if applying for this grant and fill in all blanks.]

Comprehensive Distracted Driving Grant

- The State provides sample distracted driving questions from the State's driver's license examination in the HSP at N/A (location).

- **Prohibition on Texting While Driving**

The State's texting ban statute, prohibiting texting while driving and requiring a minimum fine of at least \$25, was enacted on N/A (date) and last amended on N/A (date), is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- N/A Prohibition on texting while driving;
- N/A Definition of covered wireless communication devices;
- N/A Minimum fine of at least \$25 for an offense;
- N/A Exemptions from texting ban.

- **Prohibition on Youth Cell Phone Use While Driving**

The State's youth cell phone use ban statute, prohibiting youth cell phone use while driving, driver license testing of distracted driving issues and requiring a minimum fine of at least \$25, was enacted on N/A (date) and last amended on N/A (date), is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- N/A Prohibition on youth cell phone use while driving;
- N/A Definition of covered wireless communication devices;
- N/A Minimum fine of at least \$25 for an offense;
- N/A Exemptions from youth cell phone use ban.

- The State has conformed its distracted driving data to the most recent Model Minimum Uniform Crash Criteria (MMUCC) and will provide supporting data (i.e., NHTSA-developed MMUCC Mapping spreadsheet) within 30 days after notification of award.



■ PART 7: MOTORCYCLIST SAFETY GRANTS (23 CFR 1300.25)

[Check the box above only if applying for this grant.]

[Check at least 2 boxes below and fill in all blanks under those checked boxes only.]

■ Motorcycle riding training course:

- The name and organization of the head of the designated State authority over motorcyclist safety issues is N/A.
- The head of the designated State authority over motorcyclist safety issues has approved and the State has adopted one of the following introductory rider curricula: *[Check at least one of the following boxes below and fill in any blanks.]*
 - Motorcycle Safety Foundation Basic Rider Course;
 - TEAM OREGON Basic Rider Training;
 - Idaho STAR Basic I;
 - California Motorcyclist Safety Program Motorcyclist Training Course;
 - Other curriculum that meets NHTSA's Model National Standards for Entry-Level Motorcycle Rider Training and that has been approved by NHTSA.
- In the HSP at N/A (location), a list of counties or political subdivisions in the State where motorcycle rider training courses will be conducted during the fiscal year of the grant AND number of registered motorcycles in each such county or political subdivision according to official State motor vehicle records.

■ Motorcyclist awareness program:

- The name and organization of the head of the designated State authority over motorcyclist safety issues is Puerto Rico Department of Transportation and Public Works.
- The State's motorcyclist awareness program was developed by or in coordination with the designated State authority having jurisdiction over motorcyclist safety issues.
- In the HSP at Attachment #1 - 405f Motorcyclist Safety Grant FY 2023 page 2 (location), performance measures and corresponding performance targets developed for motorcycle awareness that identify, 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.
- In the HSP at Attachment #1 - 405f Motorcyclist Safety Grant FY 2023 page 3-6 (location), the countermeasure strategies and planned activities demonstrating 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, and a list that identifies, using State crash data, the counties or political subdivisions within the State ranked in order of the highest to lowest number of crashes involving a motorcycle and another motor vehicle per county or political subdivision.

■ **Reduction of fatalities and crashes involving motorcycles:**

- Data showing the total number of motor vehicle crashes involving motorcycles is provided in the HSP at Attachment #1 - 405f Motorcyclist Safety Grant FY 2023 pages 7-8 (location).
- Description of the State's methods for collecting and analyzing data is provided in the HSP at Attachment #1 - 405f Motorcyclist Safety Grant FY 2023 pages 8-9 (location).

■ **Impaired driving program:**

- In the HSP at N/A (location), performance measures and corresponding performance targets developed to reduce impaired motorcycle operation.
- In the HSP at N/A (location), countermeasure strategies and planned activities demonstrating that the State will implement data-driven programs designed to reach motorcyclists and motorists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest (i.e., the majority of counties or political subdivisions in the State with the highest numbers of motorcycle crashes involving an impaired operator) based upon State data.

■ **Reduction of fatalities and accidents involving impaired motorcyclists:**

- Data showing the total number of reported crashes involving alcohol-impaired and drug-impaired motorcycle operators is provided in the HSP at N/A (location).
- Description of the State's methods for collecting and analyzing data is provided in the HSP at N/A (location).

Use of fees collected from motorcyclists for motorcycle programs:

[Check one box only below and fill in all blanks under the checked box only.]

Applying as a Law State –

- The State law or regulation requires all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs. **AND**
- The State's law appropriating funds for FY N/A demonstrates that all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are spent on motorcycle training and safety programs.

Legal citation(s): N/A

Applying as a Data State –

- Data and/or documentation from official State records from the previous fiscal year showing that **all** fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs were used for motorcycle training and safety programs is provided in the HSP at N/A (location).

■ PART 8: STATE GRADUATED DRIVER LICENSING INCENTIVE GRANTS (23 CFR 1300.26)

[Check the box above only if applying for this grant.]

[Fill in all applicable blanks below.]

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 on N/A (date), is in effect, and will be enforced during the fiscal year of the grant.

Learner's Permit Stage –

Legal citations:

- N/A 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;
- N/A Applicant must pass vision test and knowledge assessment;
- N/A In effect for at least 6 months;
- N/A In effect until driver is at least 16 years of age;
- N/A Must be accompanied and supervised at all times;
- N/A 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;
- N/A Prohibits use of personal wireless communications device;
- N/A Extension of learner's permit stage if convicted of a driving-related offense;
- N/A Exemptions from learner's permit stage.

Intermediate Stage –

Legal citations:

- N/A 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;
- N/A Applicant must pass behind-the-wheel driving skills assessment;

- N/A In effect for at least 6 months;
- N/A In effect until driver is at least 17 years of age;
- N/A 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;
- N/A No more than 1 nonfamilial passenger younger than 21 years of age allowed;
- N/A Prohibits use of personal wireless communications device;
- N/A Extension of intermediate stage if convicted of a driving-related offense;
- N/A Exemptions from intermediate stage.

■ **PART 9: NONMOTORIZED SAFETY GRANTS (23 CFR 1300.27)**

[Check the box above only if applying for this grant AND only if NHTSA has identified the State as eligible because the State annual combined pedestrian and bicyclist fatalities exceed 15 percent of the State's total annual crash fatalities based on the most recent calendar year final FARS data.]

The State affirms that it will use the funds awarded under 23 U.S.C. 405(h) only for the implementation of programs as provided in 23 CFR 1300.27(d).

■ PART 10: RACIAL PROFILING DATA COLLECTION GRANTS (23 CFR 1300.28)

[Check the box above only if applying for this grant.]

[Check one box only below and fill in all blanks under the checked box only.]

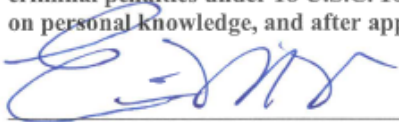
- In the HSP at _____ (location), the official document(s) (i.e., a law, regulation, binding policy directive, letter from the Governor or court order) demonstrates that the State maintains and allows public inspection of statistical information on the race and ethnicity of the driver for each motor vehicle stop made by a law enforcement officer on all public roads except those classified as local or minor rural roads.

 - In the HSP at _____ (location), the State will undertake countermeasure strategies and planned activities during the fiscal year of the grant to maintain and allow 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.
-

In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following certifications and assurances –

- I have reviewed the above information in support of the State's application for 23 U.S.C. 405 and Section 1906 grants, and based on my review, the information is accurate and complete to the best of my personal knowledge.
- As condition of each grant awarded, the State will use these grant funds in accordance with the specific statutory and regulatory requirements of that grant, and will comply with all applicable laws, regulations, and financial and programmatic requirements for Federal grants.
- I understand and accept that incorrect, incomplete, or untimely information submitted in support of the State's application may result in the denial of a grant award.

I understand that my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.



Signature Governor's Representative for Highway Safety

6/30/22

Date

Eileen Vélez Vega, PE

Printed name of Governor's Representative for Highway Safety

PUERTO RICO
**TRAFFIC
SAFETY
COMMISSION**

