



PUERTO RICO **HIGHWAY SAFETY PLAN** FY 2022

PUERTO RICO
**TRAFFIC
SAFETY
COMMISSION**

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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.....	7
METHODS FOR PROJECT SELECTION	8
LIST OF INFORMATION AND DATA SOURCES	9
DESCRIPTION OF OUTCOMES REGARDING SHSP AND HSIP COORDINATION.....	9
PERFORMANCE MEASURE REPORT CHART.....	11
PERFORMANCE MEASURES CHART FY 2022 HSP	18
GRANT PROGRAM ACTIVITY REPORTING	33
PROGRAM AREAS	34
PROGRAM AREA: IMPAIRED DRIVING.....	34
PROGRAM AREA: YOUTH IMPAIRED DRIVING	68
PROGRAM AREA: POLICE TRAFFIC SERVICES.....	77
PROGRAM AREA: PLANNING & ADMINISTRATION.....	99
PROGRAM AREA: OCCUPANT PROTECTION (ADULT AND CHILD PASSENGER SAFETY)	109
PROGRAM AREA: COMMUNITY TRAFFIC SAFETY PROGRAM.....	133
PROGRAM AREA: TRAFFIC RECORDS	148
PROGRAM AREA: NON-MOTORIZED (PEDESTRIANS AND BICYLIST).....	173
PROGRAM AREA: COMMUNICATIONS (MEDIA)	186
Program Area: Motorcycle Safety.....	278
Program Area: Distracted Driving.....	284
Evidence-based traffic safety enforcement program (TSEP).....	299
High-visibility enforcement (HVE) strategies	305
Certifications, Assurances, and Highway Safety Plan.....	306

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:	No
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 2007-2018 Puerto Rico Department of Transportation and Public Works (PRDTPW), crash data; the 2007-2020 Puerto Rico Traffic Safety Commission (PRTSC), fatalities data; the 2007-2020 Automobile Accident Compensation Administration (PRAACA), serious injury data; the 2007-2019 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).

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 period, Puerto Rico implemented the second year 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 in order 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 2020, Puerto Rico, like around the world, have suffered the ravages of the pandemic due to the coronavirus (COVID-19). In terms of road safety, last year there was a substantial reduction in fatalities never seen before, because Puerto Rico was one of the first jurisdictions to implement curfews and severe restrictions on the general population. This generated a halt in the vehicular movement in the transportation systems throughout the island, so that the number of deaths due to traffic crashes was 242, the lowest figure in the history of our island. This situation causes the projections of the road safety performance measures reported by the HSP and the HSIP to be underestimated, since last year's conditions were unique and should be analyzed with great care.

One of the main safety issues discussed among the safety stakeholders were traffic records systems, pedestrians, and the influence of alcohol and other substances. In addition, they discussed and work with all the SHSP Emphasis Areas and HSP projects. The committees and emphasis area teams discuss changes in crash trends, data needs, progress in actions defined for specific safety issues, among other coordination between them. These meetings help them in many ways to enhance the culture of highway safety in Puerto Rico. By discussing crash trends, high crash locations, obstacles in the implementation of specific actions, and others, they move forward to implement and evaluate targeted actions. The annual results are going to be discussed with the task force and emphasis area teams in the upcoming months.

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

Every year, hundreds of lives are lost, and thousands of people are injured due to traffic crashes in Puerto Rico. Although, a reduction of less than 300 between 2016 to 2020 has been achieved, still road users' behaviors are the biggest problem and the hardest to change.

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 and budget cuts, out of date technology and data gathering, VMT delayed actualization, 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 of importance. Currently, police officers fill the police crash report using the kilometers markers within every municipality. Repetition or erroneous entries, missing or destroyed signs due to past natural events, such as hurricanes, and earthquakes, led to mixed, missing, or incomplete information in the crash database. In addition, data provided by the Automobile Accident Compensation Administration (ACAA). However, the Puerto Rico does not have historical data of crashes classified by the KABCO injury classification system. The serious crash injuries being reported are people transported in an ambulance from the event scene, which is Puerto Rico Police, supported by the TRCC, is implementing the new digital traffic crash report (PPR-621.5), which includes this injury classification, and a pilot project has been going on since late 2019. As mentioned, the last year, the MIRE action plan was approved in 2017, and the PRHTA is the leader in coordinating affirmative actions to improve the traffic data gathering process. 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:	2022 HSP				
	Target Period	Target Year(s)	Target Value FY21 HSP	Data Source*/ FY21 Progress Results	On Track to Meet FY21 Target YES/NO/In-Progress (Must be Accompanied by Narrative**)
C-1) Number of traffic fatalities (FARS)	5 years	2017-2021	288.20	2015-2019 FARS 295.20	No
C-2) Number of serious injuries in traffic crashes (State crash data files)	5 years	2017-2021	4,688.6	2015-2019 FARS 4,231.4	In Progress
C-3) Fatalities/VMT (FARS, FHWA)	5 years	2017-2021	1.915	2015-2019 FARS 1.998	No
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Annual	2021	77	2019 FARS 99	No
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 years	2017-2021	97.82	2015-2019 FARS 100.40	In Progress
C-6) Number of speeding-related fatalities (FARS)	5 years	2017-2021	89.20	2015-2019 FARS 93.40	No

C-7) Number of motorcyclist fatalities (FARS)	5 years	2017-2021	36.62	2015-2019 FARS 39.80	No
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 years	2017-2021	23.24	2015-2019 FARS 26.00	No
C-9) Number of drivers aged 20 or younger involved in fatal crashes (FARS)	5 years	2017-2021	23.28	2015-2019 FARS 28.00	No
C-10) Number of pedestrian fatalities (FARS)	5 years	2017-2021	95.01	2015-2019 FARS 100.80	No
C-11) Number of bicyclists fatalities (FARS)	5 years	2017-2021	9.76	2015-2019 FARS 9.60	In progress
C-12) Number of youth impaired driving fatalities	5 years	2017-2021	19.80	2015-2019 FARS 20.20	No
C-13) Number of drug-impaired driving screening test conducted.	Annual	2021	100.00	2021 PR State 0	No
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2021	89.00	2021 State Survey YTD Data N/A	In Progress
B-2) Percentage of people that reported making cell phone calls while driving. (Survey)	Annual	2021	66.50	2021 State Survey YTD data N/A	In Progress
B-3) Mean number of days from crash date to	Annual	2021	53.00	2021 PR State	Yes



date crash report is entered into database				56.00	
B-4) Percentage of validation criminal records of impaired driver in the PR-CJIS/RCI database.	Annual	2021	45.00	2021 PR State YTD data 7.00	In Progress

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

Progress: **No**

PROGRAM-AREA-LEVEL REPORT

To decrease the five-year moving average of the number of traffic fatalities from 305.40 in 2017 to 288.20 in 2021. - According to FARS data in the rolling average for the years 2015-2019 was 295.20 fatalities. The target was not achieved. However, as of today we have 153 fatalities.

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 5,453.00 in 2017 to 4,688.6 in 2021. - According to PR data in the rolling average for the years 2015-2019 was 4,231.4 serious injuries. The target was not achieved.

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

Progress: **No**

PROGRAM-AREA-LEVEL REPORT

In the five-year rolling average Puerto Rico had 1.998 traffic fatalities VMT. Data is not available for 2021, but Puerto Rico is expecting to achieve the target.

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



Progress: **No**

PROGRAM-AREA-LEVEL REPORT

To maintain the number of unrestrained passenger vehicle occupant fatalities number from the 2018 calendar year of 77 to 77 by December 31, 2021 - In 2019, Puerto Rico had 99 unrestrained occupant fatalities. Puerto Rico is expecting to achieve the target to the end of 2021.

PERFORMANCE MEASURE: C-5) NUMBER OF FATALITIES IN CRASHES INVOLVING A DRIVER OR MOTORCYCLE OPERATOR WITH A BAC OF .08 AND ABOVE (FARS)

Progress: **In Progress**

PROGRAM-AREA-LEVEL REPORT

To decrease the five-year moving average of number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 4.7 percent from 102.40 in 2017 to 97.82 in 2021. - For 2019 fatalities in crashes involving a driver or motorcycle operator with a BAC of 08 and above data is 80 fatalities. Still, Puerto Rico is expecting to achieve the target to the end of 2020.

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

Progress: **No**

PROGRAM-AREA-LEVEL REPORT

To decrease the five-year moving average of number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 4.7 percent from 102.40 in 2017 to 97.82 in 2021. - In 2019, Puerto Rico had 93 speed-related fatalities. The target set for the end of 2021 is likely to be met.

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

Progress: **No**

PROGRAM-AREA-LEVEL REPORT

To decrease the five-year moving average of the number of motorcyclist fatalities in 12.81 percent from 42.00 in 2017 to 36.09 in 2021. - In 2019, Puerto Rico had 34 motorcycle fatalities. However, for this year 2021 we have had an increase in motorcyclist fatalities.



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

Progress: **No**

PROGRAM-AREA-LEVEL REPORT

To decrease the five-year moving average of the number of unhelmeted motorcyclist fatalities in 16.39 percent from 25.40 in 2017 to 23.24 in 2021. - In 2019, Puerto Rico had 24 unhelmeted motorcycle fatalities. However, for this year 2021 we have had an increase in motorcyclist fatalities.

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

Progress: **No**

PROGRAM-AREA-LEVEL REPORT

According to FARS data in the rolling average for the years 2015-2019 drivers aged 20 or younger involved in fatal crashes was 2020. The target was not achieved.

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

Progress: **No**

PROGRAM-AREA-LEVEL REPORT

To decrease the five-year moving average of the number of pedestrian fatalities in 4.8 percent from 94.00 in 2017 to 95.01 by December 31, 2021. - In 2015-2019, Puerto Rico had 100.80 pedestrian fatalities. The target was not achieved, however, the PRTSC continues its efforts to reduce pedestrian fatalities.

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

Progress: **In Progress**

PROGRAM-AREA-LEVEL REPORT

To decrease the five-year moving average bicyclists fatalities 4.3 percent from 10.60 in 2017 to 9.76 by December 31, 2021. - In 2015-2019, Puerto Rico had 9.60 bicyclist fatalities. The target set for the end of 2021 is likely to be met.

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

Progress: **No**

PROGRAM-AREA-LEVEL REPORT

To decrease the five-year moving average of the number of youth impaired driving fatalities in 10.80 percent from 22.20 in 2017 to 19.80 by December 31, in 2021. - For 2015-2019 youth impaired driving fatalities had 20.20. The target set for the end of 2021 is likely to be met.

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 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, we start SFST trainings.

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 0.70 percentage from the 2019 calendar year usage rate of 88.30 percent to 89.00 percent by December 31, 2021. - In 2020 Puerto Rico had 84.75% of observed seat belt use of front seat belt use of occupants in passenger vehicles. YTD data is not available. However, during FY 2021 the PRTSC conducted three seat belt mobilizations and educational campaigns reinforcing the use of seat belts by all occupants and approximately 21,638 tickets were issued.

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 2019 to 66.50 percent by December 31, 2021. - In 2019, 67.00% of people in Puerto Rico reported making cell phone calls while driving. The survey was not conducted during the fiscal year 2020 due to the COVID pandemic. YTD data is not available. However, during FY 2021 the PRTSC conducted two mobilizations and educational campaigns reinforcing the campaigns “Under U Drive, U Text, U Pay” and approximately 18,576 tickets were issued.

PERFORMANCE MEASURE: B-3) MEAN NUMBER OF DAYS FROM CRASH DATE TO DATE CRASH REPORT IS ENTERED INTO DATABASE

Progress: **Yes**

PROGRAM-AREA-LEVEL REPORT

To increase the percentage of crash records with no missing critical data elements in the Crash database from 38% in 2020 to 53% by the end of the calendar year 2021. – Despite the situations we have faced in Puerto Rico, with the earthquakes and the Covid-19 pandemic, as of today we have reached the goal proposed for FY2021 with 56.00%.

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 0% in fiscal year 2019 to 45% by the end of the fiscal year 2021. - However, despite the situations we have faced in Puerto Rico, with the earthquakes and the Covid-19 pandemic, as of today we have in progress to reach the proposed target for fiscal year 2021 with 6.00%.

PERFORMANCE MEASURES CHART FY 2022 HSP

PERFORMANCE MEASURES			BASE YEARS				
			2015	2016	2017	2018	2019
C-1	Traffic Fatalities	FARS Annual	310	279	290	308	289
	Reduce total fatalities to 284.8 (2018 - 2022 rolling average) by 2022.	5-Year Rolling Avg.	337.0	320.6	305.4	298.2	295.2
C-2	Serious Injuries in Traffic Crashes	State Annual	4,199	4,267	3,024	4,290	5,377
	An increase of 4,883.4 serious injuries (2018 – 2022 rolling average) is expected by 2022.	5-Year Rolling Avg.	4788.8	4352.4	3847	3964	4231.4
C-3	Fatalities/100 MVMT	State Annual	2.064	1.832	1.932	2.051	1.968
	Reduce fatalities/100 MVMT to 1.949 (2018 -2022 rolling average) by 2022.	5-Year Rolling Avg.	Not available	Not available	2.035	1.993	1.969
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	FARS Annual	77	82	88	77	99
	Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, 0.12 percent from 84.6 (2015-2019	5-Year Rolling Avg.	99.6	92.8	88.4	80.4	84.6



				BASE YEARS				
PERFORMANCE MEASURES				2015	2016	2017	2018	2019
	rolling average) to 84.5 (2018 – 2022 rolling average) by 2022.							
C-5	Alcohol-Impaired Driving Fatalities	FARS Annual		100	99	94	129	80
	An increase of 0.13% in alcohol impaired driving fatalities is expected, from 100.4 (2015-2019 rolling average) to 100.5 (2018 – 2022 rolling average) by 2022.	5-Year Rolling Avg.		108.8	108.0	102.0	103.2	100.4
C-6	Speeding-Related Fatalities	FARS Annual		118	97	77	82	93
	Reduce speeding-related fatalities by 10.5% percent from 93.4 (2015-2019 rolling average) to 83.6 (2018 – 2022 rolling average) by 2022.	5-Year Rolling Avg.		132.8	124.6	111.2	97.8	93.4
C-7	Motorcyclist Fatalities	FARS Annual		48	45	28	44	34
	Reduce motorcyclist fatalities by 0.9% percent from 43.6 (2015-2019 rolling average) to 43.2 (2018 – 2022 rolling average) by 2022.	5-Year Rolling Avg.		48.8	47.2	45.8	46.2	43.6

				BASE YEARS				
PERFORMANCE MEASURES				2015	2016	2017	2018	2019
C-8	Unhelmeted Motorcyclist Fatalities	FARS Annual		29	25	15	37	24
	An increase of 15% in unhelmeted motorcyclist fatalities is expected, from 26.0 (2015-2019 rolling average) to 30.0 (2018 - 2022 rolling average) by 2022.	5-Year Rolling Avg.		32.0	29.8	25.4	27.8	26.0
C-9	Drivers Aged 20 or Younger involved in Fatal Crashes	FARS Annual		30	28	28	31	23
	Reduce drivers aged 20 and younger involved in fatal crashes by 3.0 percent from 28.0 (2015-2019 rolling average) to 27.2 (2018 - 2022 rolling average) by 2022.	5-Year Rolling Avg.		42.2	38.4	35.2	31.2	28.0
C-10	Pedestrian Fatalities	FARS Annual		101	89	98	116	100
	An increase of 0.5% in pedestrian fatalities is expected, from 100.8 (2015-2019 rolling average) to 101.3 (2018 - 2022 rolling average) by 2022.	5-Year Rolling Avg.		101.2	96.8	94	99.8	100.8
C-11	Bicyclist Fatalities	FARS Annual		11	9	10	9	9



				BASE YEARS				
PERFORMANCE MEASURES				2015	2016	2017	2018	2019
	Reduce bicyclist fatalities 5.3 percent from 9.6 (2015-2019 rolling average) to 9.1 (2018 – 2022 rolling average) by 2022.	5-Year Rolling Avg.		11.4	11.8	10.6	10.2	9.6
C-12	Youth Impaired Driving Fatalities	State Annual		24	21	17	22	17
	Reduce youth alcohol impaired driving fatalities by 4.0 percent from 20.2 (2015-2019 rolling average) to 19.4 (2018-2022 rolling average) by 2022. 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%.	5-Year Rolling Avg.		23.4	22.8	22.2	21.2	20.2
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 2020 to 100 by 2022.	Annual		0	0	0	0	0

				2016	2017	2018	2019	2020
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 84.75 percent in 2020 to 85.75 percent by 2022.						
B-2	<p>People that reported making cell phone calls while driving. (State Survey)</p> <p>Reduce of people that reported making cell phone calls while driving by 1.00 percentage points from 67.00 percent in 2020 to 66.50 percent by 2022.</p>	State Annual	80.00	76.80	67.10	67.00	Not conducted
B-3	<p>Crash records with no missing critical data elements (Crash, Fatal and Non-Motorist) in the CARE database.</p> <p>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 2020 to 90.5 percent by 2022.</p>	State Annual	0	0	0	60.00	90.00
B-4	<p>Validation criminal records of impaired driver in the PR-CJIS/RCI database.</p> <p>Increase of Validation criminal records of impaired driver in the PR-CJIS/RCI database by 2.00 percentage points from</p>	State Annual	0	0	0	0	47.00



47.00 percent in 2020 to 49.00 percent by 2022.

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

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-1) Number of traffic fatalities (FARS)	Numeric	284.8	5-Year	2018

PERFORMANCE TARGET JUSTIFICATION

The 5-year moving average of the number of fatalities safety performance target is 284.8 for 2022, representing a reduction of 4.5%, between 2018 and 2022. These numbers were obtained after several mathematical data analysis discussed between the key safety of the Puerto Rico SHSP and the PR TSC. The Puerto Rico FARS and the State Traffic Safety Information (STSI) from NHTSA were the databases used for this analysis.

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	4,883.4	5-Year	2018

PERFORMANCE TARGET JUSTIFICATION

The 5-year moving average of the number of serious injuries safety performance target is 4,883.4 for 2022. It is expected an increase in the number of serious injuries from 2018 to 2022 that represent a 15.4%. This increase is due to the trend of serious injuries drastically changed after hurricanes Irma and María in September 2017; the pavement rehabilitation projects in the most congested highways

around the island (i.e., National Highway System roads) that has caused an increase in speeding behavior; new generation of vehicles and roadside safety hardware that are safer and more crashworthy, which leads to an increase in the survivability in the case of a serious crashes, among others technical reasons. 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 serious injuries was the Automobile Accident Compensation Administration (ACAA, by its Spanish acronym) years 2007 to 2019.

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	1.949	5-Year	2018

PERFORMANCE TARGET JUSTIFICATION

The 5-year moving average of the fatality rate (fatalities/HMVMT) safety performance target is 1.949 for 2022. It is expected an increase in the number of the fatality rate from 2018 to 2022 that represent a 23.2%. These numbers were obtained after several mathematical data analysis discussed between the key safety stakeholders and approved by the local MPO. The databases used to forecast the fatality rate were from the Puerto Rico FARS Database and the values of the Hundred Million Vehicle Miles Traveled (HMVMT) reported by the Puerto Rico Highways and Transportation Authority in 2020. Due to the pandemic, the process of obtaining traffic data collection was compromised and the PRHTA is working in provide the best possible data. These numbers were obtained after several mathematical data analysis discussed between the key safety of the Puerto Rico SHSP and the PRISC.

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	84.5	5-Year	2018

PERFORMANCE TARGET JUSTIFICATION

The 5-year moving average of unrestrained passenger vehicle occupant fatalities safety performance target is 84.5 for 2022, while the reduction in the number of unrestrained passenger vehicle occupant fatalities from 2018 to 2022 is 0.12%. 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 2008 to 2020.

PERFORMANCE MEASURE: C-5) NUMBER OF FATALITIES IN CRASHES INVOLVING A DRIVER OR MOTORCYCLE OPERATOR WITH A BAC OF .08 AND ABOVE (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Numeric	100.5	5-Year	2018

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 100.5 for 2022. It is expected an increase in the number of the fatalities from 2018 to 2022 of 0.13%. 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 2008 and 2020.

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

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-6) Number of speeding-related fatalities (FARS)	Numeric	83.6	5-Year	2018

PERFORMANCE TARGET JUSTIFICATION

The 5-year moving average of the number of speeding-related fatalities safety performance target is 83.6 for 2022, while the reduction in the number of traffic fatalities from 2018 to 2022 is 10.5%. 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 2008 to 2020.

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

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-7) Number of motorcyclist fatalities (FARS)	Numeric	43.2	5-Year	2018

PERFORMANCE TARGET JUSTIFICATION

The 5-year moving average of the number of motorcyclist fatalities safety performance target is 43.2 for 2022, while the reduction in the number of motorcyclist traffic fatalities from 2018 to 2022 is 0.9%. It is highly expected that at the time that this report is submitted, the motorcycles fatalities are increasing and the PRTSC and PRHTA are working together to stop this tendency. 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 motorcyclists' fatalities was the Puerto Rico FARS Database from 2008 to 2020.

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

PERFORMANCE TARGET DETAILS

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	Numeric	30.0	5-Year	2018

PERFORMANCE TARGET JUSTIFICATION

The 5-year moving average of the number of unhelmeted motorcyclist fatalities safety performance target is 30.0 for 2022. It is expected an increase in the number of the fatalities from 2018 to 2022 of 15.0%. As in the motorcyclist fatalities, it is highly expected that at the time that this report is submitted, the unhelmeted motorcyclist fatalities keep increasing, while the PRTSC and PRHTA are working together to stop this tendency. These numbers were obtained after several mathematical data analysis discussed between the key safety stakeholders and approved by the local MPO. The database used to forecast the number of unhelmeted motorcyclists' fatalities was the Puerto Rico FARS Database 2008 to 2020.

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

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	Numeric	27.2	5-Year	2018

PERFORMANCE TARGET JUSTIFICATION

The 5-year moving average of the number of drivers age 20 or younger involved in fatal crashes is 27.2 for 2021, while the reduction in the number of traffic fatalities from 2018 to 2022 is 3.0%. 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 fatalities of drivers age 20 or younger involved in fatal crashes was the Puerto Rico FARS Database (2012 to 2018).

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	101.3	5-Year	2018

PERFORMANCE TARGET JUSTIFICATION

The 5-year moving average of the number of pedestrian fatalities safety performance target is 101.3 for 2022. It is expected an increase in the number of the fatalities from 2018 to 2022 of 0.5%. 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 pedestrian fatalities was the Puerto Rico FARS Database using 2008 to 2020 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	9.1	5-Year	2018

PERFORMANCE TARGET JUSTIFICATION

The 5-year moving average of the number of cyclist fatalities safety performance target is 9.1 for 2022, while the reduction in the number of cyclist fatalities from 2018 to 2022 is 5.3%. 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 bicyclists' fatalities was the Puerto Rico FARS Database 2008 to 2020.

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	19.4	5-Year	2018

PERFORMANCE TARGET JUSTIFICATION

The 5-year moving average of the number of youth impaired driving fatalities safety performance target is 19.4 for 2022, while the reduction in the number of youth impaired driving from 2018 to 2022 is 4.0%. 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 PRISC. The database used to forecast the number of youth alcohol-related fatalities was the Puerto Rico FARS Database 2008 to 2020.

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	2022

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 increase drug-impaired driving test conducted 100.00 percent from 0 in 2020 to 100 by 2022.

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	85.75	Annual	2022

PERFORMANCE TARGET JUSTIFICATION

To Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 1.00 percentage points from 84.75 percent in 2020 to 85.75 percent by FY 2022.

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	66.50	Annual	2022

PERFORMANCE TARGET JUSTIFICATION

To decrease the percentage of people that reported making cell phone calls while driving from 67.00 percent on 2019 to 66.50 percent by FY 2022. Based on PRISC 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	90.5	Annual	2022

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 2020 to 90.5 percent by 2022. 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	49.00	Annual	2022
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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 2.00 percentage points from 47.00 percent in 2020 to 49.00 percent by 2022. 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: 12,753

Fiscal Year A-1: **2020**

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

Impaired driving arrests: 834

Fiscal Year A-2: **2020**

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

Speeding citations: 16,699

Fiscal Year A-3: **2020**

PROGRAM AREAS

PROGRAM AREA: IMPAIRED DRIVING

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

Problem ID

The Puerto Rico Impaired Driving Prevention Program is outlined within Puerto Rico's mission of preventing and reducing deaths, injuries, and property damage caused by impaired drivers. This program is of utmost relevance, according to the *National Highway Traffic Safety Administration (NHTSA)*, and is supported by national statistics on crashes, injuries, and fatalities caused by drunk drivers, placing impaired driving as the number one cause of road deaths.

The COVID-19 pandemic has had a wide-scale impact on global society. All countries, including Puerto Rico, enacted stay-at-home orders. Adverse consequences of these unimaginable reality increased stress and social isolation (Holmes et al., 2020) and surely higher alcohol consumption. As reported by Nielsen; "Compared with this time a year ago, during the seven-week COVID-impacted period ended April 18, brick-and-mortar alcohol dollar sales were up 21%, while online sales of alcohol have skyrocketed to over 2X from a year ago, up to 234%. In fact, alcohol is the fastest growing e-commerce department among consumer-packaged goods (CPG) and weekly growth has continued."

In Puerto Rico, alcohol consumption never gets out of style. On the contrary, several news articles had informed that alcohol consumption have been steady during the first year of the COVID-19 Pandemic and sells have risen in March 2021. To worsen the traffic scenario, medicinal cannabis consumption keeps rising. In addition, is not a secret that Puerto Rico has a very high drug dependency population and over 95% of crime activities are directly related to drug dealing. However, very little data about drug impaired driving is available in Puerto Rico. It continues to be difficult to address and measure drugged impaired driving and how many traffic crashes are really caused by drugged driving. Some reasons are:

- ↳ An effective, reliable, and fast drug roadside test isn't yet available.
- ↳ Some drugs stay in the body for days or weeks after use, making difficult to determine when the drug was used/consumed and if it the reason for the driver's impairment.
- ↳ After a positive illegal alcohol test, police don't usually test for drugs because there is sufficient evidence for a DUI/DWI charge.



- ↳ Many death drivers who caused crashes are found to have both, alcohol and drugs in their system making almost impossible to determine which substance caused the impairment or had the greater effect.

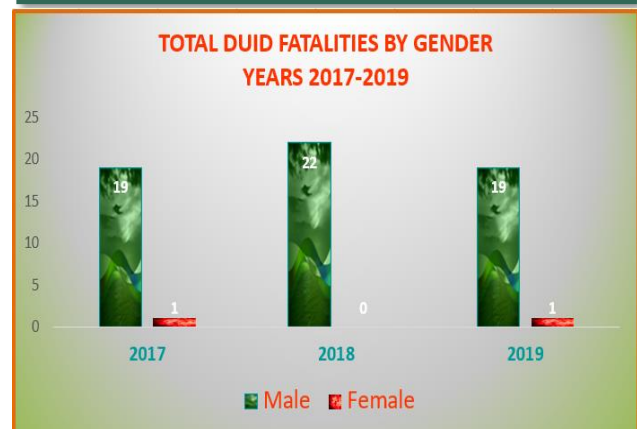
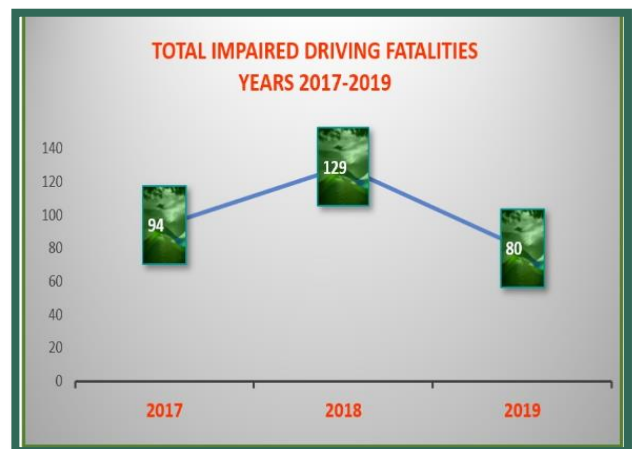
For the last 49 years, the Puerto Rico Traffic Safety Commission has been working developing educational strategies and coordinating Enforcement activities to reduce traffic crashes, injuries, and fatalities in our island. Since the beginning, impaired driving has been one of the traffic safety emphasis areas and, although much has been achieved, so much more efforts must continue to meet the challenges as new technology and human conduct continues to evolve. Also, economic constraints and an Oversight Board appointed by Congress seeking the powers of our elected government, slow down the already bureaucratic system that affect all components of our Program, state, and municipal government. After many delays and challenges, SFST Program is ready to start by educating police officers in July 2021.

According to the PR Crash Database, for years 2017 to 2019, a total of 2,068 crashes with at least one alcohol impaired driver, and 1,400 people with some type of injury or fatal injury were reported.

ALCOHOL IMPAIRED DRIVING FATALITIES YEARS 2017-2019

According to NHTSA Fatality Analysis Reporting System, FARS, in 2019, eighty (80) alcohol impaired driving fatalities occurred. This indicates a 38% decrease from 2018.

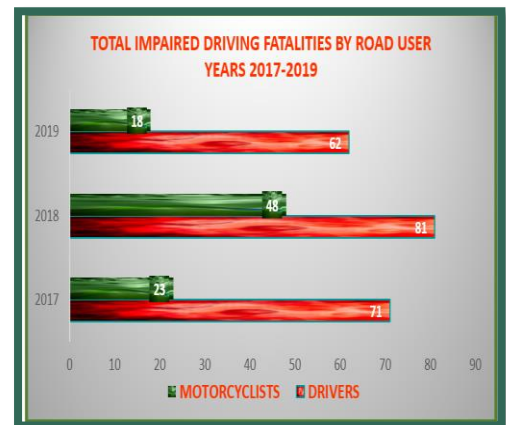
- ↳ Gender data analysis for impaired driving fatalities for the three-year period shows an average of 91% of male fatalities and 9% female fatalities.
- ↳ Analysis by age group for the three-year period shows that 52% of impaired driving fatalities were in age group 25-49, 19% in age groups 50+ and 18% in age group 16-24.
- ↳ Older drivers 63+ years old and older reported 11% of total impaired driving fatalities.
- ↳ On the three-year period, 78% 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 36%, followed by Saturday with 18% and Friday with 16%.
- ↪ Impaired driving fatalities by month, for this three-year period: December registered the highest ID deaths with 16%, July reported 11% and January, June and September reported 9% each. Summer months, June, July, and August, accounted for 26% 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%+.
- ↪ 70% of impaired drivers killed were unrestrained.
- ↪ 80% of impaired motorcycle riders killed were un-helmeted.
- ↪ 52% alcohol impaired driving fatalities also presented a speeding factor.



DRIVING UNDER THE INFLUENCE OF DRUGS

For the three-year period from 2017-2019 a total of 417 drivers (including motorcyclists) died in traffic crashes:

- ↪ Of the 417 driver's fatalities reported during the three-year period 2017-2019, 15% or 62 drivers tested positive for drugs. Of these sixty-two fatalities, 47 or 76% were drivers and 15 fatalities (24%) were motorcyclists.
- ↪ A total of 60% of the DUID fatalities were also alcohol impaired.
- ↪ Most frequent drugs found in the tox tests were Cocaine, Opium, Benzoylcegonine, THC and Cannabinoids.
- ↪ Ninety seven percent of fatalities were men.
- ↪ Group age 50+ reported 40% of total drug impaired driving fatalities. The youngest driver reported was 14 years old and crashed in 2019.
- ↪ Sunday reported most drug impaired fatalities.
- ↪ July reported 15% of total drug impaired driving fatalities followed by March, May and December with 11% each.
- ↪ 77% of drug impaired drivers were unrestrained at the time of the crash.
- ↪ 87% of drug impaired motorcyclists were unhelmeted.



- ↳ A total of 55% reported speeding as a contributor factor.
- ↳ Sixty percent of drug impaired driving fatalities occurred at nighttime.
- ↳ Forty four percent of drug impaired driving fatalities occurred on primary roads

ASSOCIATED PERFORMANCE MEASURES

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2022	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2022	5-Year	100.5
2022	C-13) Number of drug-impaired driving screening test conducted.	2022	Annual	100.00

COUNTERMEASURE STRATEGIES IN PROGRAM AREA

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

Responsible Beverage Service
DUI Offenders Treatment Program

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 certificating 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.



Countermeasure is based on NHTSA's Uniform Guidelines for Highway Safety Programs, Guideline #8, Part III-Section B. Enforcement, and Section D. Prosecution. Every DWI case has a scientific aspect that is a main 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
22-01-72	Alcohol Toxicology Lab

PLANNED ACTIVITY: ALCOHOL TOXICOLOGY LAB

Planned activity number: **22-01-72**

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

PLANNED ACTIVITY DESCRIPTION

Alcohol Toxicology Lab- For FY 2022, 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. During fiscal year 2022, the laboratory is requesting the purchase of a hydrogen generator to be connected to a gas chromatograph to continue testing the blood of suspected drunk drivers.

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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-01-72	2020	154 Transfer Funds - AL	154 Alcohol	\$384,675.54	\$89,000.00	
	2021			\$60,324.46		

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	\$15,000.00	\$15,000.00		



COUNTERMEASURE STRATEGY: DRUG SCREENING FOR PROSECUTORIAL EVIDENCE

Program Area: **Impaired Driving**

PROJECT SAFETY IMPACTS

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, and others.

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. By 2022, 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 2021 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 last three years the Forensic Science Institute was trying to develop the project under harsh circumstances: an integration with the Public Safety Department that hindered its autonomy and decision making, an exodus of trained forensic chemists to the mainland in search of better remuneration, budget cuts and a change of management. Current reorganization commenced in December 2020 with a new administration. Project funds will cover equipment, lab and office supplies, professional services, salaries, printing, and other related costs.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
22-01-77	Drug Impaired Driving Screening Lab

PLANNED ACTIVITY: DRUG IMPAIRED DRIVING SCREENING LAB

Planned activity number: **22-01-77**

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

PLANNED ACTIVITY DESCRIPTION

As established in the SFST Program Assessment of 2016, post-arrest procedures, sample collection and 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 Forensic Sciences Institute for suspected DUID drivers. This traffic lab will be for the sole purpose to conduct traffic drug tests. As any other lab, this one requires a very sophisticated and scientifically proven equipment which 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 Institute of Forensic Sciences

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Drug Screening for Prosecutorial Evidence

FUNDING SOURCES

Planned Activity Number	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-01-77	2020	FAST Act 405d Impaired Driving High	405d High BAC Testing/Reporting (FAST)	\$302,315.00	\$60,463.00	



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 2017, 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
22-01-06	Impaired Driving Prosecution Enhancement

PLANNED ACTIVITY: IMPAIRED DRIVING PROSECUTION ENHANCEMENT

Planned activity number: **22-01-06**

Primary Countermeasure Strategy ID: **DWI Prosecution**

PLANNED ACTIVITY DESCRIPTION

For Fiscal Year 2022, 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 27,000 prosecution hours. 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, a proportional share of fringe benefits, contractual services, office supplies, DWI highway traffic safety trainings, travel, equipment, and other related costs.

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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-01-06	2020	FAST Act 405d Impaired Driving High	405d High	\$929,012.00	\$185,802.40	

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 oversee 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 AREA

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 the fiscal year 2022, PRTSC 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
22-01-13	Impaired Driving Program Coordinator

PLANNED ACTIVITY: IMPAIRED DRIVING PROGRAM COORDINATOR'S

Planned activity number: **22-01-13**

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

PLANNED ACTIVITY DESCRIPTION

Impaired Driving Program Coordinators: costs will include salary and benefits, contractual services, equipment, and as well as out-of-state and local travel and other related expenses.

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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-01-13	2019 2020	FAST Act 405d Impaired Driving High	405d High ID Coordinator (FAST)	\$59,236.15 \$86,499.85		

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
22-01-25	Impaired Driving Survey

PLANNED ACTIVITY: IMPAIRED DRIVING SURVEY

Planned activity number: **22-01-25**

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

PLANNED ACTIVITY DESCRIPTION

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

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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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22-01-25	2019	164	164	\$8,777.60		
	2020	Transfer Funds-AL	Alcohol	\$4,722.40		

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 SFST 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 2017-2019 indicated that 60% of alcohol-impaired drivers also had drugs in their system 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
22-01-71	SFST Program Coordinator

PLANNED ACTIVITY: SFST PROGRAM COORDINATOR

Planned activity number: **22-01-71**

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. Due to the Coronavirus Pandemic, the first class was delayed for FY2021. This planned activity includes trainings for officers, instructors, prosecutors, and judges. Also includes contracting, equipment, and other related costs.

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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-01-71	2020	FAST Act 405d Impaired Driving High	405d High ID	\$75,000.00		

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

Program Area: **Impaired Driving (Alcohol)**

PROJECT SAFETY IMPACTS

Short Term High Visibility Impaired Driving Enforcement- Overtime hours to participate in Impaired Driving National Crackdowns and mobilizations will be funded for PRPD's 13 traffic police regions and many Municipal Police. Mobilization periods have been chosen by identifying high alcohol consumption

periods during the year. At least five (5) impaired driving mobilizations during FY 2022 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, police security gear, availability to work overtime hours, and funding. LEL's will meet with municipal police chiefs to engage them to facilitate Municipal Police participation. 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
22-01-01	TE PRPD Impaired Driving Overtime Enforcement
22-01-28	TE Bayamón Impaired Driving Overtime Enforcement
22-01-52	TE Caguas Impaired Driving Overtime Enforcement
22-01-26	TE Carolina Impaired Driving Overtime Enforcement
22-01-36	TE Guaynabo Impaired Driving Overtime Enforcement
22-01-43	TE Ponce Impaired Driving Overtime Enforcement
22-01-47	TE San Juan Impaired Driving Overtime Enforcement
22-01-53	TE Yauco Impaired Driving Overtime Enforcement
22-01-81	TE NTSP Impaired Driving Overtime Enforcement

PLANNED ACTIVITY: IMPAIRED DRIVING OVERTIME ENFORCEMENT

Planned activity number: **22-01-01**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Low 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, as well as out-of-state (if necessary) and other related costs.

ALCOHOL IMPAIRED DRIVING MOBILIZATIONS FY 2022 PROJECT 22-01-01		
BUDGET		
PRPD	DATES	DESCRIPTION
\$112,050.00	Thanksgiving Crackdown November 18 @ November 29, 2021	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.
\$168,075.00	Holidays Crackdown December 17 @ January 1st, 2022	This covers the Holidays Season, which in PR extends up to January. An increased in alcohol consumption characterized this season.
\$78,435.00	Easter Crackdown April 12 @ April 18, 2022	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.
\$201,690.00	Summer Crackdown July 1st - 10th and July 22-31st 2022	July is considered the pinnacle of summer and a synonym of vacations. During the hot days most population hit the beaches, rivers and recreational centers. There is a tendency to increase alcohol consumption during the long days and nights.
\$100,845.00	Labor Day National Crackdown August 26th @ September 5, 2022	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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit



22-01-01	2019	164 Transfer Funds-AL	164 Alcohol	\$618,647.00	\$123,729.40	
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PLANNED ACTIVITY: IMPAIRED DRIVING OVERTIME ENFORCEMENT

Planned activity number: **22-01-28, 22-01-52, 22-01-26, 22-01-36, 22-01-43, 22-01-47, 22-01-53, 22-01-81**

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

PLANNED ACTIVITY DESCRIPTION

Short term high visibility Impaired Driving Mobilizations. Coordination with Municipal Police to participate in five (5) impaired driving enforcement mobilizations. Costs include overtime hours, fringe benefits.

BUDGET ALCOHOL IMPAIRED DRIVING MOBILIZATIONS FY 2022		
MUNICIPALITIES	DATES	DESCRIPTION
\$80,000.00	Thanksgiving Crackdown November 18 @ November 29, 2021	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.
\$100,000.00	Holidays Crackdown December 17 @ January 1st, 2022	This covers the Holidays Season, which in PR extends up to January. An increased in alcohol consumption characterized this season.
\$80,000.00	Easter Crackdown April 12 @ April 18, 2022	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.
\$100,000.00	Summer Crackdown July 1st - 10th and July 22-31st 2022	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.
\$80,000.00	Labor Day National Crackdown August 26th @ September 5, 2022	August is back to school and routine. Hurricane season is at its peak during August and September and people tend to consume alcohol to cope with stress. In addition, Labor Day weekend is the last summer holiday and celebrations with alcohol are always present.

INTENDED SUBRECIPIENTS

State 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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-01-28	2020	164 Transfer Funds-AL	164 Alcohol	\$56,000.00	\$11,200.00	
22-01-52	2020	164 Transfer Funds-AL	164 Alcohol	\$56,000.00	\$11,200.00	
22-01-26	2020	164 Transfer Funds-AL	164 Alcohol	\$66,000.00	\$13,200.00	
22-01-36	2020	164 Transfer Funds-AL	164 Alcohol	\$62,000.00	\$12,400.00	
22-01-43	2020	164 Transfer Funds-AL	164 Alcohol	\$59,000.00	\$11,800.00	



22-01-47	2020	164 Transfer Funds-AL	164 Alcohol	\$100,000.00	\$20,000.00	
22-01-53	2020	164 Transfer Funds-AL	164 Alcohol	\$41,000.00	\$8,200.00	
22-01-81	2020	164 Transfer Funds-AL	164 Alcohol	\$34,000.00	\$6,800.00	

COUNTERMEASURE STRATEGY: VICTIMS IMPACT PANEL

Program Area: **Impaired Driving (Alcohol)**

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
22-01-67	Victims Impact Panel Program

PLANNED ACTIVITY: VICTIMS IMPACT PANEL PROGRAM

Planned activity number: **22-01-67**

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

PLANNED ACTIVITY DESCRIPTION

Project DWI Victims Impact Panel was established as part of DWAI penalties under Act 22-2000, as amended in section 7.04. This strategy is intended to sensitize DWAI 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 -DWI 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 FY 2022 total of 26 panel meetings will be held. All participants will be referred by court and will have to complete a 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.

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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-01-67	2020	FAST Act 405d Impaired Driving High	405d High ID	\$127,414.00	\$25,482.80	

COUNTERMEASURE STRATEGY: EVIDENCE-BASED TREATMENT PROGRAM FOR DUI OFFENDERS

Program Area: **Impaired Driving (Alcohol)**

PROJECT SAFETY IMPACTS

Many studies have show 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 7 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.

In addition, a first-time offender referred by court will receive an intervention/treatment called REACH or Re-thinking Avenues for Change an evidence-based cognitive behavioral therapy program aimed to prevent drinking and driving among people with a first DUI offense.

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 has been successful in Puerto Rico, 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
22-01-82	DUI Offenders Evidence-Based Treatment Program

PLANNED ACTIVITY: DUI OFFENDERS EVIDENCE-BASED TREATMENT PROGRAM

Planned activity number: **22-01-82**

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

PLANNED ACTIVITY DESCRIPTION

Project first year to implement a pilot project at San Juan and Ponce 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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-01-82	2021 2022	FAST Act 405d Impaired Driving High	405d High ID	\$472,578.87 \$85,001.13	\$111,516.00	

COUNTERMEASURE STRATEGY: RESPONSIBLE BEVERAGE SERVICE

Program Area: **Impaired Driving (Alcohol)**

PROJECT SAFETY IMPACTS

Year 2022 will be project's first year of the implementation. Due to the delay by the COVID-19 pandemic and the uncertainty of the executive orders that controlled the openings of bars, project wasn't approved to commence in 2020-2021.

This strategy is intended to train 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
22-01-79	Promoting Alcohol Retailing Practices

PLANNED ACTIVITY: PROMOTING ALCOHOL RETAILING PRACTICES

Planned activity number: **22-01-79**

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

PLANNED ACTIVITY DESCRIPTION

Project plans to train 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.

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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-01-79	2020	164 Transfer Funds-AL	164 Alcohol	\$113,770.00	\$22,754.00	

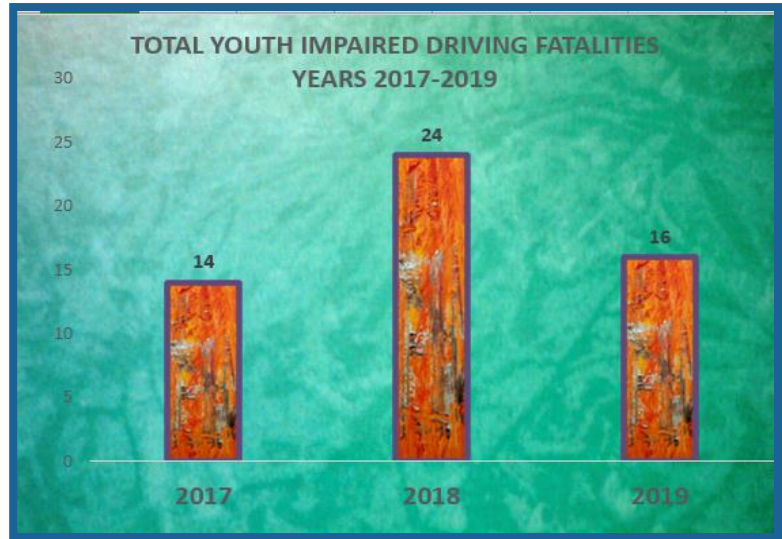


PROGRAM AREA: YOUTH IMPAIRED DRIVING

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

Problem ID

Alcohol use and drunk driving is one of the most risky and common behavior among young adults. It is a major public health problem because psychoactive substances, particularly alcohol, are largely consumed by teenagers and young adults, making alcohol the primary drug of choice and one of the leading causes of many behavioral problems. Young people have a high prevalence of alcohol consumption based on the portrayed idealization of social recognition, self-assertion, independence, and autonomy first experienced during this period of their lives.



The transition from school to college is a major change. Many live alone, obtain the first possession of a motor vehicle and have minimal supervision of their parents. Somehow, alcohol use / abuse is expected with most social activities promoted by the alcohol industry, fraternities are seeking members and other risky behaviors are observed. All of this makes driving under the influence of alcohol one of the greatest dangers associated with these young adults.

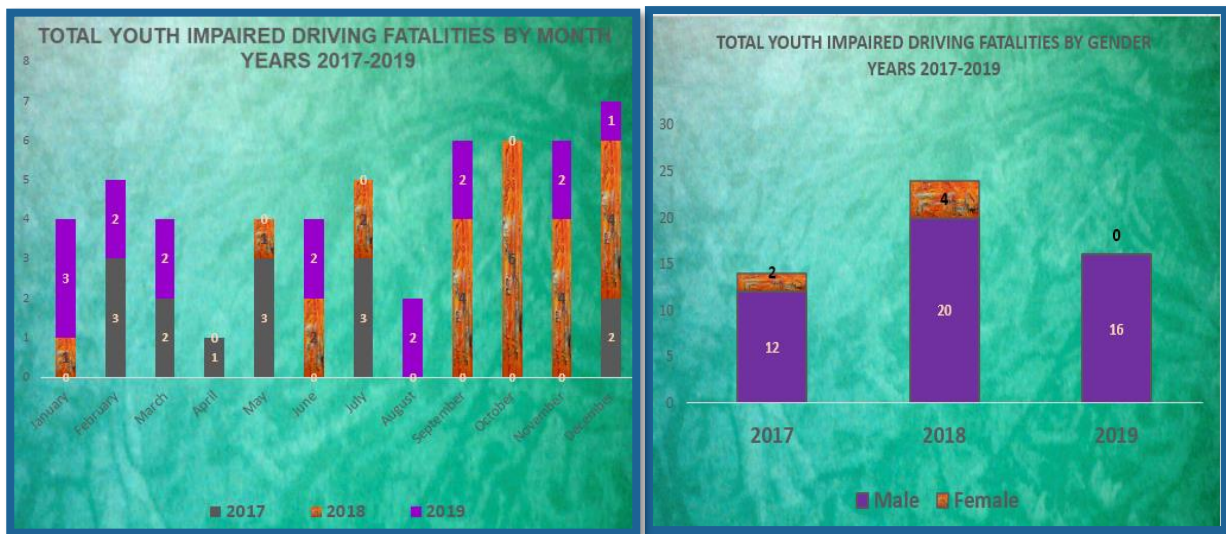
Many social and cultural factors encourage and overemphasizes alcohol drinking among young adults, which make them more vulnerable to traffic incidents:

- ↪ Accessibility to alcoholic beverages
- ↪ Mass media characters promoting and selling luxurious and successful lifestyles while drinking alcohol.
- ↪ Peer pressure
- ↪ False sense of invincibility and freedom of choice
- ↪ Lack of social activities without alcoholic beverages



According to NHTSA Fatality Analysis Reporting System, FARS, in 2019, sixteen (16) youth impaired driving fatalities occurred. This indicates a 33% decrease from 2018 to 2019.

- ↳ Gender data analysis for youth impaired driving fatalities for the three-year period shows an average of 89% of male fatalities and 11% female fatalities.
- ↳ Analysis by age group for the three-year period shows that 67% of youth impaired driving fatalities were in age group 21-24 and 33% age group 16-20. Zero impaired driving fatalities were reported among 15 years old drivers.

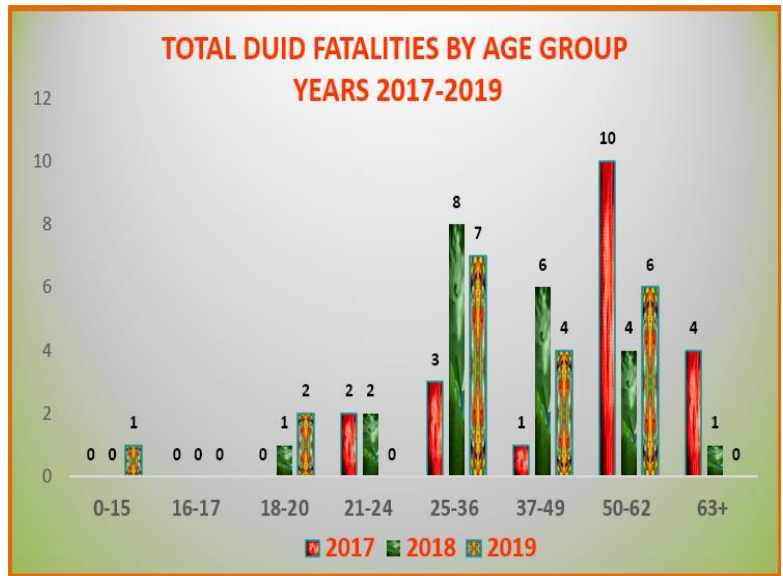


- ↳ For the three-year period, 86% of youth impaired driving fatalities occurred at nighttime from 6:00PM to 6:00AM. Nighttime continues to be a dangerous period for drunk drivers and other road users.
- ↳ Alcohol impaired driving fatalities, by day of the week, it shows that Sunday reported the highest average of fatalities for the 3-year period with 39%, followed by Friday with 19% and Saturday with 17%.
- ↳ Youth impaired driving fatalities by month, for this three-year period, some peaks are noticed: December 13%, September, October, and November with 11% each. Summer months, June, July, and August, accounted for 21% of total youth impaired driving fatalities.

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

- ↳ 70% were drivers and 30% motorcyclists.

- ↪ 76% had a BAC of .08%+.
- ↪ 87% of youth impaired drivers killed were unrestrained.
- ↪ 75% of impaired motorcycle riders killed were un-helmeted.
- ↪ 69% alcohol impaired driving fatalities also presented a speeding factor.
- ↪ 13% of DUID fatalities were in age group 15-24.
- ↪ Most common drug found in age group 15-24 was cannabinoids.



ASSOCIATED PERFORMANCE MEASURES

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2022	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2022	5-Year	100.5
2022	C-12) Number of youth impaired driving fatalities	2022	5-Year	19.4

COUNTERMEASURE STRATEGIES IN PROGRAM AREA

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

COUNTERMEASURE STRATEGY: YOUTH PROGRAMS - PEER TO PEER APPROACH



PROJECT SAFETY IMPACTS

The FIESTA Projects use the primary prevention technic, education. All work is conducted from an educational standpoint targeting mainly college and high school students. FIESTA Projects seek to motivate youth and young adults from 15 to 24 years old, not to drink and drive or to ride with a designated driver that has not been drinking alcohol reaching college campuses and middle & high schools.

All strategies are developed to be attractive, honest, and seeking people's awareness toward the serious and lifechanging consequences of drinking and driving or getting "high" and driving. FIESTA combines traditional educational tactics such as workshops and roundtables with more contemporary ones such as social media videos, comedy or drama sketches, ads, public relations campaigns, sports, and games among other.

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 fiscal year 2022, the proposals have been submitted. Since fiscal year 2021, the FIESTA projects have included virtual strategies making them the easiest group due to their mastery of technology.

As things are improving, fall semester 2021 will mark college campuses reopening. In person workshops, educational tables, roundtables, staff trainings and meetings, Facebook, Twitter, Instagram, Tik Tok, YouTube will continue to be an effective tool for DWI prevention messages and campaigns for young adults and teenagers. Hopefully, *Las Fiestas de la Calle San Sebastián* and the Colleges Sports event, *JUSTAS LAI* will take place and massive DWI prevention campaigns will be conducted. Campaign's ads, press releases, strategic messages, news updates, and upcoming activities information will be posted. Educational campaign videos and media interviews will be posted on our You-tube channel.

These nine (9) projects major target are college students, but workshops to teenagers from middle and high school are included in most Action Plans. Projects FIESTA's are highly recognizable among communities and schools for their safety message and teachers are always seeking their collaboration to aid in the DWI prevention education since most children are exposed to alcohol consumption in their early years.

FIESTA-CREATIVO project is a non-profit organization that offers drug and alcoholism rehabilitation, which accepts people who voluntarily seek treatment. Using the peer-to-peer approach and under the guidance of a Project Coordinator, the participants become aware of the consequences of drinking and driving and are responsible of educating other participants, family members and surrounding communities. Six group homes will be impacted by this project.

A new project will begin in FY 2022, FIESTA-LAP San Juan. Being the capitol of Puerto Rico, San Juan is the most populated municipality therefore, criminality and traffic fatalities are in the highest numbers. In addition, San Juan has a lot of poor neighborhoods, single parent family is the “standard”, gang violence, drug dealing, and other criminal activities are part of the daily living. The community focused division under the Municipal Police called the Police Athletic League will operate within it and will integrate an alcohol consumption and DWI prevention project in ten risky communities in San Juan. Education activities will target children and teenagers.

All projects will continue to use innovative strategies to attract public awareness, provide formal educational workshops with fun and creative resources, and an ongoing presence on social media to spread alcohol related and DWI prevention messages.

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 programs are an evidence-based strategy. In Puerto Rico, most of them reached college campuses using the peer-to-peer approach to create awareness toward consuming alcohol and driving. Prevention efforts mainly focuses on messages such as, how does alcohol affected the brain, don't drink and drive, have a designated driver and avoid binge drinking. Youth programs prevention efforts mostly relay on providing reliable information for teenagers and young adults to make conscious decisions before driving. Most costs for these projects include salary and fringe benefits for project coordinators, stipends for student instructors, contractual services, office and educational supplies, 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.



This countermeasure is essential because it involves youth drinking-and-driving prevention programs that seek to motivate youth not to drink, not to drink and drive, and not to ride with a driver who has been drinking. This is based on Countermeasures That Work 2017, Chapter I, Part 6.5 Youth Programs (peer to peer approach) and as a recommendation from the 2020 Impaired Driving Program Assessment.

Budgets are reasonable and focused on achieving the implementation of planned activities.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
22-02-02	FIESTA II - Universidad De Puerto Rico-Río Piedras Campus
22-02-05	FIESTA VI - Universidad De Puerto Rico-Mayagüez Campus
22-02-10	FIESTA VIII - Universidad De Puerto Rico-Cayey Campus
22-02-14	FIESTA IX - Universidad De Puerto Rico-Ponce Campus
22-02-15	FIESTA CREATIVO- Hogares CREA, Inc.
22-02-16	FIESTA XII – Pontifical Catholic University of Puerto Rico- Ponce
22-02-17	FIESTA - Universidad De Puerto Rico-Utuado Campus
22-02-21	FIESTA XI - Universidad De Puerto Rico-Aguadilla Campus
22-02-25	FIESTA PISTA XIII – Ana G. Méndez University- Cupey Campus
22-02-32	POLI FIESTA XVI – Polytechnic University- San Juan Campus
22-02-03	FIESTA LAP – Municipality of San Juan

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

Planned activity numbers: **22-02-02, 22-02-05, 22-02-10, 22-02-14, 22-02-15, 22-02-16, 22-02-17, 22-02-21, 22-02-25, 22-02-32, 22-02-03**

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

PLANNED ACTIVITY DESCRIPTION

Eleven youth projects will be operating to reach college campus, middle and high schools. They will continue to educate towards the prevention of alcohol and marihuana consumption and driving. They will engage with target population through motivation among peers, highlight the importance of a designated driver and use creative games and engaging social media content. More structured strategies will be used such as workshops, trainings, round tables, safety fairs in more controlled environments as schools, group homes like FIESTA CREATIVO and youth centers and FIESTA-LAP.

Youth impaired driving P&E will include but not limited to, awareness campaigns, distribution of educational materials, workshops, art presentations, alcohol and marihuana goggles/simulators games, media and social media campaigns, and research related to youth alcohol impaired driving. Yearlong presence in social media networks, such as YouTube, Facebook Instagram, Tik Tok platforms safety traffic messages will be continuously spread among this target group. In addition, several FIESTA-Projects will be collaborating and working with each other to participate as presenters in the next Lifesavers Conference 2022.

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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-02-02	2021	FAST Act 405d Impaired Driving High	405d High ID	\$150,026.00	\$30,005.20	
22-02-05	2021	FAST Act 405d Impaired Driving High	405d High ID	\$80,663.00	\$16,132.60	
22-02-10	2021	FAST Act 405d Impaired Driving High	405d High ID	\$72,618.00	\$14,523.60	
22-02-14	2021	FAST Act 405d Impaired Driving High	405d High ID	\$76,451.00	\$15,290.20	
22-02-15	2021	FAST Act 405d Impaired Driving High	405d High ID	\$77,735.00	\$15,547.00	
22-02-16	2021	FAST Act 405d Impaired Driving High	405d High ID	\$115,973.00	\$23,194.60	



22-02-17	2021	FAST Act 405d Impaired Driving High	405d High ID	\$69,902.00	\$13,980.40	
22-02-21	2021	FAST Act 405d Impaired Driving High	405d High ID	\$100,925.00	\$20,185.00	
22-02-25	2021	FAST Act 405d Impaired Driving High	405d High ID	\$62,461.00	\$12,492.20	
22-02-32	2021	FAST Act 405d Impaired Driving High	405d High ID	\$46,311.00	\$9,262.20	
22-02-03	2021	FAST Act 405d Impaired Driving High	405d High ID	\$55,000.00	\$11,000.00	



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.

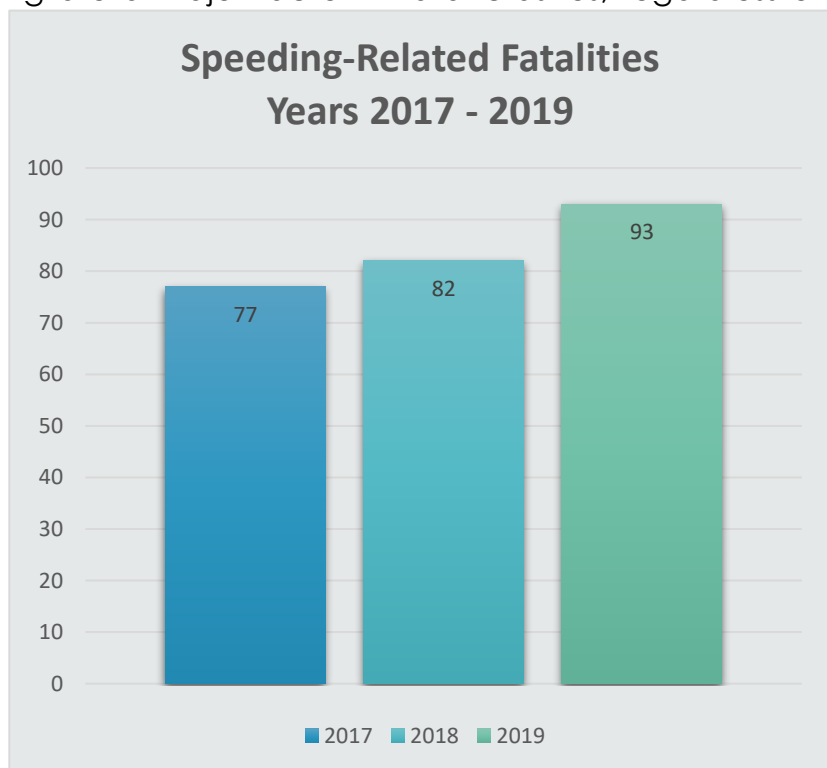
PRPD Law Enforcement Efforts							
YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
2016	110,953	7821	6,189	145,512	2,489	67,795	361,325
2017	93,697	5,096	4,225	92,189	1,670	47,217	202,649
2018	113,163	6,854	5,876	124,134	2,388	63,941	250,474
2019	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

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

Puerto Rico Police Department and the Municipal Police have been showing an increase in traffic citations over the year 2018. The gains may be attributed to various factors, such as the commitment and hard work of the police officers around the island to reduce fatalities on our roads. But during 2019 there is 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.

Speed and Aggressive driving are a major factor in fatal crashes, regardless of road type or functional class. For the 2017-2019 periods, Puerto Rico had 252, or 28% of the total of fatalities were speeding-related. According to the Traffic Safety Performance Measures, in 2017 reported 77 fatalities; in 2018, there was 82 speeding-related death. However, in 2019 we had 93 speeding-related fatalities that represent nine fatalities more or a 12% increase compared to the year 2018. In addition, 83% of alcohol impaired driving fatalities presented the



speed factor, that is including motorcycles.

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 2017-2019:

- ↳ Gender data analysis for speeding-related fatalities for the three years shows an average of 81% of male fatalities and 19% female fatalities.
- ↳ When analyzing data of speeding-related fatalities, by day of the week, it shows that Sunday reported the highest average of fatalities for the 3 years with 24%, followed by Saturday with 23% and Friday with 12% each.
- ↳ Analysis by age group for the three years shows that 66 fatalities or 26% of speeding-related fatalities were in age groups 25-36. However, 18% of speeding-related fatalities were in age groups 37-49 with 45 and 50-62 with 14% or 36 fatalities.
- ↳ In the three years, 33% of speeding-related fatalities occurred at nighttime from 12:00 AM to 5:59 AM and 25% from 6:00 PM to 11:59 PM that shows a total of 58% of the total fatalities.
- ↳ 25% of speeding-related fatalities occurred in January, February and March, for the months of April, May and June we have 29%, for July, August and September there is 21% and for October, November and December it shows 25%.
- ↳ Out of the 252 fatalities in the three years period, 91 were in the municipalities of San Juan, Caguas, Juana Diaz, Mayaguez, Bayamon, Toa Baja y Dorado, that represent 36% of the total.

Analysis of speed and aggressive fatal and injury crashes in 2017-2019 illustrated the following:

- ↳ 44% of fatal and injury crashes occurred on weekends, Friday, Saturday, and Sunday.
- ↳ 56% of speed and aggressive driving crashes occurred during weekdays, Monday, Tuesday, Wednesday, and Thursday.
- ↳ 45% of fatal and injury crashes occurred on primary roads.
- ↳ 22% of crashes occurred on secondary roads.
- ↳ 22% of crashes occurred on tertiary roads.
- ↳ 44% of fatal injury crashes occurred in January, February, March, April, May, and June.
- ↳ 52% of fatal injury crashes occurred in July, August, September, October, November, and December.

ASSOCIATED PERFORMANCE MEASURES

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2022	C-6) Number of speeding-related fatalities (FARS)	2022	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
22-03-78	Traffic Enforcement Coordinator

PLANNED ACTIVITY: TRAFFIC ENFORCEMENT COORDINATOR

Planned activity number: **22-03-78**

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

PLANNED ACTIVITY DESCRIPTION

The project proposes for the coordinator to oversee managing Speed Enforcement Mobilizations, LEL's Project, and Speed Enforcement Equipment

projects of the State and Municipal Police forces. In addition, the Traffic Enforcement Coordinator will give support to other programs that work with enforcement and mobilizations.

Cost will include salary and fringe benefits, contractual service, equipment, and as well as out-of-state and local travel and other related costs. The coordinator will work with the Police Traffic Services Program funded 75% and funded 25% by the Motorcycle Safety Program.

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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-03-78	2021	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$21,209.00		
	2022			\$21,209.00		

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 FY2022 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
22-03-03	Law Enforcement Liaison Program

PLANNED ACTIVITY: LAW ENFORCEMENT LIAISON PROGRAM

Planned activity number: **22-03-03**

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

PLANNED ACTIVITY DESCRIPTION

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

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

INTENDED SUBRECIPIENTS



COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Law Enforcement Liaison

FUNDING SOURCES

Plan Activity Number	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-03-03	2020	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$8,778.52		
	2021			\$59,121.48		
	2022			\$67,900.00		

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 FY 2022, 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 2022 mobilization. All law enforcement agencies that receive grant funding for enforcement are required to participate in the speed mobilization and other agencies across the state actively support the annual "Respect Speed

Limits, If You Don't Obey You Pay" campaign. Participating law enforcement agencies are encouraged to conduct enforcement during the evening and nighttime hours when high-risk behavior, including speeding, is most prevalent. The impact of this countermeasure's strategy is to lower speeding-related fatalities 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 enforcement detail to target these high-risk drivers.

This countermeasure strategy and planned activities are expected to continue to have a positive impact on the performance target set for the following measures: Speeding-Related Fatalities. Sufficient funding has been allocated to support the effective implementation of the planned activities and have a positive impact on the targets set for the program area. PRTSC will provide funds for equipment and pieces to enhance speeding enforcement efforts for State Police. Radars and related equipment and maintenance for State Police will be funded based on Countermeasures that Work 2017 Chapter 3. Aggressive Driving & Speeding, Section 2.3 Other Enforcement Methods-Technology and Uniform Guidelines, Guideline # 15, Chapter III. Traffic Law Enforcement.

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.

This countermeasure strategy has been selected because High-Visibility Enforcement (HVE) operations and community outreach promote safer behaviors and increases compliance with appropriate traffic laws.

The budget for overtime hours it is a reasonable for the project to achieve the implementation of planned activity.



PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
22-03-19	Speed Enforcement Mobilization PRPD
22-03-80	Speed Enforcement Mobilization TE Arecibo
22-03-09	Speed Enforcement Mobilization TE Bayamón
22-03-45	Speed Enforcement Mobilization TE Florida
22-03-40	Speed Enforcement Mobilization TE Yauco
22-03-33	Speed Enforcement Mobilization TE Cataño
22-03-08	Speed Enforcement Mobilization TE Cidra
22-03-05	Speed Enforcement Mobilization TE Guaynabo
22-03-48	Speed Enforcement Mobilization TE Hatillo
22-03-12	Speed Enforcement Mobilization TE Isabela
22-03-31	Speed Enforcement Mobilization TE Moca
22-03-88	Speed Enforcement Mobilization TE Camuy
22-03-04	Speed Enforcement Mobilization TE San Juan
22-03-06	Speed Enforcement Mobilization TE Toa Baja
22-03-15	Speed Enforcement Mobilization TE Aguadilla
22-03-95	Speed Enforcement Mobilization TE Guayama
22-03-66	Speed Enforcement Mobilization TE Naranjito
22-03-13	Speed Enforcement Mobilization TE Morovis

22-03-17	Speed Enforcement Mobilization TE Vega Baja
22-03-60	Speed Enforcement Mobilization TE Ponce
22-03-10	Speed Enforcement Mobilization TE Caguas
22-03-61	Speed Enforcement Mobilization TE Utuado
22-03-71	Speed Enforcement Mobilization TE Humacao
22-03-74	Speed Enforcement Mobilization TE Barceloneta
22-03-26	Speed Enforcement Mobilization TE Carolina
22-03-55	Speed Enforcement Mobilization TE Manatí
22-03-39	Speed Enforcement Mobilization TE Quebradillas
22-03-94	Speed Enforcement Mobilization TE Corozal
22-03-58	Speed Enforcement Mobilization TE Cabo Rojo
22-03-42	Speed Enforcement Mobilization TE San Germán
22-03-84	Speed Enforcement Mobilization TE Salinas
22-03-49	Speed Enforcement Mobilization TE NTSP

PLANNED ACTIVITY: SPEED ENFORCEMENT MOBILIZATION

Planned activity numbers: **22-03-19, 22-03-80, 22-03-09, 22-03-45, 22-03-40, 22-03-33, 22-03-08, 22-03-05, 22-03-48, 22-03-12, 22-03-31, 22-03-88, 22-03-04, 22-03-06, 22-03-15, 22-03-95, 22-03-66, 22-03-13, 22-03-17, 22-03-60, 22-03-10, 22-03-61, 22-03-71, 22-03-74, 22-03-26, 22-03-55, 22-03-39, 22-03-94, 22-03-58, 22-03-42, 22-03-84, 22-03-49**

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

PLANNED ACTIVITY DESCRIPTION



During February 2022, 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.

The PRTSC will continue to support enforcement projects designed to increase speed limit compliance on all types of roadways. Various speed enforcement strategies will be used, including dedicated roving patrols and saturation enforcement details within Municipalities and regions at high risk. While enforcement of high crash areas is encouraging, routine day to day enforcement between February 14 to 27, 2022, is also needed to increase the public's perception of the risk of apprehension. The PRPD participation and 30 Municipal Polices

INTENDED SUBRECIPIENTS

State Agency and State and Municipal Polices

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

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

FUNDING SOURCES

Plan Activity Number	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount
22-03-04	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$16,300.00	\$3,260.00
22-03-05	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$22,000.00	\$4,400.00

22-03-06	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$8,200.00	\$1,640.00
22-03-08	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$3,500.00	\$700.00
22-03-09	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$11,400.00	\$2,280.00
22-03-10	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$7,250.00	\$1,450.00
22-03-12	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$8,500.00	\$1,700.00
22-03-13	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$4,080.00	\$816.00
22-03-15	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$6,000.00	\$1,200.00
22-03-17	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$4,080.00	\$816.00



22-03-19	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$338,000.00	\$67,600.00
22-03-26	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$18,950.00	\$3,790.00
22-03-31	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$2,700.00	\$540.00
22-03-33	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$8,778.52	\$1,755.70
22-03-39	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$1,775.00	\$355.00
22-03-40	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$4,300.00	\$860.00
22-03-42	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$4,020.00	\$804.00
22-03-45	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$4,900.00	\$980.00

22-03-48	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$4,250.00	\$850.00
22-03-49	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$4,000.00	\$800.00
22-03-55	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$5,700.00	\$1,140.00
22-03-58	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$4,400.00	\$880.00
22-03-60	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$5,550.00	\$1,110.00
22-03-61	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$5,725.00	\$1,145.00
22-03-66	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$2,200.00	\$440.00
22-03-71	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$2,300.00	\$460.00



22-03-74	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$10,800.00	\$2,160.00
22-03-80	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$8,500.00	\$1,700.00
22-03-84	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$2,200.00	\$440.00
22-03-88	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$4,000.00	\$800.00
22-03-94	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$3,120.00	\$624.00
22-03-95	2022	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$2,650.00	\$530.00

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 2017-2019.

- ↳ 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
22-03-00	Speed and Aggressive Driving Survey

PLANNED ACTIVITY: SPEED AND AGGRESSIVE DRIVING SURVEY

Planned activity number: **22-03-00**

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 2022 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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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22-03-00	2020	FAST Act NHTSA 402	Speed & Aggressive Driving Survey	\$13,500.00		
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COUNTERMEASURE STRATEGY: MOTOR VEHICLE CRASH INVESTIGATION

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.

Project Crash Scene Investigation will strengthen the structure of the Serious and Fatal Traffic Crashes Investigation Division within the PRPD. Currently, this division only have two agents in charge of all required scene investigation. This situation hinders the timeframe needed for each case. Not all crash scenes are thoroughly investigated and or reconstructed. Only the serious and fatal in which the negligence of a driver caused serious harm or death to people.

Modern technology and equipment have been designed to aid police investigators to gather more reliable evidence from traffic crashes. However, money constraints in the PRPD have result in an obsolete division with only two investigators.

Project is designed to train about twenty police agents to learn and be certificate as crash scene experts and provide basic criminal crash scene investigation to a hundred (100) police officers. In addition to acquire modern technology and equipment to conduct more reliable crash scene investigations and reconstructions. All these will improve traffic case prosecution by providing the state with robust and dependable evidence with proven science backing all cases.

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 enhance crash scene investigation and provide prosecution with reliable evidence in a timely matter. Costs include trainings, supplies, equipment, and other related costs.

RATIONALE FOR SELECTION

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

Based upon NHTSA's Uniform Highway Safety Program Guideline No. 18 Motor Vehicle Crash Investigation and Incident Reporting

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
22-03-35	Police Investigation of Serious and Fatal Crashes

PLANNED ACTIVITY: POLICE INVESTIGATION OF SERIOUS AND FATAL CRASHES

Planned activity number: **22-03-35**

Primary Countermeasure Strategy ID: **Motor Vehicle Crash Investigation**

PLANNED ACTIVITY DESCRIPTION

Fiscal year 2022 will be the project's first one. Project will prepare, coordinate, and conduct several trainings to teach police officers Basic Criminal Investigation and Crash Scene Reconstruction to at least 100 traffic police agents. In addition, Project will coordinate and conduct trainings to certificate at least 20 police officers as experts on crash scene investigation and reconstruction. Experts from the field will be contracted to ensure best trainers from the mainland.

In addition to the trainings, project will fund special supplies and equipment for the Division to improve the quality of current crash scene investigations.

INTENDED SUBRECIPIENTS

Puerto Rico Police Department- Serious and Fatal Traffic Crashes Investigation Division

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Motor Vehicle Crash Investigation

FUNDING SOURCES

Planned Activity Number	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-03-35	2021	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$110,552.00	\$22,110.40	



DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

Problem ID

There are many factors influencing an efficient management process: up to date regulations, financial stability, clear procedures, well trained staff and supervisors, high management support, adequate space for employees, reliable technology, among other. As the American Society of Planning Officials reported in 1966: *There is a concern that a planning office must get its own house in order-through good internal administration and organization-if it is to be effective in the community.* This is an undoubted truth, especially with an SHSO which have a dual responsibility, internal and within the community.

For years, some difficulties have been addressed but there is a long way to keep improving the Puerto Rico Traffic Safety Commission and bring it into the 21st century as its 50th birthday approaches. Definitely a major challenge Puerto Rico confronts is the Oversight, Management, and Economic Stability Act (PROMESA; H.R. 5278, S. 2328) in the Title II and its board of members appointed by Congress. With its overall control on the Island's finances and continuous debates and disagreements with elected officials, budget assignment and spending plans are one-sided and the intransigence to negotiate has affected all government branches.

Over the past years, the PRISC has adjusted make financial and budget reductions in contracts, equipment, supplies, incentive retirement. Every job vacancy has to be registered as inactive and the process to request new employees has to go through the Puerto Rico Office of Management and Budget (OMB) and Oversight Board to be approved. In the last few years PRISC had retired or lost 3 employees from the Accounting Division.

At present, the PRISC does not have enough staff dedicated to intervene/evaluate federal requests for reimbursements with its financial documents. This is a meticulous job that requires attention to expenditure details, ponderation and validation of documentary evidence such as PO, payrolls, invoices, payments, etc. Heavy loads of funds reimbursement requests are received on a weekly basis from both, internal and external subrecipients. Federal Funds Manager and PRISC have been discussing this situation and estimating that at least two (2) accounting clerks/tech are needed to perform these tasks.

The PRISC P&A program implements and maintains policies and procedures to provide a proficient administrative and financial operation in accordance with state and federal laws and regulations. Although a small executive agency, it has all crucial components regarding P&A.

As a Traffic Safety Agency, the PRISC will provide support to all legislative amendments that will strengthen and improve existing traffic safety laws to reduce crashes, injuries, and fatalities in accordance with our mission.



Internal regulations - All regulations will be revised and updated to meet the changes of a modern management styles.

Digitalization - One of the urgent changes in the PRISC management is the need to migrate paperwork into digitalization. Government in general has to develop tech systems that would save a lot of money and will allow work continuation from whatever part of the world employees be.

Adequate office space - for many years office space have been a limitation. The PRISC management is working with the PRDOT and Public Buildings to add physical spaces to enlarge current one.

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 PRISC 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 year 2022 this program will be subsidized with a split-funding of Sections 402PA (48%) and 154PA (52%). For year 2022 this program will be subsidized with a split-funding of Sections 402PA (48%) and 154PA (52%).

PLANNED ACTIVITIES

Planned Activities in Program Area

Unique Identifier	Planned Activity Name	Primary Countermeasure Strategy ID
22-04-03	Administer Program	Planning & Administration
22-04-09	Administer Program	Planning & Administration
22-04-02	Evaluate HSP Tasks	Planning & Administration
22-04-12	Evaluate HSP Tasks	Planning & Administration
22-04-07	Evaluate HSP Tasks	Planning & Administration
22-04-13	Federal Manager Program	Planning & Administration
22-04-14	Federal Manager Program	Planning & Administration

PLANNED ACTIVITY: ADMINISTER PROGRAM

Planned activity number: **22-04-03 & 22-04-09**

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 fiscal year 2022 these programs will be subsidized with a split-funding of Sections 402PA (48%) and 154PA (52%).

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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-04-03	2021	FAST Act NHTSA 402	Planning and Administration (FAST)	\$66,034.00		
	2022			\$66,033.00		
22-04-09	2020	164AL Transfer Funds-PA	164AL Planning and Administration	\$126,028.60		
	2021			\$17,798.40		



PLANNED ACTIVITY: EVALUATE HSP TASKS

Planned activity number: **22-04-02**

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

PLANNED ACTIVITY DESCRIPTION

The monitors will continue to be funded to evaluate, follow up and provide technical assistance to 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. Salaries, 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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-04-02	2021	FAST Act NHTSA 402	Planning and Administration (FAST)	\$23,040.00		
	2022			\$23,040.00		

PLANNED ACTIVITY: EVALUATE HSP TASKS

Planned activity number: **22-04-12**

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

PLANNED ACTIVITY DESCRIPTION

The monitors will continue to be funded to evaluate, follow up and provide technical assistance to 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. Salaries, 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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-04-12	2021	FAST Act NHTSA 402	Planning and Administration (FAST)	\$30,038.00		
	2022			\$30,037.00		

PLANNED ACTIVITY: EVALUATE HSP TASKS

Planned activity number: **22-04-07**



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

PLANNED ACTIVITY DESCRIPTION

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

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Planning & Administration

FUNDING SOURCES

Planned Activity Number	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-04-07	2021	164 Transfer Funds-PA	164 Planning and Administration	\$92,061.00		

PLANNED ACTIVITY: FEDERAL PROGRAM MANAGER

Planned activity number: **22-04-13 & 22-04-14**

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. She is the liaison between the PR-TSC 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 fiscal year 2022, 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 advise 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.

Federal Programs Manager: costs 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 (48%) and 154PA (52%).

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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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22-04-13	2021 2022	FAST Act NHTSA 402	Planning and Administration (FAST)	\$33,256.00 \$33,256.00		
22-04-14	2021	164 Transfer Funds- PA	164 Planning and Administration	\$74,465.00		



PROGRAM AREA: OCCUPANT PROTECTION (ADULT AND CHILD PASSENGER SAFETY)

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

Problem ID

Puerto Rico was the first jurisdiction to pass a mandatory safety belt usage law, 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 non-use of the seat belt.

According to Puerto Rico Observational Survey of Seat Belt Use, conducted in 2020, this reflects a dramatic reduction in the seatbelt use. Only 84.7% of the population uses the seatbelt, which represents a decrease of 3.6% when compared in 2019. For the otherwise, the use of the child restraint reflects 95.1%; that when compared with the study in 2019, there was an increase of 1.6%.

Percentage of use of the seat belt and child restraint for 2018-2020:

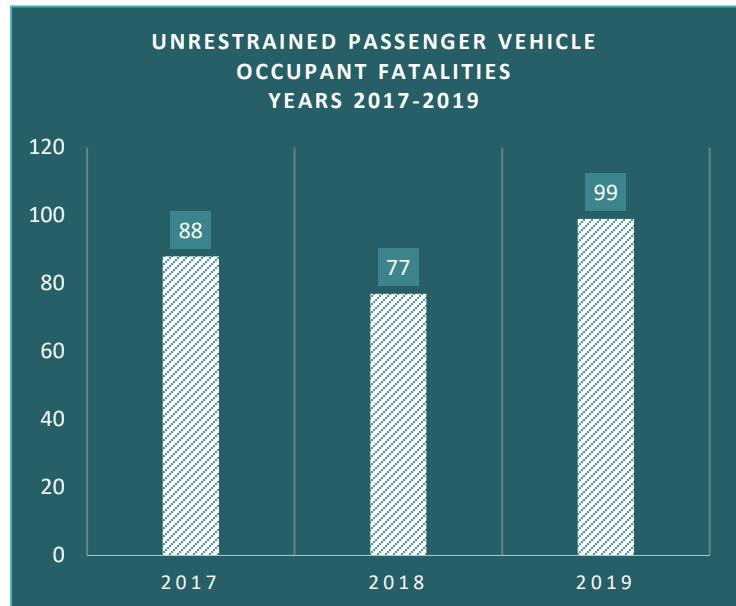
	2018	2019	2020
Seat Belt	85.00%%	88.3%	84.75%
Child Safety Seat	81.70%	93.5%	95.1%

UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES YEARS 2017-2019

According to NHTSA's Fatality Analysis Reporting System, FARS, in 2019, ninety-nine (99), unrestrained passenger fatalities occurred, indicating a 22% increase from 2018.

When the data is analyzed, it shows:

- ↳ Gender data analysis for unrestrained passenger fatalities for the three years 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, 46 % 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 264 unrestrained fatalities, 61% 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 2022.

ASSOCIATED PERFORMANCE MEASURES

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2022	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2022	Annual	84.5
2022	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2022	Annual	85.75

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 FY 2022.

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 2019, Chapter 2, Seat Belt and Child Restraint, Section 7.2 Inspection Stations Page 2-35 & 2-36.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY



Unique Identifier	Planned Activity Name
22-05-43	Puerto Rico Fire Department - Fitting Stations

PLANNED ACTIVITY: PUERTO RICO FIRE DEPARTMENT - FITTING STATIONS

Planned activity number: **22-05-43**

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 7,868 inspections will be conducted during FY 2022. The funding source will pay for the purchase of child restraints for training and educational talks, equipment rental for inspections and/or clinics, supplies, 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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit

22-05-43	2021 2022	FAST Act 405b OP Low	State and Local Child Passenger Safety Education	\$13,331.31 \$3,821.69	\$3,430.60	
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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 ne 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, and some State and Municipal Police, with certified Technicians (CPST). Daily inspections and checkpoints to be conducted in the different stations will ensure PRTSC 2022 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 2019, Chapter 2, Seat Belt and Child Restraint, Section 7.2 Page 2-35 & 2-36 Programs to make child seats available at low cost.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
22-05-27	Increase Child Protection & Education

PLANNED ACTIVITY: INCREASE CHILD PROTECTION & EDUCATION

Planned activity number: **22-05-27**

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 7,868 inspections in the permanent fitting stations.

CPS Technicians				
Numbers of Classes	Possible Dates	Alternate Dates	Location of Classes	Estimated Number of Students
2 for FY22	May 10-13, 2022	May 3-6, 2022	San Juan, PR	10 per each class
	September 20-23, 2022	September 13-16, 2022	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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-05-27	2020	FAST 405b Low	Act OP State and Local Child Passenger Safety Education	\$10,895.00		
	2022			\$19,000.00		

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 PRTSC 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
22-05-03	Occupant Restraint Coordinator

PLANNED ACTIVITY: OCCUPANT RESTRAINT COORDINATOR

Planned activity number: **22-05-03**

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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-05-03	2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$22,786.00		
	2022			\$22,786.00		

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 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.

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
22-05-29	Occupant Protection Observational Surveys

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 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.

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
22-05-29	Occupant Protection Observational Surveys

PLANNED ACTIVITY: OCCUPANT PROTECTION OBSERVATIONAL SURVEY

Planned activity number: **22-05-29**

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 2022 Child Restraint Awareness, Prevention and Educational Effort and the November 2021 and May-June 2022 Click It or Ticket Campaign.

	Car Seat	\$24,000
	Seat Belt	\$13,500

Observational Surveys



The parameters and regulations established by the National Highway Traffic Safety Administration (NHTSA) under the objective, will be implemented to conduct an observational survey to measure occupant protection enforcement and media campaign. The obtained information leads to double the resources and design efforts that have influenced used in activities such as design of the sample of municipalities and places to conduct observations and quality control procedures and monitoring, traffic/hours when carrying out observations and observational protocol according to the number of lanes, and statistics and measurements. Per established by the guidelines, the study will be conducted in August 2022.

- ↵ **Seat Belt** \$75,000 – includes 2022 – Re-Design
- ↵ **Car Seat** \$12,000

This strategy is based on Countermeasures that Work 2017, Chapter 2, Seat Belts and Child Restraint, 3. Communications and Outreach, Section 2-22, Page 138. Below 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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-05-29	2021	FAST 405b Low	Act OP Seat Belt Survey	\$62,250.00		
	2022			\$62,250.00		

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 2021 and May 2022.

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.

COMBINED ENFORCEMENT

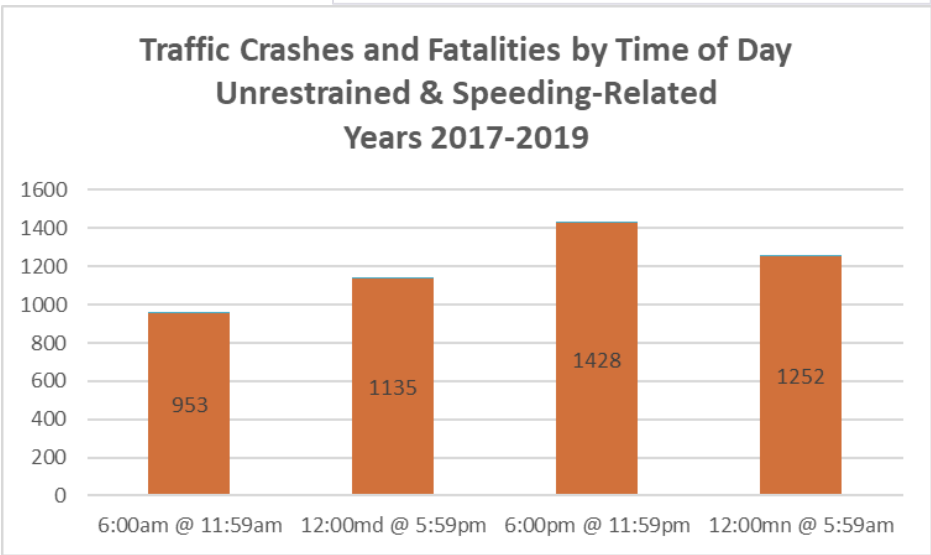
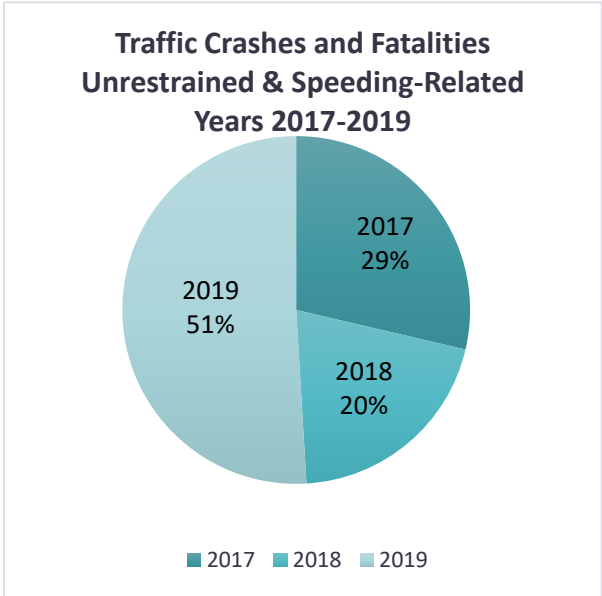
Another mobilization, that the PRTSC proposed to conduct is Combined Mobilization (Seat Belt and Speed) in coordination with PRPD. Based on analyses of restraint use in specific types of crashes, it was determined that occupants who are fatalities or injured are more likely to be unrestrained when speed is involved in the crash.

Characteristics of traffic crashes unrestrained & speeding-related

Over the three-year period 2017-2019, the total of traffic crashes and fatalities Unrestrained & Speeding was 4,768.



- ↪ Analysis by age group for the three-year period shows that 50% of unrestrained & speeding-related traffic crashes and fatalities were in age group 25-49, and 16% in age groups 50-62.
- ↪ On the three-year period, 56% of unrestrained & speeding-related traffic crashes and fatalities occurred during the day from 6:00 PM to 5:59 AM.
- ↪ When analyzing data of unrestrained & speeding-related traffic crashes and fatalities, by day of the week, it shows that Sunday reported the highest average of fatalities for the 3-year period with 22%, followed by Saturday for 17% and Friday with 14%.
- ↪ Unrestrained & speeding-related traffic crashes and fatalities by month, for this three-year period: March and April registered the highest traffic crashes with 19% each and July and August reported 9% each.
- ↪ When analyzing data of fatalities on the three-year (3) period, 58% (516) was related to unrestrained & speeding.



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.

PRISC 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
22-05-09	TE Guaynabo Seat Belt Enforcement – Mobilization Overtime
22-05-10	TE Cidra Seat Belt Enforcement – Mobilization Overtime
22-05-12	TE Vega Baja Seat Belt Enforcement – Mobilization Overtime
22-05-15	TE Ponce Seat Belt Enforcement – Mobilization Overtime
22-05-16	TE Morovis Seat Belt Enforcement – Mobilization Overtime
22-05-17	TE San Juan Seat Belt Enforcement – Mobilization Overtime
22-05-18	TE Bayamón Seat Belt Enforcement – Mobilization Overtime
22-05-19	TE Toa Baja Seat Belt Enforcement – Mobilization Overtime
22-05-28	TE Cataño Seat Belt Enforcement – Mobilization Overtime
22-05-46	TE Moca Seat Belt Enforcement – Mobilization Overtime



22-05-47	TE Yauco Seat Belt Enforcement – Mobilization Overtime
22-05-50	TE PRPD Seat Belt Enforcement – Mobilization Overtime
22-05-51	TE Guayama Seat Belt Enforcement – Mobilization Overtime
22-05-53	TE Hatillo Seat Belt Enforcement – Mobilization Overtime
22-05-54	TE Caguas Seat Belt Enforcement – Mobilization Overtime
22-05-55	TE Naranjito Seat Belt Enforcement – Mobilization Overtime
22-05-56	TE Utuado Seat Belt Enforcement – Mobilization Overtime
22-05-57	TE Arecibo Seat Belt Enforcement – Mobilization Overtime
22-05-58	TE Carolina Seat Belt Enforcement – Mobilization Overtime
22-05-61	TE Camuy Seat Belt Enforcement – Mobilization Overtime
22-05-69	TE Isabela Seat Belt Enforcement – Mobilization Overtime
22-05-73	TE Quebradillas Seat Belt Enforcement – Mobilization Overtime
22-05-74	TE Florida Seat Belt Enforcement – Mobilization Overtime
22-05-75	TE Corozal Seat Belt Enforcement – Mobilization Overtime
22-05-79	TE Humacao Seat Belt Enforcement – Mobilization Overtime
22-05-80	TE PRPD Combined Enforcement – Mobilization Overtime

PLANNED ACTIVITY: SEAT BELT ENFORCEMENT - MOBILIZATION OVERTIME

Planned activity number: **22-05-50, 22-05-57, 22-05-18, 22-05-47, 22-05-53, 22-05-69, 22-05-46, 22-05-61, 22-05-17, 22-05-19, 22-05-51, 22-05-12, 22-05-54, 22-05-79, 22-05-15, 22-05-73, 22-05-58, 22-05-56, 22-05-09, 22-05-28, 22-05-16, 22-05-55, 22-05-10, 22-05-74, 22-05-75,22-05-80**



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 25-31, 2021, and another from May 23 to June 5, 2022.

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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit



22-05-09	2020 2022	FAST Act 405b OP Low	405b Law Enforcement	\$10,503.76 \$10,000.00	\$4,100.75	
22-05-10	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$2,500.00 \$2,500.00	\$1,000.00	
22-05-12	2020 2022	FAST Act 405b OP Low	405b Law Enforcement	\$4,000.00 \$4,000.00	\$1,600.00	
22-05-15	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$5,000.00 \$5,000.00	\$2,000.00	
22-05-16	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$2,500.00 \$2,500.00	\$1,000.00	
22-05-17	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$10,000.00 \$10,000.00	\$4,000.00	
22-05-18	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$10,000.00 \$10,000.00	\$4,000.00	
22-05-19	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$4,000.00 \$4,000.00	\$1,600.00	
22-05-28	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$4,000.00 \$4,000.00	\$1,600.00	
22-05-46	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$2,500.00 \$2,500.00	\$1,000.00	



22-05-47	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$6,000.00 \$6,000.00	\$2,400.00	
22-05-50	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$80,000.00 \$80,000.00	\$32,000.00	
22-05-51	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$2,500.00 \$2,500.00	\$1,000.00	
22-05-53	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$4,000.00 \$4,000.00	\$1,600.00	
22-05-54	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$8,000.00 \$8,000.00	\$3,200.00	
22-05-55	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$2,500.00 \$2,500.00	\$1,000.00	
22-05-56	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$2,500.00 \$2,500.00	\$1,000.00	
22-05-57	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$7,000.00 \$7,000.00	\$2,800.00	
22-05-58	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$12,500.00 \$12,500.00	\$5,000.00	
22-05-61	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$4,000.00 \$4,000.00	\$1,600.00	



22-05-69	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$4,000.00 \$4,000.00	\$1,600.00	
22-05-73	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$2,500.00 \$2,500.00	\$1,000.00	
22-05-74	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$2,500.00 \$2,500.00	\$1,000.00	
22-05-75	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$2,500.00 \$2,500.00	\$1,000.00	
22-05-79	2021 2022	FAST Act 405b OP Low	405b Law Enforcement	\$5,000.00 \$5,000.00	\$2,000.00	

PLANNED ACTIVITY: COMBINED ENFORCEMENT – HIGH VISIBILITY ENFORCEMENT

Planned activity number: **22-05-80**

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

PLANNED ACTIVITY DESCRIPTION

Another enforcement countermeasure that has been shown to be effective is combining seat belt enforcement with the enforcement of other traffic violations. As indicated by data, occupants are less likely to be restrained in crashes that involve high-risk behaviors such as speeding. These combined efforts provide more opportunities to increase the perception of the risk of receiving a seat belt ticket and can increase the overall productivity of enforcement efforts. A combined enforcement approach enables agencies to conduct sustained enforcement of seat belt use as well as other traffic violations. Will be conducted from March 21 - 27, 2022 on the hours of 12:00 pm to 8:00 pm. Only the Puerto Rico State Police (PRPD), will participate in this mobilization.

INTENDED SUBRECIPIENTS

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

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

FUNDING SOURCE

Planned Activity Number	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Fund Amount	Match Amount	Local Benefit
22-05-80	2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$64,091.72	\$16,000.00	
	2022			\$15,908.28		

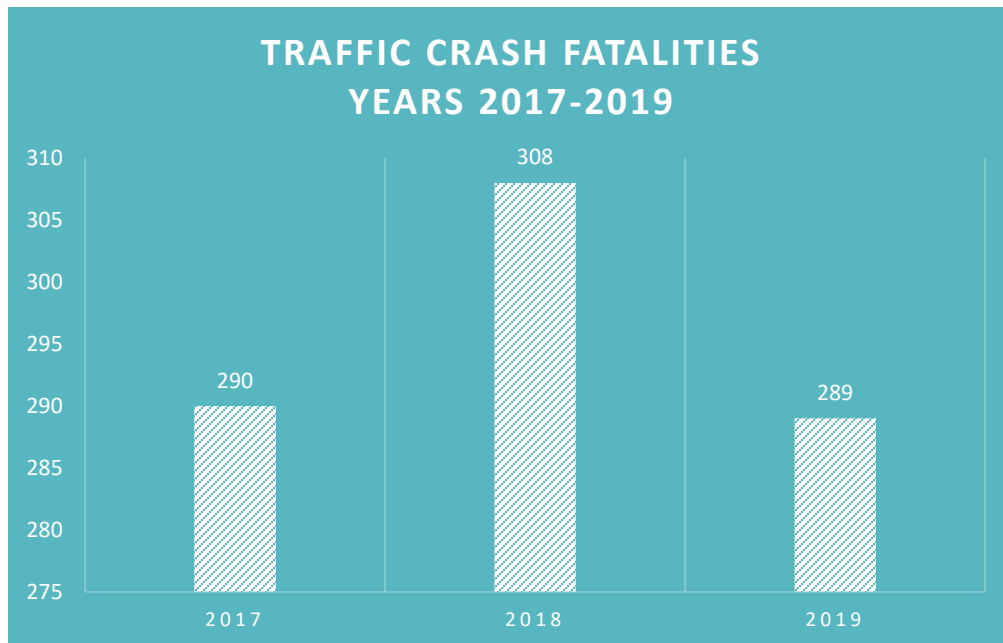
PROGRAM AREA: COMMUNITY TRAFFIC SAFETY PROGRAM

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

Problem ID

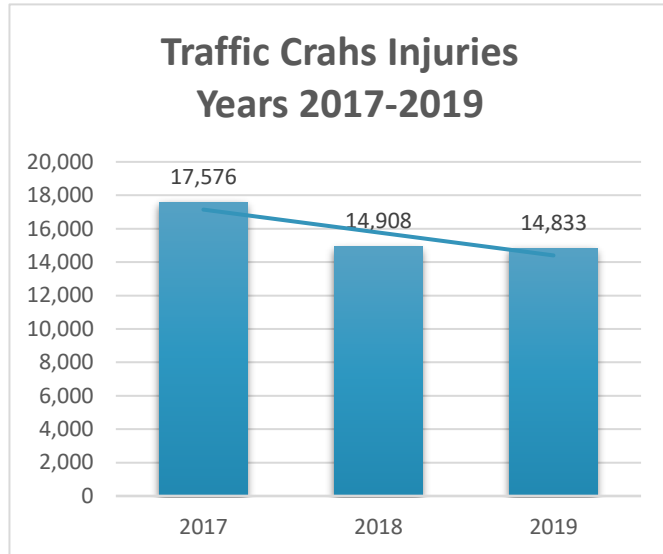
Road Safety is a Public Health Problem! The Government, non-profit entities, public and private, must join forces to be more effective in saving lives on our public roads and avoiding traffic crashes. The PRTSC, together with the Community Traffic Safety Programs (CTSP's), the PESET and any other entity that supports us, will be focused on educating citizens and doing everything in our power to save lives on our public roads.

Puerto Rico are recovering from the COVID-19 pandemic, and we will continue to implement the new virtual strategies and create new additional strategies as far as possible, to reach most of the population, for safety and social welfare.



Fatalities data provided by FARS (PRTSC) for the years 2017, 2018 and 2019. During previous years we saw upward flow of fatalities, in 2017 compared to 2018 it showed an increase of 18 fatalities, however in 2019 they decreased to 289 achieving a 6.2% reduction, compared to 2018.

Data on crashes with reported injuries was provided by the Road Safety Observatory data system platform for the years 2017, 2018, and 2019. Although there was an increase in fatalities in the years 2017 to 2019, the traffic crashes where injuries were registered; a considerable reduction is shown. In 2017 there were a total of 17,576 injuries. Compared to the results for 2019, where 14,833 injuries were reported. This shows a 2,743 injuries reduction.



The Programs were created to educate road users most at risk of being injured or killed in a traffic collision. The CTSPs are established and administered by certain municipalities according to the problem, they cover between 5 and 10 municipalities, they carry out different strategies focused on all PRTSC programs and campaigns: Drunk Drivers, Alcohol in Youths, Occupant Protection, Motorcycle Drivers, Speeding, Distracted Driving and Non-Motorized Safety.

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

Community Programs conduct educational efforts, coordinate law enforcement efforts, recruit community leaders, offer road safety conferences in schools, industries, community / civic groups, and any other group that is focused on road safety.

CTSPs also prepare and distribute educational materials and actively participate in activities organized by PRTSC. PRTSCPs have demonstrated that they play a key role when the time comes to mobilize police and other resources to participate in national campaigns, crackdowns, and high visibility enforcement efforts. In addition, they actively participate in conducting observational surveys, also, Seat Belt and Distraction surveys will be carried out before and after the mobilizations.

The CTSPs work hand in hand with the PRTSC. We meet quarterly as a group, to receive training, information about new events, upcoming campaigns, activities



and to discuss doubts about the progress reports. CTSPs also coordinate municipal police training, child restraint clinics, and other activities involving the PRTSC and other CTSPs. The activities will be established and coordinated through the identification of problem areas for each individual or common program through data on fatalities and crashes with injuries.

Historically, the PRTSC has established CTSPs in more than seventy (70) municipalities throughout the island. The projection for fiscal year 2022 is to continue collaboration with nine (9) community programs that directly serve 70 municipalities, which in total comprise 92.3% of the island's population. The following table lists all CTSPs for fiscal year 2022 with their assigned municipalities and data on their populations, fatalities, and crashes with injuries.

Community Traffic Safety Programs (CTSP's) FY2022



10 REGIONAL COMMUNITY BARCELONETA	10 REGIONAL COMMUNITY NARANJITO
6 REGIONAL COMMUNITY CATAÑO	7 REGIONAL COMMUNITY SABANA GRANDE
8 REGIONAL COMMUNITY GUAYAMA	8 REGIONAL COMMUNITY SAN GERMÁN
5 REGIONAL COMMUNITY GUAYNABO	8 REGIONAL COMMUNITY CEIBA
8 REGIONAL COMMUNITY ISABELA	



Puerto Rico Traffic Safety Commission Community Programs FY2022

Num	Regional Community Program	Population (CENSUS)	Total Fatalities 2017-2019	Injury Crashes 2017-2019
1	San Germán (Añasco, Cabo Rojo, Hormigueros, Lajas, Las Marías, Maricao, Mayagüez)	263,945	57	6,436
2	Sabana Grande (Guánica, Guayanilla, Jayuya, Peñuelas, Ponce, Yauco)	260,028	67	5,366
3	Guayama (Arroyo, Cayey, Humacao, Maunabo, Patillas, Salinas, Yabucoa)	272,043	68	3,631
4	Barceloneta (Arecibo, Florida, Hatillo, Manatí, Utuado, Lares, Vega Baja, Vega Alta, Ciales)	402,299	96	5,197
5	Isabela (Aguada, Aguadilla, Camuy, Moca, Quebradillas, Rincón, San Sebastián)	307,356	64	6,323
6	Naranjito (Aibonito, Barranquitas Bayamón Toa Alta, Comerío, Corozal, Orocovis, Villalba, Coamo)	516,730	100	4,937
7	Guaynabo (Aguas Buenas, Caguas, Cidra, Gurabo)	358,325	86	6,048
8	Ceiba (Canóvanas, Fajardo, Juncos, Las Piedras, Luquillo, Naguabo, Río Grande)	258,261	80	15,837
9	Cataño (Carolina Dorado, Toa Baja, Trujillo Alto, San Juan)	802,844	220	10,432
Total		3,441,831	838	64,207

The Educational Park for Traffic Safety, better known as (PESET), specializes in the education of children from 3 to 18 years old. This educational park has the theoretical and practical part in road safety, imitates and simulates an ideal city, where positive behavior is promoted and, at the same time, is instructive and educational about the issues of road safety laws, with the main purpose of promoting safe behavior.

The educational system in Puerto Rico does not have a curriculum aimed at road safety. The road safety education provided by PESET is vital for future drivers



(drunk, distracted, speeding, vehicle occupants, motorcyclists and non-motorized.

PESET will continue to provide traffic safety education and experiences as an: impaired driver (alcohol and cannabis), pedestrian, and bicyclist.

To promote the importance of traffic safety among children aged 3-18 to learn to correct habits and learn the regulations of the traffic law that they will apply throughout their adult lives, this will be done first in a classroom setting and then in the park replica of typical Puerto Rican roads.

In addition, for FFY 2022 road safety educators will continue offering the alcohol course to future driver license candidates or citizens sent by the court. This course is a requirement of the traffic law and is an alliance with the Department of Transportation and Public Works (DTOP). PESET also serves as a child safety seat fitting station as it counts with one certified safety seat technician.

ASSOCIATED PERFORMANCE MEASURES

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2022	C-1) Number of traffic fatalities (FARS)	2022	5-Year	284.8
2022	C-2) Number of serious injuries in traffic crashes (State crash data files)	2022	5-Year	4,883.4
2022	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2022	Annual	84.5
2022	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2022	5-Year	100.5
2022	C-6) Number of speeding-related fatalities (FARS)	2022	5-Year	83.6

2022	C-7) Number of motorcyclist fatalities (FARS)	2022	5-Year	43.2
2022	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2022	5-Year	30.00
2022	C-10) Number of pedestrian fatalities (FARS)	2022	5-Year	101.3
2022	C-11) Number of bicyclists fatalities (FARS)	2022	5-Year	9.1
2022	C-12) Number of youth impaired driving fatalities	2022	5-Year	19.4
2022	C-13) Number of drug-impaired driving screening test conducted.	2022	Annual	100.00
2022	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2022	Annual	85.75
2022	B-2) Percentage of people that reported making cell phone calls while driving. (survey)	2022	Annual	66.50

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

According to the data obtained from the CTSP their focus is to educate the public on the reduction of crashes, more importantly in the reduction or eradication of injuries and fatalities in traffic crashes in all the problem areas including, but not limited to: Distracted, impaired and Aggressive driving, Occupant Protection, Speeding, Non-Motorized Safety and Motorcycle Safety. These problem areas will be addressed with activities and events, constantly training, participating in quarterly meetings or virtual meetings, and promoting the conditions for safe roads. Furthermore, the Community Traffic Safety Programs, CTSP, will ensure that responsible fund management is maintained, develop events and activities, observational surveys, and projects to achieve the objectives, maintain a data-driven approach and complete the 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 an essential resource to address traffic safety problems. They work directly with communities, citizens, and NGO's, schools, elderly centers, law and order and other social gatherings within the municipalities they served. In addition, they have direct communication with mayors and other government officials, such as senators and legislators, of each municipality they served.

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

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

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

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





CTSP's will also conduct observational surveys of seat belt and distracting driving, in addition to aid state, municipality police and municipalities in identifying road safety hazards and areas prone to crashes and fatalities. Programs coordinate with the PRTSC to evaluate potential traffic safety hazards such as signage, pavement marking, road audits, and recommendations.

Community Programs funding includes personnel costs for auxiliary / coordinator, office, and educational materials, rent, maintenance of equipment and vehicles, out-of-state and local travel costs training, 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 2017 Chapter 2. Seat belts and child restraints, section 7.2 Inspection Stations
-  Promote and educate on pedestrian behavior based on CTW 2017 Chapter 8. Pedestrians, section 4.6 Pedestrian Gap Acceptance Training
-  Bicyclist Safety based on Uniform Guidelines, Guideline 14.
-  Promote pedestrian and bicyclist safety among children based on CTW 2017 Chapter 8. Pedestrians section 2.1 Elementary-age pedestrian training and Chapter 9. Bicycle Safety Education for Children





Promote Occupant Protection for Children and Adults based on Uniform Guidelines, Guideline 20, section IV.

These countermeasures strategies will be worked on FY2022 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
22-06-11	Community Program of Guayama
22-06-15	Community Program of Barceloneta
22-06-21	Community Program of Isabela
22-06-22	Community Program of Sabana Grande
22-06-28	Community Program of San Germán
22-06-29	Community Program of Naranjito
22-06-46	Community Program of Cataño
22-06-50	Traffic Safety Education Park (PESET)
22-06-52	Community Program of Guaynabo
22-06-47	Community Program of Ceiba

PLANNED ACTIVITY: COMMUNITY TRAFFIC SAFETY PROGRAM'S

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

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 to prevent crashes, injuries, and fatalities on public roads. Community programs work between 5 and 10 municipalities each. Community Programs within their geographic area conduct Road Safety orientations, through educational talks, videoconferencing, interactive face-to-face and virtual workshops, create educational pages on different social networks, participate in safety fairs, school activities, conduct training at different agencies. Public and private, they 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 and event follow-up meetings. They receive road safety training, carry out reports and manage funds to ensure that the objectives and strategies established in the project proposal are achieved. They make good use of funds.

Costs are intended for staff salaries, fringe benefits, supplies, equipment, vehicle maintenance, local and out-of-state travel costs.

INTENDED SUBRECIPIENTS

Municipalities

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Traffic Safety Prevention and Education

FUNDING SOURCES

Planne Activity Numbers	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-06-11	2021	FAST Act NHTSA 402	Community Traffic Safety	\$31,663.00	\$12,665.00	
	2022			\$31,662.00		



			Project (FAST)			
22-06-15	2021 2022	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$34,446.00 \$34,445.00	\$13,778.20	
22-06-21	2021 2022	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$31,399.00 \$31,398.00	\$12,559.40	
22-06-22	2021 2022	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$31,772.00 \$31,772.00	\$12,708.80	
22-06-28	2021 2022	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$34,195.00 \$34,194.00	\$13,677.80	
22-06-29	2021 2022	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$30,218.00 \$30,218.00	\$12,087.20	
22-06-46	2021 2022	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$33,480.00 \$33,479.00	\$13,391.80	
22-06-52	2021 2022	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$29,011.00 \$29,010.00	\$11,604.20	
22-06-47	2021 2022	FAST Act NHTSA 402	Community Traffic Safety	\$32,500.00 \$32,500.00	\$13,000.00	

			Project (FAST)			
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PLANNED ACTIVITY: TRAFFIC SAFETY EDUCATION PARK (PESET)

Planned activity number: **22-06-50**

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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-06-50	2021	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$107,500.00		
	2022			\$107,500.00		

COUNTERMEASURE STRATEGY: HIGHWAY SAFETY OFFICE PROGRAM MANAGEMENT (CTSP)

Program Area: **Community Traffic Safety Program**

PROJECT SAFETY IMPACTS

The community programs coordinator focuses on reducing injuries and fatalities in all traffic areas, referring face-to-face or virtual activities, providing the necessary tools, coordinating trainings, quarterly meetings, and promoting conditions for safe roads. Additionally, CTSP will ensure proper management of funds is kept within a set budget, develop and fund projects to achieve goals, maintain a data-driven approach, and complete required reporting 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
22-06-31	Community Programs Coordinator

PLANNED ACTIVITY: COMMUNITY PROGRAMS COORDINATOR

Planned activity number: **22-06-31**

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

PLANNED ACTIVITY DESCRIPTION

The coordinator will provide new strategies as needed, support Community Traffic Safety Programs and the Traffic Safety Educational Park, also 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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-06-31	2021	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$18,375.00		
	2022			\$18,374.00		



PROGRAM AREA: TRAFFIC RECORDS

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

Problem ID

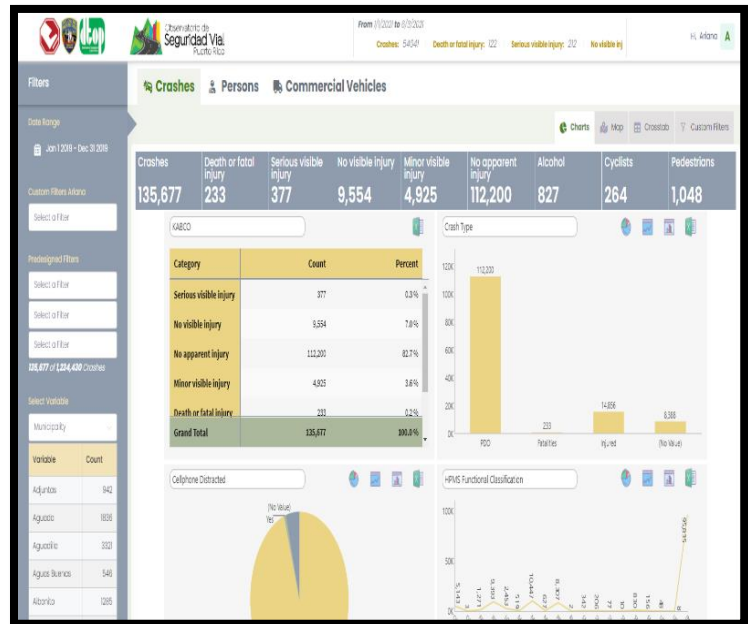
One of the most relevant lessons of year 2020, was the importance of technology and connections. Through the darkest days of the COVID-19 pandemic, technology was the only thing that gave people a sense of companionship and allow them to keep working to some extent. At first, misinformation and speculation kept the decisions of the countries in the dark, and this cost many lives. However, once the governments used their intelligence structures, and the scientific sector was taken into account, the decisions in favor of citizen's safety began to flow. The immediacy of subsequent world 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.

All of these is pertinent to the Traffic Records Module. Technology, data gathering, interconnection, accessibility, timing, and sharing are part of the success of any TR Program.



The progress that the PRTSC has made in the last 9 years is unquestionable, especially on accessibility and timeliness of traffic crashes data: from the first database CARE then SAFETY and now the Road Safety Observatory Platform. Notwithstanding, these important improvements in the crash data available in Puerto Rico, there are still important limitations which will require further attention and will be address as follow:

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 r esult data, integration of road characteristics, alcohol dispensing locations, weather data, and US Census data.
3. Access-Provide advanced analytical tools to a broad base of users by extending the functionality of the tools, particularly hotspot detection tools and training of potential users in theirs use, and increasing the number of active users.



In addition, there are more concrete problems that PRTSC and its Traffic Records stakeholders need to resolve:

- Bureaucracy /or Government Priorities- PRPD developed a Police Digital Crash Report-621.4, but as of today only 34% of the Traffic Police have been trained and still, 19 Municipal Police are completing a paper crash report. Although an Action Plan was scheduled to begin training the 13 police traffic areas remaining, different administrative decisions had hindered the plan. Hopefully, trainings will be completed by March 2022.

- ↳ Crash Report- Crash coordinates are not being collected in the Police Digital Crash Report. Therefore, PRTSC is working with Project Compilation and Analysis of Traffic Crashes to ensure the plotting or geolocation of each crash by adding this task to funded staff. It is still a work in progress.
- ↳ 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.
- ↳ Assessment- The Puerto Rico Traffic Records Assessment will be conducted on FY 2022. Due to its complexity the PRTSC will require the assistance of an IT. This professional will be working with the Program coordinator to ensure all components of the assessment are fully understand and answers are timely responded. A timeline will be designed to proper follow ups to all agencies involved on the assessment. The analyst will provide the PRTSC with action plans, recommendations, and an objective point of view in all matters 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
2022	B-3) Percentage of crash records with no missing critical data elements (Crash, Fatal, Non-Motorist) in the CARE database.	2022	Annual	90.5



2022	B-4) Percentage of validation criminal records of impaired driver in the PR-CJIS/RCI database.	2022	Annual	49.0
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COUNTERMEASURE STRATEGIES IN PROGRAM AREA

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

COUNTERMEASURE STRATEGY: HIGHWAY SAFETY OFFICE PROGRAM MANAGEMENT (TR)

Program Area: **Traffic Records**

PROJECT SAFETY IMPACTS

The Traffic Records Coordinator will continue to work and supervise the quarterly TRCC meetings engaging all stakeholders to ensure proper representation and data integration. Likewise, it will coordinate participation in the Annual Traffic Records Forum. It will oversee, follow-up, provide technical assistance and evaluate the performance of the projects subsidized with 405c funds. Will assist with the SHSP and will work closely with the program IT Consultant to develop action plans to successfully complete the assessment.

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 2022, 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 and Traffic Records Strategic Plan.
- ↪ When conducting the Traffic Records Assessment, all logistics will be coordinated in terms of preparation schedule, conference calls, kickoff meeting, meetings with TRCC members, STRAP training, and meetings with module managers to meet the requirements of the federal government. 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 in order to keep the system evolving. PRTSC and its TR Coordinator are in charge of 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
22-07-01	Traffic Records Coordinator

PLANNED ACTIVITY: TRAFFIC RECORDS COORDINATOR

Planned activity number: **22-07-01**

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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-07-01	2021	FAST Act NHTSA 402	Traffic Records (FAST)	\$32,176.00		
	2022			\$32,176.00		

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:

- 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 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.
- 3) 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 thirteen 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 30% 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 30% 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 70% of four new dataset to our crash dataset:
 - a. Road characteristic extracted from DOT's Road Inventory
 - b. Location of alcohol retail establishments
 - c. Census demographic data
 - d. 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 among users, generate simple statistical reports, allow users to customize dashboards.
- 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 6 workshops to at least 90 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 60 requests of technical assistance in the use of the online tools will be received and of these requests at least 50 will be addressed by September 30, 2022.
- 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
22-07-13	SAFETY/CARE System to Puerto Rico Crash Data 9

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

Planned activity number: **22-07-13**

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 continue working directly with officials of the PR Highway Patrol Bureau to improve data quality. Moreover, the local road network shape files require constant maintenance to reflect new streets and other modifications.
- ↳ Completeness - Crash analysis requires access to complementary data such as characteristics of the roads, alcohol retailer density, medical cost data, among others. We are proposing to integrate data from four sources to the crash dataset. In addition, while geolocation of crashes in state routes can be done with kilometer and hectometer data supplied by the Police, crashes in local streets cannot be geolocated in this way. Currently, geolocation of crashes local streets is not occurring.
- ↳ Access - Users will need to have access to all the new tools and to familiarize themselves with their functioning. We have started adding users to Puerto Rico Road Safety Observatory and during the coming years will be providing workshops on their use. Users just recently started using the new online data tool PR Road Safety Observatory and have started to indicate additional functionality required for their specific analytical tasks.

The project will to address the limitations described above by continuing to focus the project tasks in 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, integration of road characteristics, alcohol dispensing locations, weater data, and US Census data.
- ↳ Access - Provide advanced analytical tools to a broad base of users by extending the functionality of the tools, training potential users in theirs use, and increasing the number of active users.

The three goals stated above will be accomplished through the following 13 specific objectives:

Data Quality

1. Implement 100% of a monthly quality report that identifies critical missing and invalid data and is distributed among Police units and officials at the PR Highway Patrol Bureau.
2. directly collaborate with the PR Highway Patrol Bureau to achieve at least 30% accurate data on geolocations 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.

Data Completeness

1. Geolocate at least 30% of crashes in local streets. The application to be used by Police to fill the PCR does not collect latitude and longitude readings from a GPS or provides a map on which to point at the location of a crash. For crashes in state roads, road number and kilometer will be enough for geolocating the crashes. We have now developed a geolocation tool which uploads PCRs and allows the user to geolocate each crash. We will submit information on local crashes to the Crash Analysis Office for geolocation using our geolocation tool.
2. Provide 100% access and support to the Toxicology Laboratory of the PRDOH for entering alcohol blood test results submitted by the Puerto Rico Police Department.
3. Integrate at least 70% of four new datasets to our crash dataset: 1) road characteristics extracted from DOT's Road Inventory, 2) location of alcohol retail establishments, 3) census demographic data, and 4) weather data among others crash related data. The integration of these datasets will allow more complete and complex analysis of the relationship of alcohol dispensing and weather conditions to crashes.
4. 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 among users, generate simple statistical reports, allow users to customize dashboards.
5. Upload 100% of the 2020-21 PCR data registered electronically on a weekly basis, 100% of 2020 FARS data, and 90% of the medical cost data.

Data Access

1. Offer at least 6 workshops to at least 90 registered users on the use of the new dashboard.
2. Provide 100% access and support to the PCR search tool to the staff of the State Personal Injury Insurance Administration, Office of Court



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

3. At least 60 requests of technical assistance in the use of the online tools will be received and of these requests at least 50 will be addressed by September 30, 2022, and at least 30 requests of problem issues will be received and of these 90% will be addressed in 14 days or less by September 30, 2022. 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.
4. Survey at least 70% of the members of the Traffic Records Coordinating Committee (TRCC) to ascertain the data and analytical needs of the participating organizations.
5. Develop a prototype tool to identify high crash locations.

INTENDED SUBRECIPIENTS

Private Agency – Carlos Albizu University

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improves accessibility of a core highway safety database

FUNDING SOURCES

Planned Activity Number	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-07-13	2020	FAST Act 405c Data Program	Data Analysis Improvement Projects	\$273,352.44	\$94,169.40	
	2021			\$197,494.56		

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 and 2022. 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.

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 strategy was recommended in the 2016 TR Assessment. 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
22-07-10	Analysis and Compilation of Traffic Crashes 2020-2021

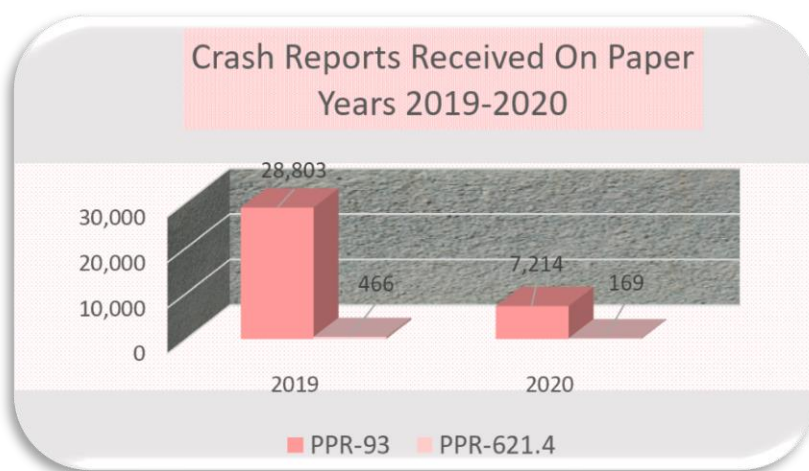
PLANNED ACTIVITY: ANALYSIS AND COMPILATION OF TRAFFIC CRASHES 2020-2021

Planned activity number: **22-07-10**

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.



161

Currently, we have little data on local roads to make important decisions about them. In the island there is a culture of local and internal tourism, which leads to a more frequent use of the local roads since it is the way you can visit the towns and municipalities in the center of the island that lack 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:

1. Search for the report using the Complaint Search
2. Read the Crash Report
3. Use the geolocate tool in the Puerto Rico Road Safety Observatory
4. 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. However, the municipal police continued to use the paper crash report (PPR-93) and some switched to the new Crash Report (PPR-621.4) but on paper. Thus, the Office of Accident Analysis continued its work of entering the data received on paper into the computer program created for that purpose, known as the M.A.R.I.A.

During the year 2019, 28,803 Crash Reports were received on paper in the format of PPR-93 and 466 in the format of PPR-621.4, and for the year 2020, 7,214 Crash Reports on paper have been received to date in the format of PPR-93 and 169 in the format of PPR-621.4.

Although a data extraction from MARIA could be perform and make the migration to the Puerto Rico Road Safety Observatory, some information could be loose from valuable fields, due to the little information that was collected in PPR-93. In addition, M.A.R.I.A. is not compatible with PPR-621.4.

INTENDED SUBRECIPIENTS



COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improves accessibility of a core highway safety database

FUNDING SOURCES

Planned Activity Number	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-07-10	2020	FAST Act 405c Data Program	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 Assessment process. Consultant will offer support to TRCC stakeholders in interpreting the questions and answering the assessment, identifying supporting documents and using the STRAP to upload the responses. In addition, it will continue with the work plan established to implement the recommendations of the 2016 evaluation and then the recommendations of the ongoing evaluation.

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 technological road safety systems.

Consultant will keep advising the PRISC and its TR Coordinator regarding 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 fiscal year 2022, Traffic Records Consultant will:

- ↪ 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.
- ↪ 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.

RATIONALE FOR SELECTION

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

The need of specialized and objective advise is key to management of a highly tech program. The consultant stands with its own perspective because she can see with objective eyes the macro of the Program. She will collaborate in the drafting of the work plan to implement the assessment recommendations. Also, will be a facilitator between the PRTSC and stakeholders navigating through the 2022 TR Assessment.

This countermeasure strategy will be implemented in FY2022 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
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22-07-16	Traffic Records IT Consultant
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PLANNED ACTIVITY: TRAFFIC RECORDS IT CONSULTANT

Planned activity number: **22-07-16**

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:

- ↳ When conducting the Traffic Records Assessment: providing a design to coordinate the terms and conditions to interpret the questions; assist the stakeholders in identifying resources within their agencies to answer questions, coordinate conference calls, meetings, follow ups, meetings with TRCC members, STRAP training and meetings with module managers to meet state and federal government requirements.
- ↳ 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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-07-16	2021	FAST Act 405c Data Program	FAST Act 405(c) 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 PR TSC 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.

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 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 entry clerks, which now will be presented as *Data Processing Equipment Operators*, according to the new DOJ job classification plan. These resources will be responsible for collecting and entering information in databases and maintaining accurate and validated records in the RCI system. The Data Processing Equipment Operators will amplify the resources to nurture the (RCI) system with complete and accurate information regarding the drunk driver's cases sentences in a more efficient, agile, and timely manner. The Data Processing Equipment Operators must enter, update, and validate DUI information and records as accurate and complete

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 assessment. The planned activity is not part of the National Mobilization. The planned activity responds to the need to have a completeness database of citations/adjudications that includes an update of the records and contains the recidivism.

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
22-07-17	Strengthening the Prosecutor's Case Management System

PLANNED ACTIVITY: STRENGTHENING THE PROSECUTOR'S CASE MANAGEMENT SYSTEM

Planned activity number: **22-07-17**

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.

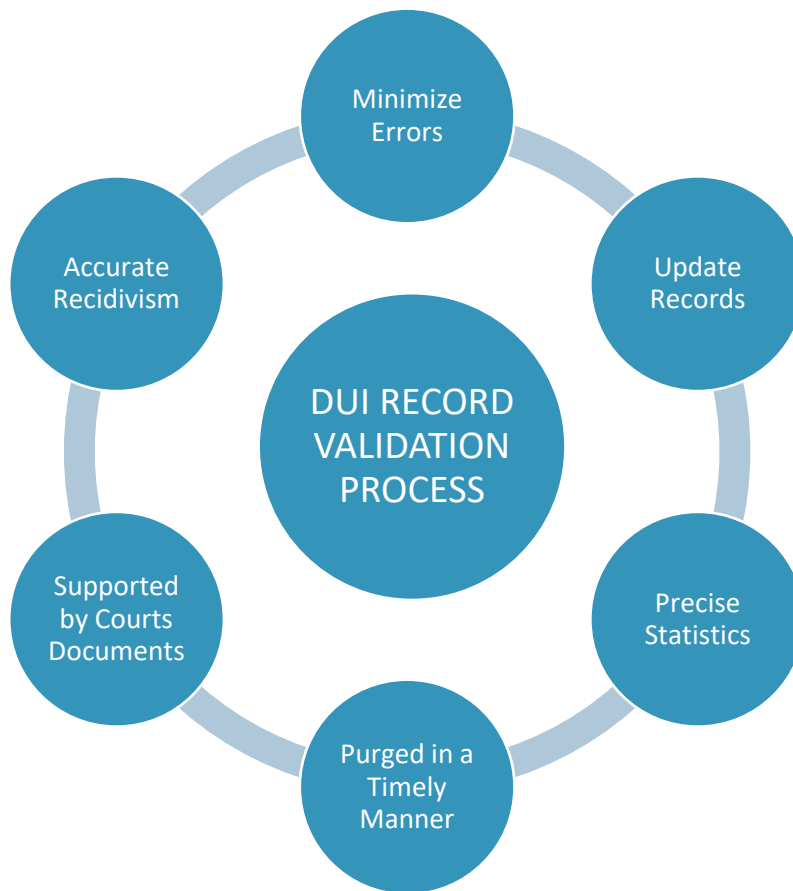
This project has the core purpose to continue enhancing the DUI records entering, tracking, update, and validation process through RCI system, to strengthen the system data quality management, which contains offenders' criminal history, arrests, warrants, and photographs, to keep ensuring access to offenders' 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 entry clerks, which now will be presented as Data Processing Equipment Operators, according to the new DOJ job classification plan.



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 Administrative Assistant 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/ Administrative Assistant) 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:

1. Full Name
2. Gender
3. Date of Birth
4. Birthplace
5. License Number
6. Social Security
7. FBI number
8. Residential Address
9. Alias
10. Physical Characteristics
11. Important Notes

Criminal Record Data:

1. Complaints Identification Number
2. Court
3. Information about Arrest Orders, dates, and jurisdictions
4. Offenses/Complaints Confidential Crime
5. Place of Crime
6. District case number
7. Date of the crime
8. Type of victim
9. Superior Courts case number
10. Date of disposition
11. Reclassification of crimes
12. Disposition
13. Judgment information/RCC Legacy
14. Convictions
15. Bail information



Even though, the (2) data entry clerks that have worked with DUI records in CJIS, in previous fiscal years, and during the past year, have exceeded expectations since the implementation of the project in 2019, and fully complied with project requirements in terms of the amount of updated records until this date, yet another resource is required to primarily assist in terms of administrative requirements of the project to guarantee the success and compliance with fiscal and programmatic project requirements, and continue fortifying the records entrance, updating and validation process of DUI records, due to the lack of administrative personnel and economic resources to hire this necessary key personnel in the DOJ.

For all previously exposed reasons, is vital to leverage resources to keep ensuring that DUI offenders will be appropriately charged and sentenced thanks to the reliable, accurate and accessible data available through RCI. Ensuring resources to attend DUI records and administrative matters related to the project is key to guarantee compliance and continuance of the proposed goals and objectives, to strengthen the process of entry, updating and validation of DUI records. To improve the data management operation of PR CJIS, consequently, is vital to fortify all the areas of opportunity identified, to demonstrate that our system is a robust, complete, and model for other states and territories.

According to all the information stated in this proposal it is clear there is a justified need to continue enhancing the DUI data management, to continue serving and benefiting all law enforcement agencies with an effective real-time tracking of DUI offender's system from arrest to disposition. All case files, from documents generated at the time of arrest, to toxicology, to licensing; documents generated from prosecution and the court system sentences; and documents generated by probation and treatment, will be continuously updated, and included in RCI by the requested human resources.

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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-07-17	2021	FAST Act 405c Data Program	Data Analysis Improvement Projects	\$67,167.00	\$13,433.40	

PROGRAM AREA: NON-MOTORIZED (PEDESTRIANS AND BICYCLIST)

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

Problem ID

Pedestrians:

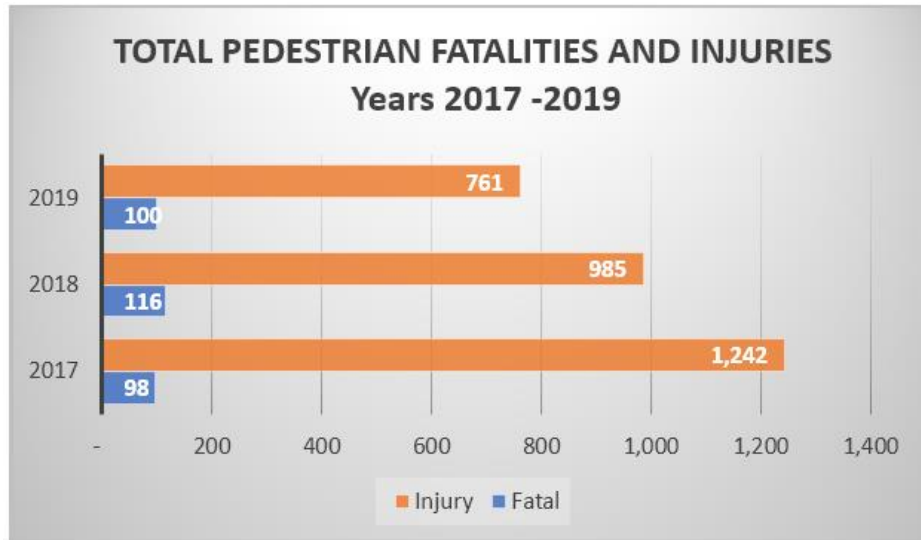
During the period covered by years 2017 to 2019, Puerto Rico reported 887 traffic fatalities. These data analyzed reflects that 314 people or 35% of total fatalities were pedestrians.

Years	2017	2018	2019	Total
Total Traffic Fatalities	290	308	289	887
Total Pedestrian Fatalities	98	116	100	314
% Pedestrian Fatalities	33.8%	37.7%	31.8%	35.4%

When analyzing demographics of fatalities, the following profile is identified:

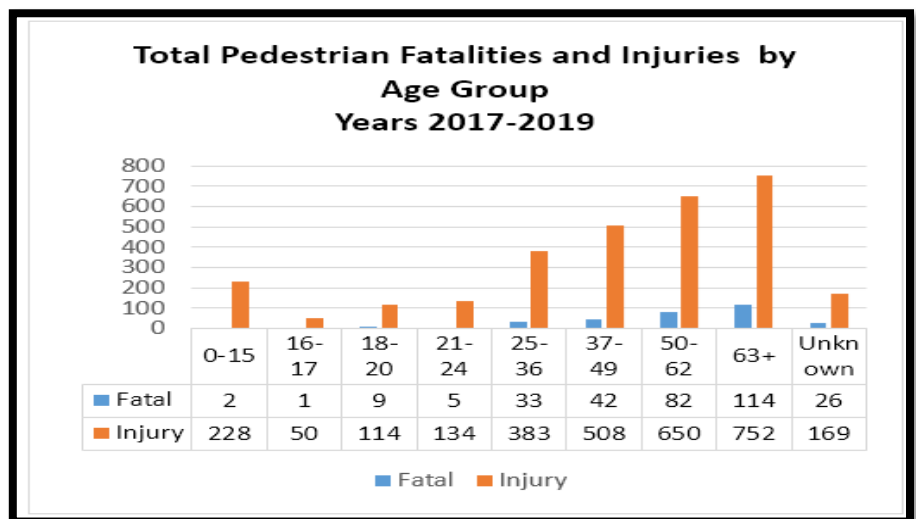
- ↪ 57% of all pedestrian fatalities were among the age group 50+.
- ↪ 83% of pedestrian fatalities were men and the 17% were women.
- ↪ 47% of pedestrian fatalities occurred between 6:00 pm and 11:59 pm.
- ↪ 26% of pedestrians who died tested positive for blood alcohol content.
- ↪ Weekend days: Friday, Saturday and Sunday represent most Pedestrian fatalities comprising a total of 57%.
- ↪ The municipalities with the highest number of pedestrian fatalities from 2017 to 2019 were: San Juan with 61 fatalities, Bayamon with 21 fatalities, Ponce with 15 fatalities and Mayagüez with 6 fatalities.
- ↪ During Pedestrian fatalities by month reflect the following ranking:
 1. December - 38 fatalities
 2. November - 36 fatalities
 3. January - 32 fatalities
 4. March and April both with - 30 fatalities

The Fatality Analysis Reporting System and the Puerto Rico Road Safety Observatory provide the PRTSC with the following data:



Analysis of pedestrian injured during traffic crashes for 2017-2019 by age classification shows:

- ↳ Most injured pedestrians were in age group 50+, this represents the 47% of total injured pedestrians. Followed by age group 37-49 with 17%.



- ↳ Most pedestrian injured were between 6:00am to 5:59pm, accounting for 64% of total pedestrian injured.
- ↳ 42.7% of pedestrian's injured in traffic crashes occurred in the Municipalities of San Juan 653, Mayagüez 135, Bayamón 128, Ponce 122, Aguadilla and Carolina both with 120.

Bicyclists:

When analyzing the average of bicyclists fatalities for years 2017-2019, data showed:

- ↳ 28 bicyclist fatalities occurred representing 3.1% of total traffic fatalities.
- ↳ 100% of bicyclist fatalities were men.

- ↪ Age group with most bicyclist fatalities were 50+, same age group that pedestrian. Adult and older non-motorized road users are the most vulnerable.
- ↪ Thursday reported most cyclist fatalities with 25%.
- ↪ 10 bicyclist fatalities or 35.7% of bicyclist fatalities occurred between the hours of 6:00pm and 11:59pm.
- ↪ 7 bicyclist fatalities or 25% of bicyclist fatalities occurred between the hours of 12:00am to 5:59am.
- ↪ There was a total of 599 bicyclist injury crashes reported during 2017-2019. The following table shows the 4 municipalities with most fatalities:
 - San Juan reported a total of 109 injury crashes, comprising 18.1%.
 - Ponce in second place with 54 injury crashes, comprising 9%.
 - Mayagüez ranks third with 5.1% injury crashes.

Non-Motorized:

Distribution of Non-Motorized Fatalities by Type and Year							
Year	Total Fatalities	Total Fatalities Non-Motorized		Non-Motorized by Category			
		Fatal	Percent	Pedestrians		Bicyclist	
				Fatal	Percent	Fatal	Percent
2017	290	108	37.2%	98	33.8%	10	3.4%
2018	308	125	40.6%	116	37.7%	9	2.9%
2019	289	109	37.7%	100	34.6%	9	3.1%
Total	887	342	38.6%	314	35.4%	28	3.2%

- ↪ Non-Motorized fatalities comprised 38.6% of total traffic fatalities for the three-year period 2017-2019.
- ↪ Pedestrian's fatalities comprised 35.4% of total traffic fatalities for the three-year period 2017-2019.
- ↪ Bicyclist fatalities comprised 3.2% of total traffic fatalities for the three-year period 2017-2019.

ASSOCIATED PERFORMANCE MEASURES

Fiscal Year	Performance measure name	Target Year	End Year	Target Period	Target Value
2022	C-10) Number of pedestrian fatalities (FARS)	2022		5-Year	101.3

2022	C-11) Number of bicyclists fatalities (FARS)	2022	5-Year	9.1
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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

Non-motorized Program Coordinator will promote state and local strategies to address pedestrians and cyclist's traffic safety problems. To gather safety partners will enhance evaluation on traffic problems and develop a multidisciplinary approach.

One of PRTSC priorities in this program is to identify organizations and agencies to create alliances aimed at pedestrian and cyclist safety.

On a daily basis, NM Coordinator organizes P&E events to distribute educational information, brochures and provide orientation to the public giving some advice about how to be safe while walking or cycling on the roads. If requested, NM Coordinator participates in road audits conducted to determine better engineering or signaling designs to increase cyclists and pedestrians safety. In addition, coordinator provides technical assistance to projects, complete program reports, prepare enforcement campaigns with Municipal and State Police, reviews and recommendations of 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 according to the identified problem, a data-driven approach facilitates the identification of new projects that respond to unique situations that are hindering safety in non-motorized traffic. allocated funds (salary, health insurance, equipment, local travel, out-of-public relations travel, 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
22-08-01	Non-Motorized Coordinator

PLANNED ACTIVITY: NON-MOTORIZED COORDINATOR

Planned activity number: **22-08-01**

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

PLANNED ACTIVITY DESCRIPTION

The NM Coordinator will continue to work towards a reduction of traffic injuries and fatalities of pedestrians and cyclists by promoting conditions for safe roadways, share the road, and road use education. Will develop new non-

motorized educational project activities to promote Complete Streets and Cycle tracks. The focus of the task force will continue to follow up until the implementation of projects that are contemplated but have not been implemented. In addition, the NM will ensure proper management of funds stay within an established budget, develop and fund projects to achieve targets, maintain data-driven approach, complete required reports in accordance with federal and state regulations.

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management (NM)

FUNDING SOURCES

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$8,268.00		
2022			\$8,268.00		

COUNTERMEASURE STRATEGY: EDUCATION AND COMMUNICATION

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

PROJECT SAFETY IMPACTS

The Education and Communication countermeasure strategy focuses on programs that educate pedestrians, bicyclists, skateboarders, in-line skaters, and non-motorized scooter riders on safety issues and ways to avoid crash involvement, as well as initiatives that raise public awareness among motorists

who share the road with these user groups. The planned activities include educational efforts to promote safe behaviors on the part of both drivers and non-motorized highway users that will lead to reductions in injuries and fatalities among these vulnerable populations. In addition, other planned activity includes training, workshops, and symposia on Pedestrian and Bicycle Safety.

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 strategies 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 (Pedestrians and Bicyclists) Safety program area, which collectively will provide a comprehensive approach to addressing the issues that have been identified.

Due to the vulnerability of non-motorized road users, pedestrians and bicyclists must be educated on how to improve their safety and prevent being involved in a crash. In addition, drivers must be educated on the importance of complying with all road safety laws and the need to "share the road" safely with the most vulnerable. Education and communication are practices that have been shown to be successful in improving the safety of pedestrians, bicyclists, and other non-motorized.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
22-08-09	Training, Workshops and Symposia on Pedestrian & Bicycle

PLANNED ACTIVITY: PEDESTRIAN & BICYCLE SAFETY NETWORK

Planned activity number: **22-08-09**

Primary Countermeasure Strategy ID: **Education and Communication**

PLANNED ACTIVITY DESCRIPTION

During project implementation, the following will be considered for funding under this planned activity: workshops, symposia, and training of law enforcement officials on State laws applicable to pedestrian and bicycle safety. In addition, public education and awareness programs are designed to inform drivers, pedestrians, and bicyclists of State traffic laws applicable to pedestrian and bicycle safety. The successful development of the pedestrian network will require a long-term, cooperative effort between the different safety partners. A cooperative effort is important because roadways are owned and maintained by different entities.

Non-Motorized Committee Members:

State agencies:

- ↳ Puerto Rico Department of Transportation and Public Works
- ↳ Puerto Rico Highway and Transportation Authority
- ↳ Automobile Accident Compensation Administration
- ↳ Department of Justice
- ↳ Administration of Courts
- ↳ Bureau of Puerto Rico Police Department
- ↳ Emergency Medical System
- ↳ Municipal Police of San Juan
- ↳ Municipal Police of Aguadilla

Federal agencies:

- ↳ Federal Highway Administration

Private entities:

-  AARP
-  Muévete en Bici

Funds will be intended for trainings, supplies, equipment, contractual and other related costs.

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Education and Communication

FUNDING SOURCES

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	FAST Act 405h Nonmotorized Safety	405h Training	\$50,000.00		

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 2022 to target drivers who do not respect legal regulations for pedestrians and cyclists. As 35.4% 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

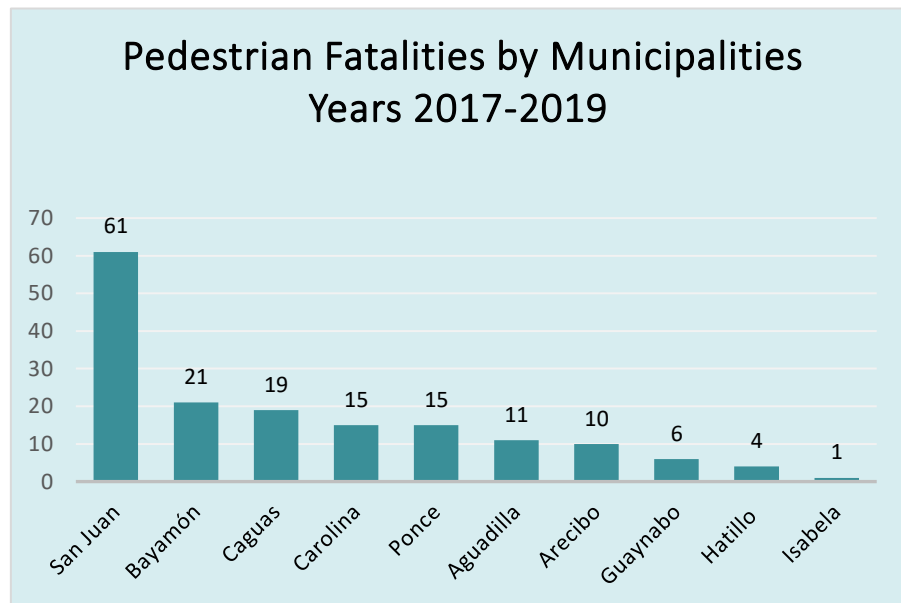


users. For fiscal year 2021, we propose to continue with one high-visibility mobilizations, as contemplated by countermeasure # 8 Pedestrians - 4.4 Enforcement Strategies and # 9 Bicycles - 3.3 Application strategies, to create a perception of the risk to drivers and can therefore reduce injuries and 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, 35.4% 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.



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, 2017, 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
22-08-19	TE PRPD - Non-Motorized High Visibility Enforcement
22-08-20	TE San Juan- Non-Motorized High Visibility Enforcement
22-08-22	TE Bayamón - Non-Motorized High Visibility Enforcement
22-08-23	TE Guaynabo - Non-Motorized High Visibility Enforcement
22-08-24	TE Hatillo - - Non-Motorized High Visibility Enforcement
22-08-25	TE Aguadilla - Non-Motorized High Visibility Enforcement
22-08-26	TE Isabela - Non-Motorized High Visibility Enforcement

PLANNED ACTIVITY: NON-MOTORIZED HIGH VISIBILITY ENFORCEMENT

Planned activity number: **22-08-19, 22-08-20, 22-08-22, 22-08-23, 22-08-24, 22-08-25, 22-08-26**

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

PLANNED ACTIVITY DESCRIPTION

During fiscal year 2022 a high-visibility enforcement mobilization will be developed to enforce article 6.19-3 of the traffic law, which states that all motor vehicle drivers must stop before a pedestrian crosswalk.

For fiscal year 2022, PRTSC 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 2017-2019.

The mobilization will target drivers who stop over the crosswalk and prevent safe road access to pedestrians. The mobilization will be conducted from March 7 to 13, 2022. 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 FY22.

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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-08-19	2022	FAST Act 405h Nonmotorized Safety	405h Law Enforcement	\$70,000.00	\$14,000.00	
22-08-20	2022	FAST Act 405h Nonmotorized Safety	405h Law Enforcement	\$11,650.00	\$2,330.00	
22-08-22	2022	FAST Act 405h Nonmotorized Safety	405h Law Enforcement	\$8,000.00	\$1,600.00	

22-08-23	2022	FAST Act 405h Nonmotorized Safety	405h Law Enforcement	\$9,000.00	\$1,800.00	
22-08-24	2022	FAST Act 405h Nonmotorized Safety	405h Law Enforcement	2,100.00	\$420.00	
22-08-25	2022	FAST Act 405h Nonmotorized Safety	405h Law Enforcement	\$1,450.00	\$290.00	
22-08-26	2022	FAST Act 405h Nonmotorized Safety	405h Law Enforcement	\$2,960.00	592.00	

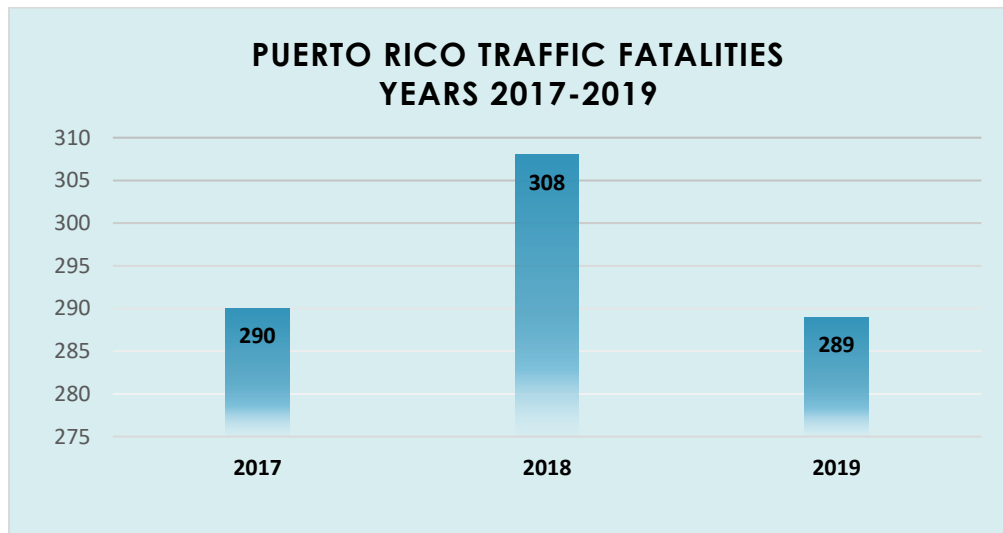


PROGRAM AREA: COMMUNICATIONS (MEDIA)

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

Problem ID

For problem identification and data analysis purposes, will use years 2017-2019 official data from NHTSA's National Center for Statistics and Analysis. The three years period, illustrated on the table below, demonstrates PRTSC's mission to prevent and reduce fatal crashes on the roadway, now more than ever since there were an increase in fatal crashes.



It is Puerto Rico's Traffic Safety Commission Communications' Office mission to create strategic educational campaigns for year 2021-2022 that will reach target audience with the educational message to change behaviors and contribute to decrease traffic deaths. The efforts towards increasing education thru social media platforms, paid media on all type or sources and by impacting the communities will continue. There is always room for improvement to protect the lives of all citizens, and we will work hard until there are no deaths in our streets due to bad behavior or miseducation towards traffic.

The following table 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 2017 to 2019*			
Program Area	Quantity	%	Program Area Description
Pedestrian Safety	314	35%	pedestrian fatalities
Alcohol Impaired Driving	303	34%	drivers fatalities ages 25+ w/.08+ BAC; motorcyclists drivers ages 25+ w/.02+ BAC
Occupant Protection	264	30%	unrestrained occupants fatalities, including ages 0-9
Speed Driving	252	28%	speeding related fatalities
Motorcycle Safety	106	12%	motorcyclists fatalities; riders w/.02+ BAC
Youth Impaired Driving	54	6%	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	28	3%	bicyclists fatalities
Total	887		

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

Many fatalities can be a combination of different circumstances. 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. Having this clear, the numbers shown above displays a tendency, even though they are from previous years. Nevertheless, our data reveals that alcohol impaired drivers and pedestrians are still the first problem when we categorize traffic fatalities.

Ranking #1 are pedestrian fatalities, as it has been the tendency for the past several years to continue escalating. 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 #2 are alcohol impaired driving 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 #3 are unrestrained deaths in all seating position. 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 driving, putting in danger themselves, their

occupants, other drivers and non-motorized vulnerable citizens. Even with motorcyclists, youth impaired driving and bicyclist's fatalities rank as the last three fatalities, respectively, the numbers they shown when added are still impressively high. One traffic fatality is enough to keep educating people about traffic safety.

We have chosen our strategies based on data analysis so they can be successful when implemented. The collection of data includes articles and editorials regarding Puerto Rico's culture behavior and preferences. Also, information provided by the Puerto Rico's Police Department and Department of Transportation. Forensics Sciences Institute, Automobile Accident Compensations Administration and SAFETY/CARE Platform were also used as part of our efforts to have accurate information that can be used to prepare future plans of action. Finally, we include previous attitude surveys done by the Puerto Rico's Traffic Safety Commission and data analysis provided by the NHTSA 2017-2019 Traffic Performance Measures for PR.

ASSOCIATED PERFORMANCE MEASURES

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2022	C-1) Number of traffic fatalities (FARS)	2022	5-Year	284.8
2022	C-2) Number of serious injuries in traffic crashes (State crash data files)	2022	5-Year	4,883.4
2022	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2022	Annual	84.5
2022	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2022	5-Year	100.5
2022	C-6) Number of speeding-related fatalities (FARS)	2022	5-Year	83.6
2022	C-7) Number of motorcyclist fatalities (FARS)	2022	5-Year	43.2
2022	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2022	5-Year	30.0
2022	C-10) Number of pedestrian fatalities (FARS)	2022	5-Year	101.3

2022	C-11) Number of bicyclists fatalities (FARS)	2022	5-Year	9.1
2022	C-12) Number of youth impaired driving fatalities	2022	5-Year	19.4
2022	C-13) Number of drug-impaired driving screening test conducted.	2022	Annual	100.00
2022	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2022	Annual	85.75
2022	B-2) Percentage of people that reported making cell phone calls while driving. (survey)	2022	Annual	66.5

COUNTERMEASURE STRATEGIES IN PROGRAM AREA

Countermeasure Strategy
Communication Campaign

COUNTERMEASURE STRATEGY: COMMUNICATION CAMPAIGN

Program Area: **Communications (Media)**

PROJECT SAFETY IMPACTS

COMMUNICATIONS AND OUTREACH

- ↳ **Media Buy Plans**
 - Persuade Target Market
 - Message Frequency
 - Bonus Spots
- ↳ **Mass Events and Impacts**
 - Impact Target Market
 - Message Recognition
 - Brand Respect
- ↳ **Earned Media**
 - Target Market Engagement
 - Owned Media Platforms
 - Public Relations
- ↳ **Government, Private Sector and Non-profit Partnerships**

- Promotion, Resource and Support
- Integrate, combine, and promote workplans

↳ **Attitude and Observational Survey**

↳ **Statistics, Research and Performance**

LINKAGE BETWEEN PROGRAM AREA

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

The Puerto Rico Traffic Safety Commission Communications through its Communications Division has the responsibility to implement strategic plans to reduce traffic deaths in Puerto Rico and increasing traffic safety awareness. Each campaign strategy will be implemented by identifying traffic safety problems, analysis of relevant data to establish target audiences and best strategies to spread awareness. Will continue focusing on media buy plans frequency and obtaining earned media through traditional media, social media, and owned media to fit the overall problem ID for this program area. Therefore, all proposed planned activities have taken in consideration the current island cost of living, including media buy plans current value, suppliers services fee, and market price, among others.

Will administrate attitude surveys and observational surveys when needed that aim the strengths and weaknesses of each program to identify the behaviors among vehicle occupants of traffic safety media campaigns. 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, photography, and videography services, among others. Will accomplish these strategies through contractors. Contractor's function will include creating and developing public awareness campaigns, production of videos and audio, print, graphic and digital content. Also, generating media buy plans. They are also used to assist in media monitoring public affairs, news related to traffic safety and the PRTSC overall media exposure. Photography and Video Services provide content to upload on owned media and to provide to traditional media.

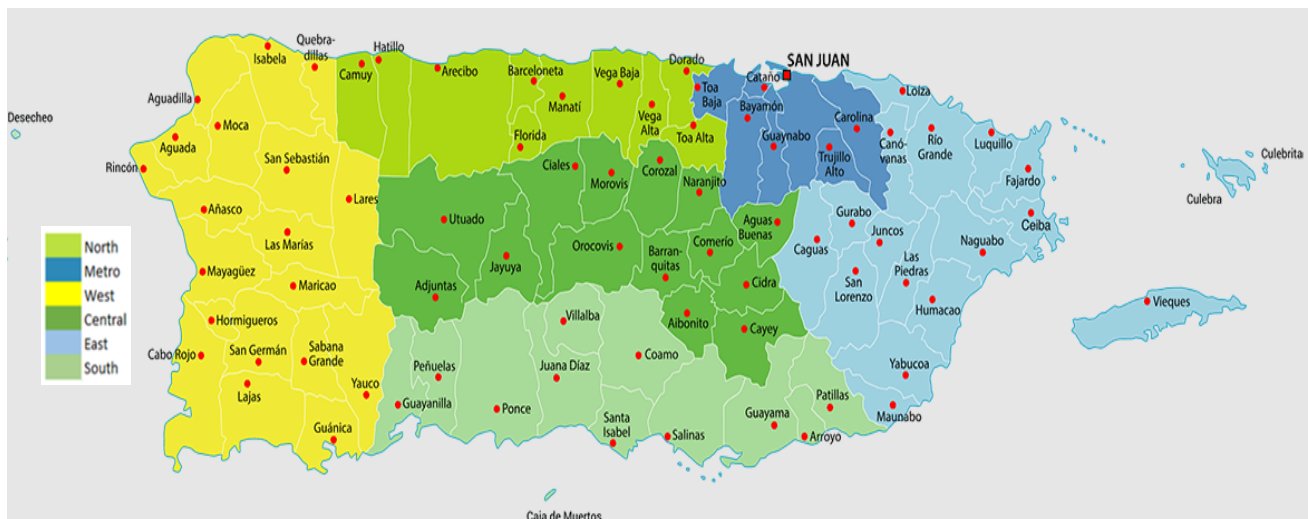
PRTSC will continue engagement with partnerships to raise awareness on traffic safety issues. Partners include local and state government agencies,

telecommunications companies, nonprofit organizations, schools, colleges and universities, insurance companies and automotive industry, among others.

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 2017-2019 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 have enforcement efforts by the state and municipal police forces and a survey will be conducted to measure the campaign impact on target. Also, specific island's zone will be accounted for media buy placement. Below is a map of Puerto Rico divided by zone:



PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
22-12-01	Alcohol Driving Media Campaign

22-12-02	Youth Impaired Driving Media Campaign
22-12-03	Speed and Aggressive Media Campaign
22-12-07	Occupant Protection Media Campaign
22-12-10	Non-Motorized Media Campaign
22-12-12	Motorcycle Awareness Media Campaign
22-12-13	Motorcycle Safety Media Campaign
22-12-14	Distracted Driving Media Campaign
22-12-15	PESET Educational Media Campaign
22-12-16	Impaired Driving Media Campaign

PLANNED ACTIVITY: ALCOHOL IMPAIRED DRIVING MEDIA CAMPAIGN

Planned activity number: **22-12-01**

Primary Countermeasure Strategy ID: **Communication Campaign**

PLANNED ACTIVITY DESCRIPTION

The main goal is to increase communications and reaches by fortifying media buy plans, earn media, government, private sector and non-profit partnerships, mass events activities and educational impacts with the PRTSC's educational message base on target audience and program problem identification. These, promoting the educational efforts that are desperately needed to eradicate alcohol related fatalities and injuries. High alcohol consuming periods will have enforcement efforts by the state and municipal police forces and a survey will be conducted to measure the campaign impact on target. 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.

Creating awareness towards DWI prevention in terms of traffic safety, when many people drive, is imperative. This requires that our informative and educational role of drunk driving prevention agents to be more creative and far-reaching. The efforts will be aimed to educate all people on the importance of maintaining a

healthy lifestyle, social responsibility, and better judgement before driving a motor vehicle:

TARGET AUDIENCE

Audience

- Primary- men 25-36
- Secondary- men 37-49
- Tertiary- men 50+

Zone

- Primary - Metropolitan Area (Bayamón, Carolina, Cataño, Guaynabo, San Juan, Toa Baja and Trujillo Alto)
- Secondary - Cabo Rojo, Caguas, Mayagüez, and Ponce

Weekdays/Hours

- Friday to Sunday
- 6:00pm to 5:59am

Period

- Thanksgiving Week**- November 23 to 30, 2021
 - Pre-Holidays Season (between Thanksgiving and Christmas period)- December 1 to 15, 2021
(Social norming prevention and educational effort)
 - Holidays Season** (Christmas period)- December 16 to 31, 2021
 - Easter Weekend**- April 12 to 16, 2022
 - Pre-Summer Season (PR citizens considered June as part of summer period) (Social norming prevention and educational effort will be held on weekends)- June 9 to 12, 16 to 19 and 23 to 25, 2022
 - Summer Season** (will be held on two periods)- July 1 to 10 and 21 to 25, 2022
 - Labor Day Weekend**- August 31 to September 5, 2022
- **according with PRTSC mobilizations & NHTSA crackdown periods

STRATEGIC COMMUNICATIONS PLAN

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media and Strategic integration with PRPD and Municipality Police Work Plans to communicate the active work of the State Police (PRPD) and Municipal Police forces and promote their work plan through the PRTSC National Campaign and Mobilization.

A complete Communications' Plan will be made for this program to achieve the Objective. Will also generate an individual Event Plan for each activity that will include specific method and resources (what, when, where, how) to carry out the Tactics. It will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

MESSAGE

The educational message will be developed based on program goal and objective. It can include "Guíar borracho es un crimen, serás arrestado" (drunk driving it's a crime, you'll be arrested) for mobilizations and crackdowns.

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.
- ↳ It is forbidden by law for people under eighteen (18) years of age to drive with alcohol content in their blood.
- ↳ 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.


MEDIA TACTICS

Media Tactics have been chosen based on data analysis so they can be effective when implemented. Data collection includes articles and editorials regarding Puerto Rico's culture behavior and preferences:

- ↳ **Owned Media (Websites, Social and Mobile Networks)-** human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating, optimization, and availability 7 days a week, 24 hours a day to achieve ongoing daily presence to promote owned media platforms (Facebook, Instagram, Twitter, YouTube, among others) and achieve brand recognition. 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 the PR TSC's Website:
 - Analysis of new needs and strategies of the PR TSC.
 - Posting and uploading data, educational pieces, statistics, and information.
 - Art editing and readjustment and Platform's Readjustment and Maintenance.
 - Integration with social networks.
 - License and program's fee purchase/leasing.
 - Generate, Submit and Discuss Monthly, Trimestral, Semestral and/or Annual Owned Media Analytics Report.

Will contract a Social Media Management Service to run PR TSC owned media platforms and a Website Management Service for website maintenance.

 **Produce/Reproduce/Edit educational pieces-** it is proposed to produce, reproduce, and/or edit strategic pieces produced on Summer 2021 to achieve the proposed strategies for this project. One of the main pieces of the educational content is the brochure which contains PR ACT 22-2000 law and regulations on traffic safety. Will produce/reproduce brochures with this project's DUI awareness, prevention, and educational message and distribute to PR TSC Community Programs, PR Police Department (PRPD), Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others.

An Advertising Agency will be hired to conceptualize, 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 and each program goal and objective(s). The functions and pieces designed will be for the national educational campaigns that will be used for Media Buy (Paid Media).

A graphic designer will be contracted to propose, produce, reproduce and/or edit strategic pieces for the day by day or a social norming and social media image innovation of the PR TSC and this program educational message, as for the PR TSC Executive Director's meetings and media interviews and for internal and external use, as is more cost effective. 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. These functions

will not interfere in any way with those performed by the advertising agency.

↳ **Paid Media**- 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. An advertising agency will be hired as the 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, 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 detached 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.

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%

The table on the left accounts the buying preference based on the most recent market study for population media consumption provided by Gaither, Inc. and analyzed by the Advertising Agency Media Buyer specialist. Grounded on the specialist recommendation, will use the proposed investment column as budget distribution.

In addition, will boost social media platforms contracting advertising space as PRTSC's authorized agent to promote the educational message when Media Buy Plans are being aired. Decision making will be based on:

- User's interaction (including number of visits, time, and space)
- New user's increase
- Demographic percentages such as country, age or gender, metrics, and parameters

- “Like” tendencies
- Analysis of all uploaded videos, with their corresponding reach

Also, will focus effort to obtain at least 2+ frequency in exposing the 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.
- To discuss and approve in 100% the final data for Media Buy Post Campaign Report of all media campaign/effort.

↳ **Earned Media-** the strategy will consist of lobbying Public Relations which may include press conferences, media tours, interviews, press releases and distribution of educational content and increase frequency with bonuses gained 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. The Advertising Agency will be hired for digital production, when necessary. Water and Food expenses, as well as travel cost and equipment rent, can be required, if applicable. Strategies include:

- To expose the program's DWI awareness, prevention, and educational message thru Public Relations and obtain at least 30 interviews and/or media coverage during the campaign period, and at the end of fiscal year 2022.
- To calculate earned media value from promoting the DUI's awareness, prevention, and educational content at the end the year.

A Media Monitoring Service will much be needed for this project to track PRTSC's exposure and its Spokesperson presence. This service arisen from public relations effort to carry out the educational message in all media platforms. It is an essential tool to capitalize PR's National Media Platforms, specifically those that are continuously covering news and public interest

events as topics that are covered in all Island's platforms that become trending topics that clearly influence citizens. The service monitors media platforms' and accounts each appearance/interview/mention. A monthly report is generated with the information of how much would have cost PRTSC if it would have paid for each appearance/interview/mention. Although the PRTSC will always be looking for opportunities to transmit this project's DWI 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 account more than half million dollars that will be impossible to calculate without the Media Monitoring Service.

The service of recording and dissemination for this programs' educational news and press releases will be contracted for further reach. It will consist of creating audio, videos and/or the PRTSC's Press Releases with the message and efforts related to this educational program to disseminate to the island's media platforms. The frequency of this effort should be approximately, but not limited to one (1) time monthly. However, it may be required more frequently during each campaign period. This will respond according to the strategy used for each campaign. This service will allow us to reinforce other publicity and public relations efforts by impacting the population other media platforms.

A professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media's owned media as they published photos and videos in their page gallery. 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 PRTSC's Owned Media. The visual material is extremely necessary for the effective and strategic use on private, local, and owned networks platforms.

For the third (3rd) trimester 2022 will create a massive event called PRTSC 50th Street Safe Effort. In this event will impact target market by recognizing the Puerto Rico Traffic Safety Commission effort of educating citizens with the message of not driving under the influence of alcohol and the dreadful consequences. This event aims to highlight the mission of the PRTSC to educate the public about the importance of following road safety rules and comply with Act 22-2000 "Vehicle and Traffic Act," as amended, and establish that will be renewing this responsibility to continue saving lives; and

specific for this project “eradicating drunk driving” from the roads of Puerto Rico for another 50 years.

↳ **Massive Impact Event-** It is proposed to participate and/or develop massive impact events to reach out target audience with each program prevention 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. The advertising agency will be used to produce/reproduce educational pieces for impact purpose.

As exposed on the Problem ID for Media Program Area, the fiscal crisis, ongoing for more than five (5) years, that has shattered the country; and the recurring discrepancy between the Financial Oversight and Management Board of PR assigned by the Federal Government of the United States and the Government of PR on how to manage limited funds, has left the government agencies without budget for hiring human resources. This forces the area to diversify, so will be hiring an event planning service to plan and execute PRTSC's massive events when necessary. The budget for this service will be extracted from the Advertising Agency so it will not affect the funds designated for other strategies and services. At this preliminary stage will not present an estimated budget. However, will submit the change to the detailed plan form to planning and operations area for approval before the event development.

Also, equipment rent, indirect purchases, water, and food expenses, as well as travel cost can be used for these purposes. Nevertheless, renting equipment such as chairs, linen 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.

STRATEGIES	QUARTER TO BE COMPLETED			
	OCT-DEC	JAN-MAR	APR-JUN	JUL-SEP

a. Owned Media- to promote the drunk driving prevention message to engage target market through owned media platforms and publish at least 200 posts at the end of fiscal year.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b. Educational Pieces Distribution- to distribute at least 25,000 pieces (brochures, flyers/posters, video and/or audio content) with the drunk driving prevention message at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Produce/Reproduce/edit Educational Pieces - to reproduce/edit at least four (4) educational pieces with the drunk driving prevention content at the end of fiscal year.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
d. Paid Media (Dissemination)- to review and publish in one hundred percent (100%) the approved budget for the each DWI Prevention Media Campaign on all applicable media platforms according to target market** during each campaign period.	<input checked="" type="checkbox"/> Thanksgiving, Winter Pre- Holidays & Winter Holidays	<input type="checkbox"/>	<input checked="" type="checkbox"/> Easter, PRSC 50 th Street Safe & Pre- Summer	<input checked="" type="checkbox"/> Summer & Labor Day
e. Paid Media (Results)- to discuss and approve in one hundred percent (100%) the Post Media Buy Report for each DWI Prevention Media Campaign and obtain at least 9.5 million impressions at the end of the year.	<input checked="" type="checkbox"/> 1 million impressions Thanksgiving	<input checked="" type="checkbox"/> 1.5 million Winter Pre- Holidays & 3 million Winter Holidays	<input checked="" type="checkbox"/> 500,000 impressions Easter & PRSC 50 th Street Safe	<input checked="" type="checkbox"/> 500,000 Pre-Summer, 2 million Summer & 1 million Labor Day
f. Earned Media (Public Relations)- to expose the DWI Prevention message thru Public Relations and obtain at least three (3) interviews and/or media coverage during the campaign period and obtain at least thirty (30) at the end of fiscal year.	<input checked="" type="checkbox"/> 10 Media Coverage	<input type="checkbox"/>	<input checked="" type="checkbox"/> 3 Media Coverage	<input checked="" type="checkbox"/> 17 Media Coverage
g. Massive Impact Event- To participate and/or develop at least four (4) Mass Impact Activity to directly influence attendees to broadcast and promote the DWI Prevention message.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
h. Earned Media (Exposure Results)- to obtain at least \$500,000 on earned media from promoting the drunk driving prevention content at the end the year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

FUNDING SOURCES

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	154 Transfer Funds-AL	154 Alcohol	\$746,763.54		
2022			\$513,236.46		

PLANNED ACTIVITY: YOUTH IMPAIRED DRIVING MEDIA CAMPAIGN

Planned activity number: **22-12-02**

Primary Countermeasure Strategy ID: **Communication Campaign**

PLANNED ACTIVITY DESCRIPTION

The main goal is to increase communications and reaches by fortifying Media Buy Plans, Earn Media, government, private sector and non-profit partnerships, mass events activities and educational impacts with the PRTSC's educational message base on target audience and program problem identification. Promoting the educational thru these strategies are desperately needed to eradicate DUI's traffic fatalities and injuries. The age group with more incidents identified in the C.1 "Identifying Problem" will become the target market. Other data exposed on the previous section will determine period, cities, weekdays, hours period, among others. This strategy is based on Countermeasures that Work 2117, Chapter 1, Alcohol- and Drug-Impaired Driving, 6.5 Youth Programs, Section 1-65, Page 79.

TARGET AUDIENCE

Audience

- Primary- men 16-24
- Secondary- women 16-24

Zone

- Primary- Metropolitan Area (Bayamón, Carolina, Cataño, Guaynabo, San Juan, Toa Baja and Trujillo Alto)
- Secondary- Hatillo, Mayagüez, and Ponce

Weekdays/Hours

- Friday to Sunday
- 6:00pm to 5:59am



Period

- Halloween Weekend- October 30 and 31, 2021
 - San Sebastián Street Fests*- January 13 to 16, 2022
 - St. Valentine's Weekend- February 11 to 13, 2022
 - Intercollegiate Sports Competitions*- April 20 to 24, 2022
- *Preliminary date submitted, subject to External Event Organizer's Official Schedule







STRATEGIC COMMUNICATIONS PLAN

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media. A complete Communications' Plan will be made for this program to achieve the Objective. Will also generate an individual Event Plan for each activity that will include specific method and resources (what, when, where, how) to carry out the Tactics. It will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

MESSAGE

The educational message will be developed based on program goal and objective youth alcohol impaired driving. It can include "Si bebes, pasa la llave" (if you drink, pass the car keys) to encourage a designated driver and alternative transportation.

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.
-  Do not be stubborn.
-  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.

MEDIA TACTICS

Media Tactics have been chosen based on data analysis so they can be effective when implemented. Data collection includes articles and editorials regarding Puerto Rico's culture behavior and preferences:

↳ **Owned Media (Websites, Social and Mobile Networks)**- human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating, optimization, and availability 7 days a week, 24 hours a day to achieve ongoing daily presence to promote owned media platforms (Facebook, Instagram, Twitter, YouTube, among others) and achieve brand recognition. 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 the PR TSC's Website:
 - Analysis of new needs and strategies of the PR TSC.
 - Posting and uploading data, educational pieces, statistics, and information.
 - Art editing and readjustment.
 - 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.

Will contract a Social Media Management Service to run PR TSC owned media platforms and a Website Management Service for website maintenance.

↳ **Produce/Reproduce/Edit educational pieces**- it is proposed to produce, reproduce, and/or edit strategic pieces produced on Year 2019 to achieve the proposed strategies for this project. One of the main pieces of the educational content is the brochure which contains PR ACT 22-2000 law and regulations on traffic safety. Will produce/reproduce brochures with this project's DUI P&E message and distribute to PR TSC Community Programs, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others.

An Advertising Agency will be hired to conceptualize, 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 and each program goal and objective(s). The functions and pieces designed will be for the national educational campaigns that will be used for Media Buy (Paid Media).



A graphic designer will be contracted to propose, produce, reproduce and/or edit strategic pieces for the day by day or a social norming and social media image innovation of the PRTSC and this program educational message, as for the PRTSC Executive Director's meetings and media interviews and for internal and external use, as is more cost effective. 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. These functions will not interfere in any way with those performed by the advertising agency.

↳ **Paid Media**- 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. An advertising agency will be hired as the 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, 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 detached 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.

The table on the right accounts the buying preference based on the most recent market study for population media consumption provided by Gaither, Inc. and analyzed by the Advertising Agency Media Buyer specialist. Grounded on the specialist recommendation, will use the proposed investment column as budget distribution.

In addition, will boost social media platforms contracting advertising space as PRTSC's authorized

Population Media Consumption Target Gender- Male 18-24		
MEDIA	%	PROPOSED INVESTMENT
TV	82%	32%
TV Local	61%	
Paid TV	21%	
Radio	46%	25%
Internet	86%	35%
Social Network	96%	
Video Streaming	80%	
Online News	85%	
Internet Radio	83%	
Outdoor	38%	5%
Print	24%	3%
TOTAL		100%



agent to promote the educational message when Media Buy Plans are being aired. Decision making will be based on:

- User's interaction (including number of visits, time, and space)
- New user's increase
- Demographic percentages such as country, age or gender, metrics, and parameters
- "Like" tendencies
- Analysis of all uploaded videos, with their corresponding reach

Also, will focus effort to obtain at least 2+ frequency in exposing the 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.
- To discuss and approve in 100% the final data for Media Buy Post Campaign Report of all media campaign/effort.

↳ **Earned Media-** the strategy will consist of lobbying Public Relations which may include press conferences, media tours, interviews, press releases and distribution of educational content and increase frequency with bonuses gained 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. The Advertising Agency will be hired for digital production, when necessary. Water and Food expenses, as well as travel cost and equipment rent, can be required, if applicable. Strategies include:

- To expose the program's DWI awareness, prevention, and educational message thru Public Relations and obtain at least 10 interviews and/or media coverage during the campaign period, and at the end of fiscal year 2022.

- To calculate earned media value from promoting the DUI's awareness, prevention, and educational content at the end the year.

The service of recording and dissemination for this programs' educational news and press releases will be contracted for further reach. It will consist of creating audio, videos and/or the PRTSC's Press Releases with the message and efforts related to this educational program to disseminate to the island's media platforms. The frequency of this effort should be approximately, but not limited to one (1) time monthly. However, it may be required more frequently during each campaign period. This will respond according to the strategy used for each campaign. This service will allow us to reinforce other publicity and public relations efforts by impacting the population other media platforms.

A professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media's owned media as they published photos and videos in their page gallery. 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 PRTSC's Owned Media. The visual material is extremely necessary for the effective and strategic use on private, local, and owned networks platforms.

↳ **Massive Impact Event-** It is proposed to participate and/or develop massive impact events to reach out target audience with each program prevention 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. The advertising agency will be used to produce/reproduce educational pieces for impact purpose.

As exposed on the Problem ID for Media Program Area, the fiscal crisis, ongoing for more than five (5) years, that has shattered the country; and the recurring discrepancy between the Financial Oversight and Management Board of PR assigned by the Federal Government of the United States and the Government of PR on how to manage limited funds, has left the government agencies without budget for hiring human

resources. This forces the area to diversify, so will be hiring an event planning service to plan and execute PRISC's massive events when necessary. The budget for this service will be extracted from the Advertising Agency so it will not affect the funds designated for other strategies and services. At this preliminary stage will not present an estimated budget. However, will submit the change to the detailed plan form to planning and operations area for approval before the event development.

Also, equipment rent, indirect purchases, water, and food expenses, as well as travel cost can be used for these purposes. Nevertheless, renting equipment such as chairs, linen 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.

For the third (3rd) trimester 2022 will create a massive event called PRISC 50th Street Safe Effort. In this event will impact target market by recognizing the Puerto Rico Traffic Safety Commission effort of educating citizens with the message for young people ages 16-24 not driving under the influence of alcohol and the dreadful consequences. This event aims to highlight the mission of the PRISC to educate the public about the importance of following road safety rules and comply with Act 22-2000 "Vehicle and Traffic Act," as amended, and establish that will be renewing this responsibility to continue saving lives; and specific for this project "enact a designated driver" to make roads safe for Puerto Rico for another 50 years.

STRATEGIES	QUARTER TO BE COMPLETED			
	OCT-DEC	ENE-MAR	APR-JUN	JUL-SEP
a. Owned Media- to promote the youth impaired driving prevention message to engage target market through owned media platforms and publish at least 30 posts at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Educational Pieces Distribution- to distribute at least 10,000 pieces (brochures, flyers/posters, video and/or audio content) with the youth impaired driving prevention message at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Produce/Reproduce/edit Educational Pieces - to reproduce/edit at least three (3) educational pieces with the drunk driving prevention content at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



d. Paid Media (Dissemination) - to review and publish in one hundred percent (100%) the approved budget for each Youth Impaired P&E Effort on all applicable media platforms according to target market** during each period.	Halloween	San Sebastián Street Fests	Inter-collegiate Sports Competitions & PRTSC 50 th Street Safe	
e. Earned Media (Public Relations) - to expose the Youth Impaired P&E message thru Public Relations and obtain at least three (4) interviews and/or media coverage during the campaign period and obtain at least ten (10) at the end of fiscal year.	<input type="checkbox"/>	<input checked="" type="checkbox"/> 4 Media Coverage	<input checked="" type="checkbox"/> 6 Media Coverage	<input type="checkbox"/>
f. Massive Impact Event - To participate and/or develop a Mass Impact Activity to directly influence attendees to broadcast and promote the Youth Impaired P&E prevention message.	<input type="checkbox"/>	<input checked="" type="checkbox"/> Inter-collegiate Sports Competitions	<input checked="" type="checkbox"/> PRTSC 50 th Street Safe	<input type="checkbox"/>
g. Earned Media (Exposure Results) - to obtain at least \$10,000 on earned media from promoting the Youth Impaired P&E prevention content at the end the year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

FUNDING SOURCES

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	154 Transfer Funds-AL	154 Alcohol	\$145,000.00		

PLANNED ACTIVITY: SPEED AND AGGRESSIVE MEDIA CAMPAIGN

Planned activity number: **22-12-03**

Primary Countermeasure Strategy ID: **Communication Campaign**

PLANNED ACTIVITY DESCRIPTION

The main goal is to increase communications and reaches by fortifying Media Buy Plans, Earn Media, government, private sector and non-profit partnerships, mass events activities and educational impacts with the PRTSC's educational message base on target audience and program problem identification. Promoting the educational thru these strategies are desperately needed to eradicate Speed and Aggressive traffic fatalities and injuries. The age group with more incidents identified in the C.1 "Identifying Problem" will become the target market. Other data exposed on the previous section will determine period, cities, weekdays, hours period, among others.

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 2017-2019 Traffic Performance Measures for PR, FARS, PR DOT, Police Department, Forensics Sciences Institute, Automobile Accident Compensations Administration, and Road Safety Observatory Platform. When necessary and approved, will have enforcement efforts by the state and municipal police forces. Also, a survey will be conducted to measure the campaign impact on target. This strategy is based on Countermeasures that Work 2017, Chapter 3, Speeding and Speed Management, 4.1 Communications and Outreach Supporting Enforcement, Section 3-38, Page 192.

Target Audience

- Primary- men 25-36
- Secondary- men 37-49

Zone

- Primary- Metropolitan Area
- Secondary- Juana Díaz and East Zone

Weekdays/Hours

- Friday to Sunday
- 12:00pm to 5:59am

↪ **Period-** February 14 to 27, 2022 (according with PRISC mobilization period)

STRATEGIC COMMUNICATIONS PLAN

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media and Strategic integration with PRPD and Municipality Police Work Plans to communicate the active work of the State Police (PRPD) and Municipal Police forces and promote their work plan through the PRISC National Campaign and Mobilization.

A complete Communications' Plan will be made for this program to achieve the Objective. Will also generate an individual Event Plan for each activity that will include specific method and resources (what, when, where, how) to carry out the Tactics. It will be shared with PRISC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

MESSAGE

The educational message will be developed based on program goal and objective Speed and Aggressive Driving Media Campaign. It can include - "Respetar los límites de Velocidad, si no obedeces pagas" (Respect Speed Limits Obey or Pay the Fine).

TALKING POINTS

- ↪ Life changes just as fast. Respect speed limits.
- ↪ If you do not obey you pay.
- ↪ Competitive or haggling 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 driver a motor vehicle at a speed less than 20 miles below the limit.

MEDIA TACTICS

Media Tactics have been chosen based on data analysis so they can be effective when implemented. Data collection includes articles and editorials regarding Puerto Rico's culture behavior and preferences:

- ↪ **Owned Media (Websites, Social and Mobile Networks)-** human and technical resources, which include equipment and operational programs



to achieve effectiveness, maintenance, updating, optimization and availability 7 days a week, 24 hours a day to achieve ongoing daily presence to promote owned media platforms (Facebook, Instagram, Twitter, YouTube, among others) and achieve brand recognition. 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 the PR TSC's Website:
 - Analysis of new needs and strategies of the PR TSC.
 - Posting and uploading data, educational pieces, statistics, and information.
 - Art editing and readjustment.
 - 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.

Will contract a Social Media Management Service to run PR TSC owned media platforms and a Website Management Service for website maintenance.

↳ **Produce/Reproduce/Edit educational pieces**- it is proposed to produce, reproduce, and/or edit strategic pieces produced Year 2022 to achieve the proposed strategies for this project. One of the main pieces of the educational content is the brochure which contains PR ACT 22-2000 law and regulations on traffic safety. Will produce/reproduce brochures with this project's speed and aggressive awareness, prevention, and educational message and distribute to PR TSC Community Programs, PR Police Department (PRPD), Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others.

An Advertising Agency will be hired to conceptualize, 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 and each program goal and objective(s). The functions and pieces designed will be for the national educational campaigns that will be used for Media Buy (Paid Media).



A graphic designer will be contracted to propose, produce, reproduce and/or edit strategic pieces for the day by day or a social norming and social media image innovation of the PRTSC and this program educational message, as for the PRTSC Executive Director's meetings and media interviews and for internal and external use, as is more cost effective. 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. These functions will not interfere in any way with those performed by the advertising agency.

↳ **Paid Media**- 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. An advertising agency will be hired as the 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, 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 detached 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.

The table on the right accounts the buying preference based on the most recent market study for population media consumption provided by Gaither, Inc. and analyzed by the Advertising Agency Media Buyer specialist. Grounded on the specialist recommendation, will use the proposed investment column as budget distribution.

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 as PRTSC's authorized agent to promote the educational message when Media Buy Plans are being aired. Decision making will be based on:

- User's interaction (including number of visits, time, and space)
- New user's increase
- Demographic percentages such as country, age or gender, metrics, and parameters
- "Like" tendencies
- Analysis of all uploaded videos, with their corresponding reach

Also, will focus effort to obtain at least 2+ frequency in exposing the 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.
- To discuss and approve in 100% the final data for Media Buy Post Campaign Report of all media campaign/effort.

↳ **Earned Media-** the strategy will consist of lobbying Public Relations which may include press conferences, media tours, interviews, press releases and distribution of educational content and increase frequency with bonuses gained 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. The Advertising Agency will be hired for digital production, when necessary. Water and Food expenses, as well as travel cost and equipment rent, can be required, if applicable. Strategies include:

- To expose this project's speed and aggressive awareness, prevention, and educational message thru Public Relations and obtain at least 5 interviews and/or media coverage during the campaign period, and at the end of fiscal year 2022.
- To calculate earned media value from promoting the speed and aggressive awareness, prevention, and educational content at the end the year.



The service of recording and dissemination for this programs' educational news and press releases will be contracted for further reach. It will consist of creating audio, videos and/or the PRTSC's Press Releases with the message and efforts related to this educational program to disseminate to the island's media platforms. The frequency of this effort should be approximately, but not limited to one (1) time monthly. However, it may be required more frequently during each campaign period. This will respond according to the strategy used for each campaign. This service will allow us to reinforce other publicity and public relations efforts by impacting the population other media platforms.

A Media Monitoring Service will much be needed for this project to track PRTSC's exposure and its Spokesperson presence. This service arisen from public relations effort to carry out the educational message in all media platforms. It is an essential tool to capitalize PR's National Media Platforms, specifically those that are continuously covering news and public interest events as topics that are covered in all Island's platforms that become trending topics that clearly influence citizens. The service monitors media platforms' and accounts each appearance/interview/mention. A monthly report is generated with the information of how much would have cost PRTSC if it would have paid for each appearance/interview/mention. Although the PRTSC will always be looking for opportunities to transmit this project's speed and aggressive 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 account more than half million dollars that will be impossible to calculate without the Media Monitoring Service.

A professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media's owned media as they published photos and videos in their page gallery. 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 PRTSC's Owned Media. The visual material is extremely necessary for the effective and strategic use on private, local and owned networks platforms.

↳ **Massive Impact Event-** It is proposed to participate and/or develop massive impact events to reach out target audience with each program



prevention 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. The advertising agency will be used to produce/reproduce educational pieces for impact purpose.

As exposed on the Problem ID for Media Program Area, the fiscal crisis, ongoing for more than five (5) years, that has shattered the country; and the recurring discrepancy between the Financial Oversight and Management Board of PR assigned by the Federal Government of the United States and the Government of PR on how to manage limited funds, has left the government agencies without budget for hiring human resources. This forces the area to diversify, so will be hiring an event planning service to plan and execute PRTSC's massive events when necessary. The budget for this service will be extracted from the Advertising Agency so it will not affect the funds designated for other strategies and services. At this preliminary stage will not present an estimated budget. However, will submit the change to the detailed plan form to planning and operations area for approval before the event development.

Also, equipment rent, indirect purchases, water and food expenses, as well as travel cost can be used for these purposes. Nevertheless, renting equipment such as chairs, linen 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.

For the third (3rd) trimester 2022 will create a massive event called PRTSC 50th Street Safe Effort. In this event will impact target market by recognizing the Puerto Rico Traffic Safety Commission effort of educating citizens with the message of aggressive driving and not exceeding speed limit and its dreadful consequences. This event aims to highlight the mission of the PRTSC to educate the public about the importance of following road safety rules and comply with Act 22-2000 "Vehicle and Traffic Act," as amended, and establish that will be renewing this responsibility to continue saving lives;

and specific for this project speed and aggressive driving behavior including “obey the sign or pay the fine” to keep Puerto Rico roads safe for another 50 years.

STRATEGIES	QUARTER TO BE COMPLETED			
	OCT-DEC	JAN-MAR	APR-JUN	JUL-SEP
a. Owned Media- to promote the speed and aggressive driving prevention message to engage target market through owned media platforms and publish at least 100 posts at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Educational Pieces Distribution- to distribute at least 20,000 pieces (brochures, flyers/posters, video and/or audio content) with the speed and aggressive driving prevention message at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Produce/Reproduce/edit Educational Pieces - to reproduce/edit at least three (3) educational pieces with the speed and aggressive driving prevention content at the end of fiscal year.	<input type="checkbox"/>	<input checked="" type="checkbox"/> Speed Campaign	<input checked="" type="checkbox"/> PRTSC 50 th Street Safe	<input type="checkbox"/>
d. Paid Media (Dissemination)- to review and publish in one hundred percent (100%) the approved budget for the speed and aggressive driving prevention Media Campaign on all applicable media platforms according to target market** during each campaign period.	<input type="checkbox"/>	<input checked="" type="checkbox"/> Speed Campaign	<input checked="" type="checkbox"/> PRTSC 50 th Street Safe	<input type="checkbox"/>
e. Paid Media (Results)- to discuss and approve in one hundred percent (100%) the Post Media Buy Report for each speed and aggressive Prevention Media Campaign and obtain at least 1 million impressions at the end of the year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f. Earned Media (Public Relations)- to expose the speed and aggressive driving prevention message thru Public Relations and obtain at least five (5) interviews and/or media coverage at the end of fiscal year.	<input type="checkbox"/>	<input checked="" type="checkbox"/> Speed Campaign	<input checked="" type="checkbox"/> PRTSC 50 th Street Safe	<input type="checkbox"/>
g. Massive Impact Event- To participate and/or develop at least one (1) Mass Impact Activity to directly influence attendees to broadcast and promote the speed and aggressive driving prevention message.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> PRTSC 50 th Street Safe	<input type="checkbox"/>
h. Earned Media (Exposure Results)- to obtain at least \$50,000 on earned media from promoting the speed and aggressive driving prevention content at the end the year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

FUNDING SOURCES

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Paid Advertising (FAST)	\$67,500.00		
2022			\$67,500.00		

PLANNED ACTIVITY: OCCUPANT PROTECTION MEDIA CAMPAIGN

Planned activity number: **22-12-07**

Primary Countermeasure Strategy ID: **Communication Campaign**

PLANNED ACTIVITY DESCRIPTION

The main goal is to promote the educational message focusing on maintaining media buy frequency, obtaining more earned media through traditional and social media, educating target audience in activities and events and strategic integration with PRPD and Municipality Police Work Plans to communicate the active work of the State Police (PRPD) and Municipal Police forces to promote their work plan through the PRTSC National Campaign and Mobilization, when applicable. These actions will prevent fatalities and injuries of vehicle occupants in all seating positions. The age group with more incidents identified in the C.1 "Identifying Problem" will become the target market. Other data exposed on the previous section will determine period, cities, weekdays, hours period, among others. It will allow to increase communications and reaches by fortifying Media Buy Plans, Earn Media, government, private sector and non-profit partnerships, mass events activities and educational impacts with the PRTSC's educational message base on target audience and program problem identification.

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 2017-2019 Traffic Performance Measures for PR, FARS, PR DOT, Police Department, Forensics Sciences Institute, Automobile Accident Compensations Administration, and Road Safety Observatory platform. When necessary and approved, will have enforcement efforts by the state and municipal police forces. Also, a survey will be conducted to measure the campaign impact on target. This strategy is based

on Countermeasures that Work 2017, Chapter 2, Seat Belts and Child Restraint, 3. Communications and Outreach, Section 2-22, Page 138.

SEAT BELT

↳ Target Audience

- Primary- men 25-36
- Secondary- men 37-49

↳ Zone

- Primary- Metropolitan Area (Bayamón, Dorado, Caguas, Carolina, Cataño, Guaynabo, San Juan, Toa Baja and Trujillo Alto)
- Secondary- Ponce, Arecibo, Corozal and Mayagüez

↳ Weekdays/Hours

- Friday to Sunday
- 6:00pm to 5:59am

↳ Period- April 11 to 15, 2022 (according with PRTSC mobilization period)

- October's Mobilization- October 25 to 29, 2021
- Seat-belt Speed Mobilization- 2nd Trimester FY2021-2022
- May-June CIOT Mobilization- May 23 to June 5, 2022

STRATEGIC COMMUNICATIONS PLAN

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media and Strategic integration with PRPD and Municipality Police Work Plans to communicate the active work of the State Police (PRPD) and Municipal Police forces and promote their work plan through the PRTSC National Campaign and Mobilization.

MESSAGE

The educational message will be developed based on program goal and objective for the seat belt usage educational and media campaign. It 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).

TALKING POINTS

- ↳ Those who know buckle-up. Do you?
- ↳ 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 seat belt and make sure all passengers do so.
- ↪ If you do not tie up, you pay
- ↪ The seat belt protects you, reduces the risk of severe trauma, and can help you maintain control of your vehicle in the event of a crash.

↪ **Produce/Reproduce/Edit educational pieces-** it is proposed to produce, reproduce, and/or edit strategic pieces produced on Year 2020 to achieve the proposed strategies for this project. One of the main pieces of the educational content is the brochure which contains PR ACT 22-2000 law and regulations on traffic safety.

↪ **Paid Media-** The table on the right accounts the buying preference based on the most recent market study for population media consumption provided by Gaither, Inc. and analyzed by the Advertising Agency Media Buyer specialist. Grounded on the specialist recommendation, will use the proposed investment column as budget distribution.

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%

CHILD RESTRAINT

↪ Target Audience

- Primary- women 25-36
- Secondary- women 18+

↪ Zone

- Primary- Metropolitan Area (Bayamón, Dorado, Caguas, Carolina, Cataño, Guaynabo, San Juan, Toa Baja and Trujillo Alto)
- Secondary- Aguadilla, Arecibo, Corozal and Rincón

↪ Weekdays/Hours

- Friday to Sunday
- 6:00pm to 11:59pm

↪ **Period-** September 18 to 24, 2022 (PRTSC's Planning and Operations Calendar)

STRATEGIC COMMUNICATIONS PLAN

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

MESSAGE

The educational message will be developed based on program goal and objective for the child restraint educational and media campaign. It can include - “Asiento Protector, Úsalo Correctamente” (use the car seat properly).

TALKING POINTS

- ↪ 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 use some type of protective seat.
- ↪ It is incorrectly installed if it is not appropriate for its weight.
- ↪ Car Seat use it correctly.
- ↪ A single death from not using the car seat is too much.

↪ **Produce/Reproduce/Edit educational pieces-** it is proposed to produce, reproduce, and/or edit strategic pieces produced a new campaign to achieve the proposed strategies for this project. One of the main pieces of the educational content is the brochure which contains PR ACT 22-2000 law and regulations on traffic safety.

↪ **Paid Media-** The table on the left accounts the buying preference based on the most recent market study for population media consumption provided by Gaither, Inc. and analyzed by the Advertising Agency Media Buyer specialist. Grounded on the specialist recommendation, will use the proposed investment column as budget distribution.

Population Media Consumption Target Gender - Female 25-34		
MEDIA	%	PROPOSED INVESTMENT
TV	112%	45%
TV Local	79%	
Paid TV	33%	
Radio	69%	25%
Internet	56%	20%
Social Network	79%	
Video Streaming	56%	
Online News	68%	
Internet Radio	22%	
Outdoor	38%	5%
Print	30%	5%
TOTAL		100%

OCCUPANT PROTECTION MEDIA TACTICS

Media Tactics have been chosen based on data analysis so they can be effective when implemented. Data collection includes articles and editorials regarding Puerto Rico's culture behavior and preferences:

- ↪ **Strategic Communications Plan-** a complete Communications' Plan will be made for this program to achieve the Objective. Will also generate an individual Event Plan for each activity that will include specific method and

resources (what, when, where, how) to carry out the Tactics. It will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the semestral progress report.

↳ **Owned Media (Websites, Social and Mobile Networks)-** human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating, optimization, and availability 7 days a week, 24 hours a day to achieve ongoing daily presence to promote owned media platforms (Facebook, Instagram, Twitter, YouTube, among others) and achieve brand recognition. 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 the PRTSC's Website:
 - Analysis of new needs and strategies of the PRTSC.
 - Posting and uploading data, educational pieces, statistics, and information.
 - Art editing, readjustment, and integration with social networks.
 - Platform's readjustment and maintenance and license and program's fee purchase/leasing.
 - Generate, Submit and Discuss Monthly, Trimestral, Semestral and/or Annual Owned Media Analytics Report.

Will contract a Social Media Management Service to run PRTSC owned media platforms and a Website Management Service for website maintenance.

↳ **Produce/Reproduce/Edit educational pieces-** one of the main pieces of the educational content is the brochure which contains PR ACT 22-2000 law and regulations on traffic safety. Will produce/reproduce brochures with this project's occupant protection awareness, prevention, and educational message and distribute to PRTSC Community Programs, PR Police Department (PRPD), Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others.

An Advertising Agency will be hired to conceptualize, 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 and each program goal and objective(s). The functions and pieces designed will be for the

national educational campaigns that will be used for Media Buy (Paid Media).

A graphic designer will be contracted to propose, produce, reproduce and/or edit strategic pieces for the day by day or a social norming and social media image innovation of the PRTSC and this program educational message, as for the PRTSC Executive Director's meetings and media interviews and for internal and external use, as is more cost effective. 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. These functions will not interfere in any way with those performed by the advertising agency.

↳ **Paid Media**- 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. An advertising agency will be hired as the 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, 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 detached 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.

In addition, will boost social media platforms contracting advertising space as PRTSC's authorized agent to promote the educational message when Media Buy Plans are being aired. Decision making will be based on:

- User's interaction (including number of visits, time, and space)
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- Demographic percentages such as country, age or gender, metrics, and parameters
- "Like" tendencies

- Analysis of all uploaded videos, with their corresponding reach

Also, will focus effort to obtain at least 2+ frequency in exposing the 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 occupant protection 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:

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- To expose this project's occupant protection awareness, prevention, and educational message thru Public Relations and obtain at least ten (10) interviews and/or media coverage during the campaign period, and at the end of fiscal year 2022.
- To calculate earned media value from promoting the occupant protection awareness, prevention, and educational content at the end the year.

A Media Monitoring Service will much be needed for this project to track PRTSC's exposure and its Spokesperson presence. This service arisen from public relations effort to carry out the educational message in all media platforms. It is an essential tool to capitalize PR's National Media Platforms, specifically those that are continuously covering news and public interest



events as topics that are covered in all Island's platforms that become trending topics that clearly influence citizens. The service monitors media platforms' and accounts each appearance/interview/mention. A monthly report is generated with the information of how much would have cost PRTSC if it would have paid for each appearance/interview/mention. Although the PRTSC will always be looking for opportunities to transmit this project's occupant protection 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 account more than half million dollars that will be impossible to calculate without the Media Monitoring Service.

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↳ **Massive Impact Event-** It is proposed to participate and/or develop massive impact events to reach out target audience with each program prevention 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. The advertising agency will be used to produce/reproduce educational pieces for impact purpose.

As exposed on the Problem ID for Media Program Area, the fiscal crisis, ongoing for more than five (5) years, that has shattered the country; and the recurring discrepancy between the Financial Oversight and Management Board of PR assigned by the Federal Government of the United States and the Government of PR on how to manage limited funds, has left the government agencies without budget for hiring human resources. This forces the area to diversify, so will be hiring an event planning service to plan and execute PRTSC's massive events when necessary. The budget for this service will be extracted from the Advertising Agency so it will not affect the funds designated for other strategies and services. At this preliminary stage will not present an estimated budget. However, will submit the change to the detailed plan form to planning and operations area for approval before the event development.

Also, equipment rent, indirect purchases, water, and food expenses, as well as travel cost can be used for these purposes. Nevertheless, renting equipment such as chairs, linen 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.

For the third (3rd) trimester 2022 will create a massive event called PRTSC 50th Street Safe Effort. In this event will impact target market by recognizing the Puerto Rico Traffic Safety Commission effort of educating citizens with the message of using the seat belt and a car seat for children ages 0-8 and the terrible consequences when unused. This event aims to highlight the mission of the PRTSC to educate the public about the importance of following road safety rules and comply with Act 22-2000 "Vehicle and Traffic Act," as amended, and establish that will be renewing this responsibility to continue saving lives; and specific for this project "use the seat belt in all seating positions and a proper installed car seat for ages 0-8" to keep everyone safe on Puerto Rico roads for another 50 years.

STRATEGIES	QUARTER TO BE COMPLETED			
	OCT-DEC	JAN-MAR	APR-JUN	JUL-SEP



a. Owned Media- to promote the occupant prevention message to engage target market through owned media platforms and publish at least 200 posts at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Educational Pieces Distribution- to distribute at least 25,000 pieces (brochures, flyers/posters, video and/or audio content) with the occupant protection message at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Produce/Reproduce/edit Educational Pieces - to reproduce/edit at least four (4) educational pieces with the occupant protection content at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
d. Paid Media (Dissemination)- to review and publish in one hundred percent (100%) the approved budget for each occupant protection prevention Media Campaign on all applicable media platforms according to target market** during each campaign period.	<input checked="" type="checkbox"/> Seat Belt October's Mobilization	<input checked="" type="checkbox"/> Seat Belt - Speed Mobilization	<input checked="" type="checkbox"/> PRTSC 50 th Street Safe & Seat Belt CIOT's Mobilization	<input checked="" type="checkbox"/> Child Restraint P&E
e. Paid Media (Results)- to discuss and approve in one hundred percent (100%) the Post Media Buy Report for each occupant protection Media Campaign and obtain at least 4.5 million impressions at the end of the year.	<input checked="" type="checkbox"/> 1 million impressions Seat Belt October's Mobilization	<input checked="" type="checkbox"/> 500,000 impressions Seat Belt - Speed Mobilization	<input checked="" type="checkbox"/> 500,000 Impressions for the PRTSC 50 th Street Safe & 2 million Seat Belt CIOT's Mobilization	<input checked="" type="checkbox"/> 1 million impressions Child Restraint P&E
f. Earned Media (Public Relations)- to expose the occupant protection message thru Public Relations and obtain at least ten (10) interviews and/or media coverage during the campaign period and obtain at least thirty (30) at the end of fiscal year.	<input checked="" type="checkbox"/> 3 Media Coverage	<input checked="" type="checkbox"/> 1 Media Coverage	<input checked="" type="checkbox"/> 4 Media Coverage	<input checked="" type="checkbox"/> 2 Media Coverage
g. Massive Impact Event- To participate and/or develop at least two (2) Mass Impact Activity to directly influence attendees to broadcast and promote the occupant protection message.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> CIOT'S Mobilization & PRTSC 50 th Street Safe	<input type="checkbox"/>
h. Earned Media (Exposure Results)- to obtain at least \$75,000 on earned media from promoting the occupant protection content at the end the year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

FUNDING SOURCES

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Paid Advertising (FAST)	\$150,000.00		
2022			\$150,000.00		

PLANNED ACTIVITY: NON-MOTORIZED MEDIA CAMPAIGN

Planned activity number: **22-12-10**

Primary Countermeasure Strategy ID: **Communication Campaign**

PLANNED ACTIVITY DESCRIPTION

The main goal is to promote the educational message focusing on maintaining media buy frequency, obtaining more earned media through traditional and social media, educating target audience in activities and events and strategic integration with PRPD and Municipality Police Work Plans to communicate the active work of the State Police (PRPD) and Municipal Police forces to promote their work plan through the PRTSC National Campaign and Mobilization, when applicable. These actions will help decrease pedestrian and bicyclists fatalities and injuries. The age group with more incidents identified in the C.1 "Identifying Problem" will become the target market. Other data exposed on the previous section will determine period, cities, weekdays, hours period, among others. It will allow to increase communications and reaches by fortifying Media Buy Plans, Earn Media, government, private sector and non-profit partnerships, mass events activities and educational impacts with the PRTSC's educational message base on target audience and program problem identification.

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 2017-2019 Traffic Performance Measures for PR, FARS, PR DOT, Police Department, Forensics

Sciences Institute, Automobile Accident Compensations Administration, and Road Safety Observatory Platform. When necessary and approved, will have enforcement efforts by the state and municipal police forces. Also, a survey will be conducted to measure the campaign impact on target. This strategy is based on Highway Safety Program Guideline No. 14, Pedestrian and Bicycle Safety, VI. Communication Program and VII Outreach Program.

PEDESTRIAN SAFETY

↳ Target Audience

- Primary- men ages 25-36 and men ages 37-49
- Secondary- men ages 16-24

↳ Zone

- Primary- Metropolitan Area (Bayamón, Carolina, Cataño, Guaynabo, San Juan, Toa Baja and Trujillo Alto)
- Secondary- Cabo Rojo, Caguas, Mayagüez, and Ponce

↳ Weekdays/Hours

- Friday to Sunday
- 6:00pm to 5:59am

↳ Period- according with PRTSC's Planning and Operations mobilization period and calendar

- Pedestrian Safety P&E- October 13 to 23, 2021
- Pedestrian-Driver Mobilization- March 7 to 13, 2022

STRATEGIC COMMUNICATIONS PLAN

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media and, with pedestrian-driver mobilization, Strategic integration with PRPD and Municipality Police Work Plans to communicate the active work of the State Police (PRPD) and Municipal Police forces and promote their work plan through the PRTSC National Campaign and Mobilization.

MESSAGE

The educational message will be developed based on program goal and objective.

- Pedestrian Safety- "Peatón Responsable" (be a responsible pedestrian)
- Pedestrian-Driver- "Somos Responsables" (We are all responsible).



TALKING POINTS

↳ 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.
- Walking on foot is not easy. Driver: place yourself in the pedestrian shoes

↳ **Produce/Reproduce/Edit educational pieces-** it is proposed to produce a new pedestrian safety campaign, since last campaign was created on year 2017. For the pedestrian-driver campaign it is proposed to reproduce, and/or edit strategic pieces previously produced to achieve the proposed strategies for this program.

↳ **Paid Media-** The table on the left accounts the buying preference based on the most recent market study for population media consumption provided by Gaither, Inc. and analyzed by the Advertising Agency Media Buyer specialist. Grounded on the specialist recommendation, will use the proposed investment column as budget distribution.

Population Media Consumption Target Gender- Male 45-54		
MEDIA	%	PROPOSED INVESTMENT
TV	115%	45%
TV Local	82%	
Paid TV	34%	
Radio	70%	25%
Internet	69%	20%
Social Network	80%	
Video Streaming	57%	
Online News	69%	
Internet Radio	22%	
Outdoor	38%	5%
Print	30%	5%
TOTAL		100%

BICYCLIST SAFETY

↳ Target Audience

- Primary- men ages 50+
- Secondary- men ages 37-49

↳ Zone

- Metropolitan Area, Ponce, Cabo Rojo, Aguadilla, Caguas, Arecibo and Mayagüez

↳ Weekdays/Hours

- Friday to Sunday
- 6:00pm to 5:59am

👉 **Period-** May 19 to 22, 2022 – (PR National Bicyclist's Day)

STRATEGIC COMMUNICATIONS PLAN-

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

MESSAGE

The educational message will be developed based on program goal and objective for bicyclists' safety. Will utilize program slogan "Comparte la Carretera" (Share the Road). Also, emphasize the message of maintaining the distance to keeps all of us safe.

TALKING POINTS

- 👉 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 or elevated structures that are for pedestrian use.

👉 **Produce/Reproduce/Edit educational pieces-** it is proposed to produce, reproduce, and/or edit strategic pieces previously produced to achieve the proposed strategies for this project.

👉 **Paid Media-** The table on the right accounts the buying preference based on the most recent market study for population media consumption provided by Gaither, Inc. and analyzed by the Advertising Agency Media Buyer specialist. Grounded on the specialist recommendation, will use the proposed investment column as budget distribution.

Population Media Consumption Target Gender- Male 45-54		
MEDIA	%	PROPOSED INVESTMENT
TV	115%	45%
TV Local	82%	
Paid TV	34%	
Radio	70%	25%
Internet	69%	20%
Social Network	80%	
Video Streaming	57%	
Online News	69%	
Internet Radio	22%	
Outdoor	38%	5%
Print	30%	5%
TOTAL		100%

NON-MOTORIZED SAFETY MEDIA TACTICS

Media Tactics have been chosen based on data analysis so they can be effective when implemented. Data collection includes articles and editorials regarding Puerto Rico's culture behavior and preferences:

↳ **Strategic Communications Plan-** a complete Communications' Plan will be made for this program to achieve the Objective. Will also generate an individual Event Plan for each activity that will include specific method and resources (what, when, where, how) to carry out the Tactics. It will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the semestral progress report.

↳ **Owned Media (Websites, Social and Mobile Networks)-** human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating, optimization, and availability 7 days a week, 24 hours a day to achieve ongoing daily presence to promote owned media platforms (Facebook, Instagram, Twitter, YouTube, among others) and achieve brand recognition. 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 the PRTSC's Website:
 - Analysis of new needs and strategies of the PRTSC.
 - Posting and uploading data, educational pieces, statistics, and information.
 - Art editing and readjustment.
 - 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.

Will contract a Social Media Management Service to run PRTSC owned media platforms and a Website Management Service for website maintenance.

↳ **Produce/Reproduce/Edit educational pieces-** will produce, reproduce, and/or edit strategic pieces to achieve the proposed strategies for this project. One of the main pieces of the educational content is the brochure which contains PR ACT 22-2000 law and regulations on traffic safety. Will

produce/reproduce brochures with this project's non-motorized safety awareness, prevention, and educational message and distribute to PRTSC Community Programs, PR Police Department (PRPD), Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others.

An Advertising Agency will be hired to conceptualize, 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 and each program goal and objective(s). The functions and pieces designed will be for the national educational campaigns that will be used for Media Buy (Paid Media).

A graphic designer will be contracted to propose, produce, reproduce and/or edit strategic pieces for the day by day or a social norming and social media image innovation of the PRTSC and this program educational message, as for the PRTSC Executive Director's meetings and media interviews and for internal and external use, as is more cost effective. 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. These functions will not interfere in any way with those performed by the advertising agency.

↳ **Paid Media**- 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. An advertising agency will be hired as the 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, 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 detached 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.

In addition, will boost social media platforms contracting advertising space as PRTSC's authorized agent to promote the educational message when Media Buy Plans are being aired. Decision making will be based on:

- User's interaction (including number of visits, time, and space)
- New user's increase
- Demographic percentages such as country, age or gender, metrics, and parameters
- "Like" tendencies
- Analysis of all uploaded videos, with their corresponding reach

Also, will focus effort to obtain at least 2+ frequency in exposing the 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 non-motorized safety 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.
- To discuss and approve in 100% the final data for Media Buy Post Campaign Report of all media campaign/effort.

↳ **Earned Media-** the strategy will consist of lobbying Public Relations which may include press conferences, media tours, interviews, press releases and distribution of educational content and increase frequency with bonuses gained 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. The Advertising Agency will be hired for digital production, when necessary. Water and Food expenses, as well as travel cost and equipment rent, can be required, if applicable. Strategies include:

- To expose this project's non-motorized safety awareness, prevention, and educational message thru Public Relations and obtain at least ten (10) interviews and/or media coverage during the campaign period, and at the end of fiscal year 2022.
- To calculate earned media value from promoting the non-motorized safety awareness, prevention, and educational content at the end the year.

A Media Monitoring Service will much be needed for this project to track PRTSC's exposure and its Spokesperson presence. This service arisen from public relations effort to carry out the educational message in all media platforms. It is an essential tool to capitalize PR's National Media Platforms, specifically those that are continuously covering news and public interest events as topics that are covered in all Island's platforms that become trending topics that clearly influence citizens. The service monitors media platforms' and accounts each appearance/interview/mention. A monthly report is generated with the information of how much would have cost PRTSC if it would have paid for each appearance/interview/mention. Although the PRTSC will always be looking for opportunities to transmit this project's non-motorized safety 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 account more than half million dollars that will be impossible to calculate without the Media Monitoring Service.

The service of recording and dissemination for this programs' educational news and press releases will be contracted for further reach. It will consist of creating audio, videos and/or the PRTSC's Press Releases with the message and efforts related to this educational program to disseminate to the island's media platforms. The frequency of this effort should be approximately, but not limited to one (1) time monthly. However, it may be required more frequently during each campaign period. This will respond according to the strategy used for each campaign. This service will allow us to reinforce other publicity and public relations efforts by impacting the population other media platforms.

A professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media's owned media as they published photos and videos in their page gallery. 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 PRTSC's Owned Media. The visual material is extremely necessary for the effective and strategic use on private, local, and owned networks platforms.

↳ **Massive Impact Event-** It is proposed to participate and/or develop massive impact events to reach out target audience with each program prevention 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. The advertising agency will be used to produce/reproduce educational pieces for impact purpose.

As exposed on the Problem ID for Media Program Area, the fiscal crisis, ongoing for more than five (5) years, that has shattered the country; and the recurring discrepancy between the Financial Oversight and Management Board of PR assigned by the Federal Government of the United States and the Government of PR on how to manage limited funds, has left the government agencies without budget for hiring human resources. This forces the area to diversify, so will be hiring an event planning service to plan and execute PRTSC's massive events when necessary. The budget for this service will be extracted from the Advertising Agency so it will not affect the funds designated for other strategies and services. At this preliminary stage will not present an estimated budget. However, will submit the change to the detailed plan form to planning and operations area for approval before the event development.

Also, equipment rent, indirect purchases, water, and food expenses, as well as travel cost can be used for these purposes. Nevertheless, renting equipment such as chairs, linen 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.

For the third (3rd) trimester 2022 will create a massive event called 50th PRTSC Street Safe Effort. In this event will impact target market by recognizing the

Puerto Rico Traffic Safety Commission effort of educating citizens with the safety message for non-motorized vehicles and people. This event aims to highlight the mission of the PRTSC to educate the public about the importance of following road safety rules and comply with Act 22-2000 "Vehicle and Traffic Act," as amended, and establish that will be renewing this responsibility to continue saving lives; and specific for this program, "pedestrians and bicyclists safety" at the roads of Puerto Rico for another 50 years.

STRATEGIES	QUARTER TO BE COMPLETED			
	OCT-DEC	JAN-MAR	APR-JUN	JUL-SEP
a. Owned Media- to promote the occupant prevention message to engage target market through owned media platforms and publish at least 200 posts at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Educational Pieces Distribution- to distribute at least 35,000 pieces (brochures, flyers/posters, video and/or audio content) with the non-motorized safety message at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Produce/Reproduce/edit Educational Pieces - to reproduce/edit at least four (4) educational pieces with the non-motorized safety content at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d. Paid Media (Dissemination)- to review and publish in one hundred percent (100%) the approved budget for each non-motorized safety prevention Media Campaign on all applicable media platforms according to target market** during each campaign period.	<input checked="" type="checkbox"/> Pedestrian Safety P&E	<input checked="" type="checkbox"/> Pedestrian-Driver Mobilization	<input checked="" type="checkbox"/> PRTSC 50 th Street Safe & Bicyclist Safety P&E	<input type="checkbox"/>
e. Paid Media (Results)- to discuss and approve in one hundred percent (100%) the Post Media Buy Report for each non-motorized safety Media Campaign and obtain at least 2.5 million impressions at the end of the year.	<input checked="" type="checkbox"/> 1 million impressions Pedestrian Safety P&E	<input checked="" type="checkbox"/> 1 million impressions Pedestrian-Driver Mobilization	<input checked="" type="checkbox"/> 500,000 PRTSC 50 th Street Safe & Bicyclist Safety P&E	<input type="checkbox"/>
f. Earned Media (Public Relations)- to expose the non-motorized safety message thru Public Relations and obtain at least five (5) interviews and/or media coverage at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g. Massive Impact Event- To participate and/or develop at least two (2) Mass Impact Activity to directly influence attendees to broadcast and promote the non-motorized safety message.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> PRTSC 50 th Street Safe	<input type="checkbox"/>
h. Earned Media (Exposure Results)- to obtain at least \$75,000 on earned media from promoting the non-motorized safety content at the end the year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

INTENDED SUBRECIPIENTS



COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

FUNDING SOURCES

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	FAST Act 405h Nonmotorized Safety	405h Public Education	\$74,840.00		
2021	FAST Act NHTSA 402	Paid Advertising (FAST)	\$155,080.00		
2022			\$155,080.00		

PLANNED ACTIVITY: MOTORCYCLE AWARENESS MEDIA CAMPAIGN

Planned activity number: **22-12-12**

Primary Countermeasure Strategy ID: **Communication Campaign**

PLANNED ACTIVITY DESCRIPTION

The main goal is promoting the educational message focusing on maintaining media buy frequency, obtaining more earned media through traditional and social media, educating target media in activities and events to prevent motorcyclist fatalities and injuries. The age group with more incidents identified in the C.1 "Identifying Problem" will become the target market. Other data exposed on the previous section will determine period, cities, weekdays, hours period, among others. It will allow to increase communications and reaches by fortifying Media Buy Plans, Earn Media, government, private sector and non-profit partnerships, mass events activities and educational impacts with the PRISC's

educational message base on target audience and program problem identification.

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 2017-2019 Traffic Performance Measures for PR, FARS, PRDOT, Puerto Rico Police Department, Forensics Sciences Institute, Automobile Accident Compensations Administration, and Road Safety Observatory Platform. These strategies are based on Countermeasures that Work 2017, Chapter 5, Motorcycles, 4.2 Communications and Outreach: Other Driver Awareness of Motorcyclist, Section 5-25, Page 264.

Target Audience

- Primary- men 25-36
- Secondary- men 16-24

 **Zone-** Metropolitan Area (Bayamón, Carolina, Cataño, Guaynabo, San Juan, Toa Baja and Trujillo Alto)

Weekdays/Hours

- Friday to Sunday
- 6:00pm to 11:59pm

 **Period-** November 9 to 14, 2021 (PRTSC's Planning & Operations Division)

STRATEGIC COMMUNICATIONS PLAN

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media. A complete Communications' Plan will be made for this program to achieve the Objective. Will also generate an individual Event Plan for each activity that will include specific method and resources (what, when, where, how) to carry out the Tactics. It will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the semestral progress report.

MESSAGE

The educational message will be developed based on program goal and objective Motorcycle Safety Media Campaign. It will include "Comparte la Carretera" (Share The Road).

TALKING POINTS

- ↳ Drivers take motorcyclists into consideration as they are part of the traffic on the road.
- ↳ Vehicle drivers should include motorcycles in their traffic search pattern.
- ↳ It is recommended that the motorcyclist stay out of the blind spot area.
- ↳ Both vehicles and motorcycles have blind spots, that is why we must take motorcyclists into consideration.
- ↳ Motorcycles have the right to use a full lane.

MEDIA TACTICS

Media Tactics have been chosen based on data analysis so they can be effective when implemented. Data collection includes articles and editorials regarding Puerto Rico's culture behavior and preferences:

↳ **Owned Media (Websites, Social and Mobile Networks)**- human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating, optimization, and availability 7 days a week, 24 hours a day to achieve ongoing daily presence to promote owned media platforms (Facebook, Instagram, Twitter, YouTube, among others) and achieve brand recognition. 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 the PRTSC's Website:
 - Analysis of new needs and strategies of the PRTSC.
 - Posting and uploading data, educational pieces, statistics, and information.
 - Art editing and readjustment.
 - 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.

Will contract a Social Media Management Service to run PRTSC owned media platforms and a Website Management Service for website maintenance.

↳ **Produce/Reproduce/Edit educational pieces**- it is proposed to produce, reproduce, and/or edit strategic pieces produced Year 2020 to achieve

the proposed strategies for this project. One of the main pieces of the educational content is the brochure which contains PR ACT 22-2000 law and regulations on traffic safety. Will produce/reproduce brochures with this project's motorcycle safety awareness, prevention, and educational message and distribute to PRTSC Community Programs, PR Police Department (PRPD), Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others.

An Advertising Agency will be hired to conceptualize, 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 and each program goal and objective(s). The functions and pieces designed will be for the national educational campaigns that will be used for Media Buy (Paid Media).

A graphic designer will be contracted to propose, produce, reproduce and/or edit strategic pieces for the day by day or a social norming and social media image innovation of the PRTSC and this program educational message, as for the PRTSC Executive Director's meetings and media interviews and for internal and external use, as is more cost effective. 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. These functions will not interfere in any way with those performed by the advertising agency.

↳ **Paid Media**- 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. An advertising agency will be hired as the 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, 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 detached 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. The table on the right accounts the buying preference based on the most recent market study for population media consumption provided by Gaither, Inc. and analyzed by the Advertising Agency Media Buyer specialist. Grounded on the specialist recommendation, will use the proposed investment column as budget distribution.

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 as PRTSC's authorized agent to promote the educational message when Media Buy Plans are being aired. Decision making will be based on:

- User's interaction (including number of visits, time, and space)
- New user's increase
- Demographic percentages such as country, age or gender, metrics, and parameters
- "Like" tendencies
- Analysis of all uploaded videos, with their corresponding reach

Also, will focus effort to obtain at least 2+ frequency in exposing the 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 motorcycle safety 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.
- To discuss and approve in 100% the final data for Media Buy Post Campaign Report of all media campaign/effort.

↳ **Earned Media-** the service of recording and dissemination for this programs' educational news and press releases will be contracted for further reach. It will consist of creating audio, videos and/or the PRTSC's Press Releases with the message and efforts related to this educational program to disseminate to the island's media platforms. The frequency of this effort should be approximately, but not limited to one (1) time monthly. However, it may be required more frequently during each campaign period. This will respond according to the strategy used for each campaign. This service will allow us to reinforce other publicity and public relations efforts by impacting the population other media platforms.

As exposed on the Problem ID for Media Program Area, the fiscal crisis, ongoing for more than five (5) years, that has shattered the country; and the recurring discrepancy between the Financial Oversight and Management Board of PR assigned by the Federal Government of the United States and the Government of PR on how to manage limited funds, has left the government agencies without budget for hiring human resources. This forces the area to diversify, so will be hiring an event planning service to plan and execute PRTSC's massive events when necessary. The budget for this service will be extracted from the Advertising Agency so it will not affect the funds designated for other strategies and services. At this preliminary stage will not present an estimated budget. However, will submit the change to the detailed plan form to planning and operations area for approval before the event development.

For the third (3rd) trimester 2022 will create a massive event called PRTSC 50th Street Safe Effort. In this event will impact target market by recognizing the Puerto Rico Traffic Safety Commission effort of educating citizens with this program message of driver and motorcyclist to share the road. This event aims to highlight the mission of the PRTSC to educate the public about the importance of following road safety rules and comply with Act 22-2000 "Vehicle and Traffic Act," as amended, and establish that will be renewing this responsibility to continue saving lives; and specific for this project "Share the Roads" of Puerto Rico for another 50 years.

All these tactics focus on educational efforts that are desperately needed to stop motorcyclist fatalities and injuries increase.

STRATEGIES	QUARTER TO BE COMPLETED			
	OCT-DEC	JAN-MAR	APR-JUN	JUL-SEP
a. Owned Media- to promote the motorcycle safety prevention message to engage target market through owned media platforms and publish at least 50 posts at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Educational Pieces Distribution- to distribute at least 10,000 pieces (brochures, flyers/posters, video and/or audio content) with the motorcycle safety prevention message at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Produce/Reproduce/edit Educational Pieces - to reproduce/edit at least two (2) educational pieces with the motorcycle safety prevention content at the end of fiscal year.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d. Paid Media (Dissemination)- to review and publish in one hundred percent (100%) the approved budget for the motorcycle safety prevention Media Campaign on all applicable media platforms according to target market** during each campaign period.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> STR Campaign & PRTSC 50 th Street Safe	<input type="checkbox"/>
e. Paid Media (Results)- to discuss and approve in one hundred percent (100%) the Post Media Buy Report for the motorcycle safety Prevention Media Campaign and obtain at least 1 million impressions at the end of the year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

FUNDING SOURCES

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	\$30,862.27		

PLANNED ACTIVITY: MOTORCYCLE SAFETY MEDIA CAMPAIGN

Planned activity number: **22-12-13**

Primary Countermeasure Strategy ID: **Communication Campaign**

PLANNED ACTIVITY DESCRIPTION

The main goal is promoting the educational message focusing on maintaining media buy frequency, obtaining more earned media through traditional and social media, educating target media in activities and events and Strategic integration with PRPD and Municipality Police Work Plans to communicate the active work of the State Police (PRPD) and Municipal Police forces, when applicable, to decrease motorcyclist fatalities and injuries. The age group with more incidents identified in the C.1 "Identifying Problem" will become the target market. Other data exposed on the previous section will determine period, cities, weekdays, hours period, among others. It will allow to increase communications and reaches by fortifying Media Buy Plans, Earn Media, government, private sector and non-profit partnerships, mass events activities and educational impacts with the PRTSC's educational message base on target audience and program problem identification.

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 2017-2019 Traffic Performance Measures for PR, FARS, PR DOT, Police Department, Forensics Sciences Institute, Automobile Accident Compensations Administration, and Road Safety Observatory Platform. When necessary and approved, will have enforcement efforts by the state and municipal police forces. This strategy is based on Countermeasures that Work 2075, Chapter 5, Motorcycles, 4.1

Communications and Outreach: Conspicuity and Protective Clothing, Section 5-23, Page 262.

Target Audience

- Primary- men 25-36
- Secondary- men 16-24

Zone

- Metropolitan Area (Bayamón, Carolina, Cataño, Guaynabo, San Juan, Toa Baja and Trujillo Alto)

Weekdays/Hours

- Friday to Sunday
- 6:00pm to 11:59pm

Periods

- November 9 to 14, 2021 – Motorcycle Campaign
- February 2 to 6, 2022 – San Blas Earned Media Effort (According to PRTSC's Planning & Operations Division)



STRATEGIC COMMUNICATIONS PLAN

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media. A complete Communications' Plan will be made for this program to achieve the Objective. Will also generate an individual Event Plan for each activity that will include specific method and resources (what, when, where, how) to carry out the Tactics. It will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the semestral progress report.

MESSAGE

The educational message will be developed based on program goal and objective Motorcycle Safety Media Campaign. It can include - Motociclista Seguro "Su uso tiene una razón de ser" (Motorcyclist Safety: Safety Gear, its use has a reason)

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
- ↳ Follow the established speed limits
- ↳ Children under twelve (12) years of age cannot ride on a motorcycle
- ↳ Provisions of law violations will incur an administrative fault and will be sanctioned with a fine.

MEDIA TACTICS

Media Tactics have been chosen based on data analysis so they can be effective when implemented. Data collection includes articles and editorials regarding Puerto Rico's culture behavior and preferences:

- ↳ **Owned Media (Websites, Social and Mobile Networks)**- human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating, optimization and availability 7 days a week, 24 hours a day to achieve ongoing daily presence to promote owned media platforms (Facebook, Instagram, Twitter, YouTube, among others) and achieve brand recognition. 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 the PRISC's Website:
 - Analysis of new needs and strategies of the PRISC.
 - Posting and uploading data, educational pieces, statistics, and information.
 - Art editing and readjustment.
 - 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.

Will contract a Social Media Management Service to run PRISC owned media platforms and a Website Management Service for website maintenance.

- ↳ **Produce/Reproduce/Edit educational pieces**- it is proposed to produce, reproduce, and/or edit strategic pieces produced Year 2020 to achieve the proposed strategies for this project. One of the main pieces of the

educational content is the brochure which contains PR ACT 22-2000 law and regulations on traffic safety. Will produce/reproduce brochures with this project's motorcycle safety awareness, prevention, and educational message and distribute to PRTSC Community Programs, PR Police Department (PRPD), Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others.

An Advertising Agency will be hired to conceptualize, 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 and each program goal and objective(s). The functions and pieces designed will be for the national educational campaigns that will be used for Media Buy (Paid Media).

A graphic designer will be contracted to propose, produce, reproduce and/or edit strategic pieces for the day by day or a social norming and social media image innovation of the PRTSC and this program educational message, as for the PRTSC Executive Director's meetings and media interviews and for internal and external use, as is more cost effective. 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. These functions will not interfere in any way with those performed by the advertising agency.

↳ **Paid Media-** 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. An advertising agency will be hired as the 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, 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 detached 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. The table on the right accounts the buying preference based on the most recent market study for population media consumption provided by Gaither, Inc. and analyzed by the Advertising Agency Media Buyer specialist. Grounded on the specialist recommendation, will use the proposed investment column as budget distribution.

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%	8%
Outdoor	52%	
Print	20%	2%
TOTAL		100%

In addition, will boost social media platforms contracting advertising space as PRTSC's authorized agent to promote the educational message when Media Buy Plans are being aired. Decision making will be based on:

- User's interaction (including number of visits, time, and space)
- New user's increase
- Demographic percentages such as country, age or gender, metrics, and parameters
- "Like" tendencies
- Analysis of all uploaded videos, with their corresponding reach

Also, will focus effort to obtain at least 2+ frequency in exposing the 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 motorcycle safety 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.
- To discuss and approve in 100% the final data for Media Buy Post Campaign Report of all media campaign/effort.

↳ **Earned Media-** the strategy will consist of lobbying Public Relations which may include press conferences, media tours, interviews, press releases and distribution of educational content and increase frequency with bonuses gained 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. The Advertising Agency will be hired for digital production, when necessary. Water and Food expenses, as well as travel cost and equipment rent, can be required, if applicable. Strategies include:

- To expose this project's motorcycle safety awareness, prevention, and educational message thru Public Relations and obtain at least 5 interviews and/or media coverage during the campaign period, and at the end of fiscal year 2022.
- To calculate earned media value from promoting the motorcycle safety awareness, prevention, and educational content at the end the year.

A Media Monitoring Service will much be needed for this project to track PRTSC's exposure and its Spokesperson presence. This service arisen from public relations effort to carry out the educational message in all media platforms. It is an essential tool to capitalize PR's National Media Platforms, specifically those that are continuously covering news and public interest events as topics that are covered in all Island's platforms that become trending topics that clearly influence citizens. The service monitors media platforms' and accounts each appearance/interview/mention. A monthly report is generated with the information of how much would have cost PRTSC if it would have paid for each appearance/interview/mention. Although the PRTSC will always be looking for opportunities to transmit this project's motorcycle safety 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 account more than half million dollars that will be impossible to calculate without the Media Monitoring Service.

The service of recording and dissemination for this programs' educational news and press releases will be contracted for further reach. It will consist of

creating audio, videos and/or the PRISC's Press Releases with the message and efforts related to this educational program to disseminate to the island's media platforms. The frequency of this effort should be approximately, but not limited to one (1) time monthly. However, it may be required more frequently during each campaign period. This will respond according to the strategy used for each campaign. This service will allow us to reinforce other publicity and public relations efforts by impacting the population other media platforms.

A professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media's owned media as they published photos and videos in their page gallery. 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 PRISC's Owned Media. The visual material is extremely necessary for the effective and strategic use on private, local and owned networks platforms.

↳ **Massive Impact Event-** It is proposed to participate and/or develop massive impact events to reach out target audience with each program prevention 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. The advertising agency will be used to produce/reproduce educational pieces for impact purpose.

As exposed on the Problem ID for Media Program Area, the fiscal crisis, ongoing for more than five (5) years, that has shattered the country; and the recurring discrepancy between the Financial Oversight and Management Board of PR assigned by the Federal Government of the United States and the Government of PR on how to manage limited funds, has left the government agencies without budget for hiring human resources. This forces the area to diversify, so will be hiring an event planning service to plan and execute PRISC's massive events when necessary. The budget for this service will be extracted from the Advertising Agency so it will not affect the funds designated for other strategies and services. At this preliminary stage will not present an estimated budget.



However, will submit the change to the detailed plan form to planning and operations area for approval before the event development.

Also, equipment rent, indirect purchases, water, and food expenses, as well as travel cost can be used for these purposes. Nevertheless, renting equipment such as chairs, linen 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.

For the third (3rd) trimester 2022 will create a massive event called PRSC 50th Street Safe Effort. In this event will impact target market by recognizing the Puerto Rico Traffic Safety Commission effort of educating citizens with this program message of motorcycle safety. This event aims to highlight the mission of the PRSC to educate the public about the importance of following road safety rules and comply with Act 22-2000 "Vehicle and Traffic Act," as amended, and establish that will be renewing this responsibility to continue saving lives; and specific for this project "Motorcyclist Safety Gear, its use has a reason" to keep motorcyclist safe on Puerto Rico roads for another 50 years.

STRATEGIES	QUARTER TO BE COMPLETED			
	OCT-DEC	JAN-MAR	APR-JUN	JUL-SEP
a. Owned Media- to promote the motorcycle safety prevention message to engage target market through owned media platforms and publish at least 50 posts at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Educational Pieces Distribution- to distribute at least 10,000 pieces (brochures, flyers/posters, video and/or audio content) with the motorcycle safety prevention message at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Produce/Reproduce/edit Educational Pieces - to reproduce/edit at least two (2) educational pieces with the motorcycle safety prevention content at the end of fiscal year.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d. Paid Media (Dissemination)- to review and publish in one hundred percent (100%) the approved budget for the motorcycle safety prevention Media Campaign on all applicable media platforms according to target market** during each campaign period.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

e. Paid Media (Results) - to discuss and approve in one hundred percent (100%) the Post Media Buy Report for the motorcycle safety Prevention Media Campaign and obtain at least 1 million impressions at the end of the year.				
f. Earned Media (Public Relations) - to expose the motorcycle safety prevention message thru Public Relations and obtain at least two (2) interviews and/or media coverage during the campaign period and obtain at least thirty (30) at the end of fiscal year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Massive Impact Event - To participate and/or develop at least one (1) Mass Impact Activity to directly influence attendees to broadcast and promote the motorcycle safety prevention message.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> PRTSC 50 th Street Safe	<input type="checkbox"/>
h. Earned Media (Exposure Results) - to obtain at least \$20,000 on earned media from promoting the motorcycle safety prevention content at the end the year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

FUNDING SOURCES

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act	Paid Advertising (FAST)	\$50,000.00		
2022	NHTSA 402		\$50,000.00		

PLANNED ACTIVITY: DISTRACTED DRIVING MEDIA CAMPAIGN

Planned activity number: **22-12-14**

Primary Countermeasure Strategy ID: **Communication Campaign**

PLANNED ACTIVITY DESCRIPTION

The main goal is to promote the educational message focusing on maintaining media buy frequency, obtaining more earned media through traditional and social media, educating target audience in activities and events and strategic integration with PRPD and Municipality Police Work Plans to communicate the active work of the State Police (PRPD) and Municipal Police forces to promote their work plan through the PRTSC National Campaign and Mobilization, when applicable. These actions will help to decrease driving fatalities and injuries due to distracted driving, specially texting while driving. The age group with more incidents identified in the C.1 "Identifying Problem" will become the target market. Other data exposed on the previous section will determine period, cities, weekdays, hours period, among others. It will allow to increase communications and reaches by fortifying Media Buy Plans, Earn Media, government, private sector and non-profit partnerships, mass events activities and educational impacts with the PRTSC's educational message base on target audience and program problem identification.

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 2017-2019 Traffic Performance Measures for PR, FARS, PR DOT, Police Department, Forensics Sciences Institute, Automobile Accident Compensations Administration, and Road Safety Observatory Platform. When necessary and approved, will have enforcement efforts by the state and municipal police forces. Also, a survey will be conducted to measure the campaign impact on target. This strategy is based on Countermeasures that Work 2017, Chapter 4, Distracted and Drowsy Driving, 2.2 Communications and Outreach on Distracted Driving, Section 4-18, Page 221.

Target Audience

- Primary- men 25-36
- Secondary- men 16-24

Zone

- Metropolitan Area (Bayamón, Carolina, Cataño, Guaynabo, San Juan, Toa Baja and Trujillo Alto)

Weekdays/Hours

- Friday to Sunday
- 6:00pm to 11:59pm

 **Period-** April 7 to 11, 2022 (according with PRTSC mobilization period)

STRATEGIC COMMUNICATIONS PLAN






Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media and Strategic integration with PRPD and Municipality Police Work Plans to communicate the active work of the State Police (PRPD) and Municipal Police forces and promote their work plan through the PRTSC National Campaign and Mobilization.

A complete Communications' Plan will be made for this program to achieve the Objective. Will also generate an individual Event Plan for each activity that will include specific method and resources (what, when, where, how) to carry out the Tactics. It will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

MESSAGE

The educational message will be developed based on program goal and objective Distracted Driving Media Campaign. It can include - "Si guías y *text*as Pagas" (U Drive, U Text, U Pay).

TALKING POINTS

-  A single text can block your vision.
-  Driving and texting is a time bomb.
-  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.

MEDIA TACTICS

Media Tactics have been chosen based on data analysis so they can be effective when implemented. Data collection includes articles and editorials regarding Puerto Rico's culture behavior and preferences:

↳ **Owned Media (Websites, Social and Mobile Networks)**- human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating, optimization and availability 7 days a week, 24 hours a day to achieve ongoing daily presence to promote owned media platforms (Facebook, Instagram, Twitter, YouTube, among others) and achieve brand recognition. 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 the PRTSC's Website:
 - Analysis of new needs and strategies of the PRTSC.
 - Posting and uploading data, educational pieces, statistics, and information.
 - Art editing and readjustment.
 - 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.

Will contract a Social Media Management Service to run PRTSC owned media platforms and a Website Management Service for website maintenance.

↳ **Produce/Reproduce/Edit educational pieces**- it is proposed to produce, reproduce, and/or edit strategic pieces produced Year 2020 to achieve the proposed strategies for this project. One of the main pieces of the educational content is the brochure which contains PR ACT 22-2000 law and regulations on traffic safety. Will produce/reproduce brochures with this project's distracted driving awareness, prevention, and educational message and distribute to PRTSC Community Programs, PR Police Department (PRPD), Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others.

An Advertising Agency will be hired to conceptualize, 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 and each program goal and objective(s). The functions and pieces designed will be for the

national educational campaigns that will be used for Media Buy (Paid Media).

A graphic designer will be contracted to propose, produce, reproduce and/or edit strategic pieces for the day by day or a social norming and social media image innovation of the PRTSC and this program educational message, as for the PRTSC Executive Director’s meetings and media interviews and for internal and external use, as is more cost effective. 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. These functions will not interfere in any way with those performed by the advertising agency.

↳ **Paid Media**- 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. An advertising agency will be hired as the 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, 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 detached 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. The table on the right accounts the buying preference based on the most recent market study for population media consumption provided by Gaither, Inc. and analyzed by the Advertising Agency Media Buyer specialist. Grounded on the specialist recommendation, will use the proposed investment column as budget distribution.

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 as PRTSC's authorized agent to promote the educational message when Media Buy Plans are being aired. Decision making will be based on:

- User's interaction (including number of visits, time, and space)
- New user's increase
- Demographic percentages such as country, age or gender, metrics, and parameters
- "Like" tendencies
- Analysis of all uploaded videos, with their corresponding reach

Also, will focus effort to obtain at least 2+ frequency in exposing the 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 distracted driving 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.
- To discuss and approve in 100% the final data for Media Buy Post Campaign Report of all media campaign/effort.

↳ **Earned Media-** the strategy will consist of lobbying Public Relations which may include press conferences, media tours, interviews, press releases and distribution of educational content and increase frequency with bonuses gained 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. The Advertising Agency will be hired for digital production, when necessary. Water and Food expenses, as well as travel cost and equipment rent, can be required, if applicable. Strategies include:

- To expose this project's distracted driving awareness, prevention, and educational message thru Public Relations and obtain at least 5 interviews and/or media coverage during the campaign period, and at the end of fiscal year 2022.

- To calculate earned media value from promoting the distracted driving awareness, prevention, and educational content at the end of the year.

A Media Monitoring Service will much be needed for this project to track PRTSC's exposure and its Spokesperson presence. This service arisen from public relations effort to carry out the educational message in all media platforms. It is an essential tool to capitalize PR's National Media Platforms, specifically those that are continuously covering news and public interest events as topics that are covered in all Island's platforms that become trending topics that clearly influence citizens. The service monitors media platforms' and accounts each appearance/interview/mention. A monthly report is generated with the information of how much would have cost PRTSC if it would have paid for each appearance/interview/mention.

Although the PRTSC will always be looking for opportunities to transmit this project's distracted driving 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 account more than half million dollars that will be impossible to calculate without the Media Monitoring Service.

The service of recording and dissemination for this programs' educational news and press releases will be contracted for further reach. It will consist of creating audio, videos and/or the PRTSC's Press Releases with the message and efforts related to this educational program to disseminate to the island's media platforms. The frequency of this effort should be approximately, but not limited to one (1) time monthly. However, it may be required more frequently during each campaign period. This will respond according to the strategy used for each campaign. This service will allow us to reinforce other publicity and public relations efforts by impacting the population other media platforms.

A professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media's owned media as they published photos and videos in their page gallery. 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 PRTSC's Owned Media. The visual material is extremely necessary for the effective and strategic use on private, local and owned networks platforms.

↳ **Massive Impact Event-** It is proposed to participate and/or develop massive impact events to reach out target audience with each program prevention 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. The advertising agency will be used to produce/reproduce educational pieces for impact purpose.

As exposed on the Problem ID for Media Program Area, the fiscal crisis, ongoing for more than five (5) years, that has shattered the country; and the recurring discrepancy between the Financial Oversight and Management Board of PR assigned by the Federal Government of the United States and the Government of PR on how to manage limited funds, has left the government agencies without budget for hiring human resources. This forces the area to diversify, so will be hiring an event planning service to plan and execute PRTSC's massive events when necessary. The budget for this service will be extracted from the Advertising Agency so it will not affect the funds designated for other strategies and services. At this preliminary stage will not present an estimated budget. However, will submit the change to the detailed plan form to planning and operations area for approval before the event development.

Also, equipment rent, indirect purchases, water and food expenses, as well as travel cost can be used for these purposes. Nevertheless, renting equipment such as chairs, linen 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.

For the third (3rd) trimester 2022 will create a massive event called 50th PRTSC Street Safe Effort. In this event will impact target market by recognizing the Puerto Rico Traffic Safety Commission effort of educating citizens with the safety message for distracted driving. This event aims to highlight the mission of the PRTSC to educate the public about the importance of following road safety rules and comply with Act 22-2000 "Vehicle and Traffic Act," as

amended, and establish that will be renewing this responsibility to continue saving lives; and specific for this program, “you text you pay” at the roads of Puerto Rico for another 50 years.

STRATEGIES	QUARTER TO BE COMPLETED			
	OCT-DEC	JAN-MAR	APR-JUN	JUL-SEP
a. Owned Media- to promote the distracted driving prevention message to engage target market through owned media platforms and publish at least 100 posts at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Educational Pieces Distribution- to distribute at least 20,000 pieces (brochures, flyers/posters, video and/or audio content) with the distracted driving prevention message at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Produce/Reproduce/edit Educational Pieces - to reproduce/edit at least three (3) educational pieces with the distracted driving prevention content at the end of fiscal year.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d. Paid Media (Dissemination)- to review and publish in one hundred percent (100%) the approved budget for the distracted driving prevention Media Campaign on all applicable media platforms according to target market** during each campaign period.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e. Paid Media (Results)- to discuss and approve in one hundred percent (100%) the Post Media Buy Report for the distracted driving Prevention Media Campaign and obtain at least 1 million impressions at the end of the year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f. Earned Media (Public Relations)- to expose the distracted driving prevention message thru Public Relations and obtain at least six (6) interviews at the end of fiscal year.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g. Massive Impact Event- To participate and/or develop at least one (1) Mass Impact Activity to directly influence attendees to broadcast and promote the distracted driving prevention message.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
h. Earned Media (Exposure Results)- to obtain at least \$15,000 on earned media from promoting the distracted driving prevention content at the end the year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity.

Countermeasure Strategy

Communication Campaign

FUNDING SOURCES

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Paid Advertising (FAST)	\$50,000.00		
2022			\$50,000.00		

PLANNED ACTIVITY: PESET EDUCATIONAL MEDIA CAMPAIGN

Planned activity number: **22-12-15**

Primary Countermeasure Strategy ID: **Communication Campaign**

PLANNED ACTIVITY DESCRIPTION

It is well known that children are the future of the world and some of our biggest hopes lies in the imperative necessity of a well education environment. Due to this reality, the PRTSC will continue to educate children and young adults thru PESET (Traffic Safety Educational Park) to promote, create and change future negative behaviors and create positive consciousness that will be put in practice when they reach adulthood. It is our purpose to plant these changes while promoting the elimination of negligent and aggressive driving conduct, negative behavior that constantly puts our drivers in harm's way. For these reasons, the PRTSC.

For this program will propose the following strategies to address the problem of road safety for speeding, aggressive, negligence or distracted driving, unrestrained drivers and occupants in all seating positions ages 9+, lack of car seat for children ages 0 to 8, car seat installed incorrectly or using the inappropriate seat due weight requirements; and drivers not sharing the road with pedestrians, bicyclists and motorcyclists and impaired drivers, young adults ages 16-24 impaired drivers and motorcyclists requirements and regulations due to inappropriate clothing or gear. All this according to PR Act 22-2000, as amended known as "PR Vehicles and Traffic Act". This strategy is based 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

The data analysis obtained identifies specific population, age, gender and period to focus as follows:

↳ **Target Audience**

- Primary –women 18-34
- Secondary- general public 12+

↳ **Zone**

- Emphasize in the Metropolitan Area, but taking in consideration municipalities with greater incidents, if applicable

↳ **Weekdays/Hours**

- Friday to Monday
- 12:00pm to 11:59pm

↳ **Period-** September 2022; according to Operations and Planning's Calendar.

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 whose main purpose is to educate on Act 22-2000 to strengthen road safety on the island. It has the mission of providing practical and theoretical education in the roles of driver, cyclist, and pedestrian.
- ↳ PESET is for children and teenagers between the ages of 3 and 18 participating in both the public and private educational system. It recreates an urban area, with local homes, streets, signs, traffic lights, and

sidewalks to make the educational experience a more dynamic and effective one.

- ↳ PESET 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.

MEDIA TACTICS

Media Tactics have been chosen based on data analysis so they can be effective when implemented. Data collection includes articles and editorials regarding Puerto Rico's culture behavior and preferences:

- ↳ **Owned Media (Websites, Social and Mobile Networks)**- human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating, optimization, and availability 7 days a week, 24 hours a day to achieve ongoing daily presence to promote owned media platforms (Facebook, Instagram, Twitter, YouTube, among others) and achieve brand recognition. 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 the PRTSC's Website:
 - Analysis of new needs and strategies of the PRTSC.
 - Posting and uploading data, educational pieces, statistics, and information.
 - Art editing and readjustment.
 - 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.

Will contract a Social Media Management Service to run PRTSC owned media platforms and a Website Management Service for website maintenance.

- ↳ **Produce/Reproduce/Edit educational pieces**- it is proposed to produce, reproduce, and/or edit strategic pieces to achieve the proposed strategies for this project. One of the main pieces of the educational content is the brochure which contains PR ACT 22-2000 law and regulations on traffic safety.

Will produce/reproduce brochures with this project's awareness, prevention, and educational message and distribute to PRTSC Community Programs, PR Police Department (PRPD), Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others.

An Advertising Agency will be hired to conceptualize, 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 and each program goal and objective(s). The functions and pieces designed will be for the national educational campaigns that will be used for Media Buy (Paid Media).

A graphic designer will be contracted to propose, produce, reproduce and/or edit strategic pieces for the day by day or a social norming and social media image innovation of the PRTSC and this program educational message, as for the PRTSC Executive Director's meetings and media interviews and for internal and external use, as is more cost effective. 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. These functions will not interfere in any way with those performed by the advertising agency.

↳ **Paid Media**- 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. An advertising agency will be hired as the 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, 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 detached 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. The table on the right accounts the buying preference based on the most recent market study for population media consumption provided by Gaither, Inc. and analyzed by the Advertising Agency Media Buyer specialist. Grounded on the specialist recommendation, will use the proposed investment column as budget distribution.

Population Media Consumption Target Gender- Female 18-24		
MEDIA	%	PROPOSED INVESTMENT
TV	115%	45%
TV Local	82%	
Paid TV	34%	
Radio	70%	25%
Internet	57%	20%
Social Network	80%	
Video Streaming	57%	
Online News	69%	
Internet Radio	22%	
Outdoor	38%	5%
Print	30%	5%
TOTAL		100%

In addition, will boost social media platforms contracting advertising space as PRTSC's authorized agent to promote the educational message when Media Buy Plans are being aired. Decision making will be based on:

- User's interaction (including number of visits, time, and space)
- New user's increase
- Demographic percentages such as country, age or gender, metrics, and parameters
- "Like" tendencies
- Analysis of all uploaded videos, with their corresponding reach

Also, will focus effort to obtain at least 2+ frequency in exposing the 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 distracted driving 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.
- To discuss and approve in 100% the final data for Media Buy Post Campaign Report of all media campaign/effort.

↳ **Earned Media-** the strategy will consist of lobbying Public Relations which may include press conferences, media tours, interviews, press releases and distribution of educational content and increase frequency with bonuses gained 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. The Advertising Agency will be hired for digital production, when necessary. Water and Food expenses, as well as travel cost and equipment rent, can be required, if applicable. Strategies include:

- To expose this project's distracted driving awareness, prevention, and educational message thru Public Relations and obtain at least 5 interviews and/or media coverage during the campaign period, and at the end of fiscal year 2022.
- To calculate earned media value from promoting the distracted driving awareness, prevention, and educational content at the end the year.

The service of recording and dissemination for this programs' educational news and press releases will be contracted for further reach. It will consist of creating audio, videos and/or the PRTSC's Press Releases with the message and efforts related to this educational program to disseminate to the island's media platforms. The frequency of this effort should be approximately, but not limited to one (1) time monthly. However, it may be required more frequently during each campaign period. This will respond according to the strategy used for each campaign. This service will allow us to reinforce other publicity and public relations efforts by impacting the population other media platforms.

A professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media's owned media as they published photos and videos in their page gallery. 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 PRTSC's Owned Media. The visual material is extremely necessary for the effective and strategic use on private, local and owned networks platforms.

↳ **Massive Impact Event-** It is proposed to participate and/or develop massive impact events to reach out target audience with each program prevention 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. The advertising agency will be used to produce/reproduce educational pieces for impact purpose.

As exposed on the Problem ID for Media Program Area, the fiscal crisis, ongoing for more than five (5) years, that has shattered the country; and the recurring discrepancy between the Financial Oversight and Management Board of PR assigned by the Federal Government of the United States and the Government of PR on how to manage limited funds, has left the government agencies without budget for hiring human resources. This forces the area to diversify, so will be hiring an event planning service to plan and execute PRTSC's massive events when necessary. The budget for this service will be extracted from the Advertising Agency so it will not affect the funds designated for other strategies and services. At this preliminary stage will not present an estimated budget. However, will submit the change to the detailed plan form to planning and operations area for approval before the event development.

Also, equipment rent, indirect purchases, water and food expenses, as well as travel cost can be used for these purposes. Nevertheless, renting equipment such as chairs, linen 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.

For the third (3rd) trimester 2022 will create a massive event called PRTSC 50th Street Safe Effort. In this event will impact target market by recognizing the Puerto Rico Traffic Safety Commission effort of educating citizens and inviting them to the PESET facilities. This event aims to highlight the mission of the PRTSC to educate the public about the importance of following road safety rules and comply with Act 22-2000 "Vehicle and Traffic Act," as amended, and establish

that will be renewing this responsibility to continue saving lives; and specific for this project “educate your children and teens on road safety” to keep them safe at the roads of Puerto Rico for another 50 years.

STRATEGIES	QUARTER TO BE COMPLETED			
	OCT-DEC	JAN-MAR	APR-JUN	JUL-SEP
a. Owned Media- to promote the PESET promotional message to engage target market through owned media platforms and publish at least 50 posts at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Educational Pieces Distribution- to distribute at least 20,000 pieces (brochures, flyers/posters, video and/or audio content) with the PESET promotional message at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Produce/Reproduce/edit Educational Pieces - to reproduce/edit at least three (3) educational pieces with the PESET promotional content at the end of fiscal year.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> PRTSC 50 th Street Safe Effort	<input checked="" type="checkbox"/> PESET Camp-aign
d. Paid Media (Dissemination)- to review and publish in one hundred percent (100%) the approved budget for the PESET promotional Media Campaign on all applicable media platforms according to target market** during each campaign period.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> PRTSC 50 th Street Safe Effort	<input checked="" type="checkbox"/> PESET Camp-aign
e. Paid Media (Results)- to discuss and approve in one hundred percent (100%) the Post Media Buy Report for the PESET Promotional Media Campaign and obtain at least 200,000 impressions at the end of the year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f. Earned Media (Public Relations)- to expose the PESET promotional message thru Public Relations and obtain at least one (1) interview at the end of fiscal year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
g. Massive Impact Event- To participate and/or develop at least one (1) Mass Impact Activity to directly influence attendees to broadcast and promote the PESET promotional message.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> PRTSC 50 th Street Safe Effort	<input checked="" type="checkbox"/> PESET Camp-aign
h. Earned Media (Exposure Results)- to obtain at least \$2,000 on earned media from promoting the PESET promotional content at the end the year.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity.

Countermeasure Strategy

Communication Campaign

FUNDING SOURCES

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Paid Advertising (FAST)	\$20,000.00		
2022			\$20,000.00		

PLANNED ACTIVITY: IMPAIRED DRIVING MEDIA CAMPAIGN

Planned activity number: **22-12-16**

Primary Countermeasure Strategy ID: **Communication Campaign**

PLANNED ACTIVITY DESCRIPTION

The main goal is to increase communications and reaches by fortifying Media Buy Plans, Earn Media, government, private sector and non-profit partnerships, mass events activities and educational impacts with the PRTSC's educational message base on target audience and program problem identification. Promoting the educational thru these strategies are desperately needed to eradicate DUI's traffic fatalities and injuries. The age group with more incidents identified in the C.1 "Identifying Problem" will become the target market. Other data exposed on the previous section will determine period, cities, weekdays, hours period, among others.

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 2017-2019 Traffic Performance Measures for PR, FARS, PR DOT, Police Department, Forensics Sciences Institute, Automobile Accident Compensations Administration, and Road Safety Observatory Platform. When necessary and approved, will have enforcement efforts by the state and municipal police forces. 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.

Target Audience

- Primary- men 50+
- Secondary- men 37-49

↳ **Zone**

- Primary- Metropolitan Area
(Bayamón, Carolina, Cataño, Guaynabo, San Juan, Toa Baja and Trujillo Alto)
- Secondary- North and West Area

↳ **Weekdays/Hours**

- Thursday to Sunday
- 12:00pm to 11:59pm

↳ **Period-** 3rd Quarter FY2022 (according to PRTSC's Planning and Operations Mobilization Period)

STRATEGIC COMMUNICATIONS PLAN

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media and Strategic integration with PRPD and Municipality Police Work Plans to communicate the active work of the State Police (PRPD) and Municipal Police forces and promote their work plan through the PRTSC National Campaign and Mobilization.

A complete Communications' Plan will be made for this program to achieve the Objective. Will also generate an individual Event Plan for each activity that will include specific method and resources (what, when, where, how) to carry out the Tactics. It will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the semestral progress report.

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.

MEDIA TACTICS

Media Tactics have been chosen based on data analysis so they can be effective when implemented. Data collection includes articles and editorials regarding Puerto Rico's culture behavior and preferences:

↳ **Owned Media (Websites, Social and Mobile Networks)**- human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating, optimization, and availability 7 days a week, 24 hours a day to achieve ongoing daily presence to promote owned media platforms (Facebook, Instagram, Twitter, YouTube, among others) and achieve brand recognition. 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 the PRTSC's Website:
 - Analysis of new needs and strategies of the PRTSC.
 - Posting and uploading data, educational pieces, statistics, and information.
 - Art editing and readjustment.
 - 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.

Will contract a Social Media Management Service to run PRTSC owned media platforms and a Website Management Service for website maintenance.

↳ **Produce/Reproduce/Edit educational pieces**- it is proposed to produce, reproduce, and/or edit strategic pieces produced Year 2021 to achieve the proposed strategies for this project. One of the main pieces of the educational content is the brochure which contains PR ACT 22-2000 law and regulations on traffic safety. Will produce/reproduce brochures with this project's DUI awareness, prevention, and educational message and distribute to PRTSC Community Programs, PR Police Department (PRPD), Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others.

An Advertising Agency will be hired to conceptualize, 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 and each program goal and objective(s). The functions and pieces designed will be for the national educational campaigns that will be used for Media Buy (Paid Media).

A graphic designer will be contracted to propose, produce, reproduce and/or edit strategic pieces for the day by day or a social norming and social media image innovation of the PRTSC and this program educational message, as for the PRTSC Executive Director's meetings and media interviews and for internal and external use, as is more cost effective. 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. These functions will not interfere in any way with those performed by the advertising agency.

↳ **Paid Media**- 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. An advertising agency will be hired as the 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, 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 detached 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. The table on the right accounts the buying preference based on the most recent market study for population media consumption provided by Gaither, Inc. and analyzed by the Advertising Agency Media Buyer specialist. Grounded on the specialist recommendation, will use the proposed investment column as budget distribution.

Population Media Consumption Target Gender- Male 55-64		
MEDIA	%	PROPOSED INVESTMENT
TV	131%	50%
TV Local	91%	
Paid TV	41%	
Radio	80%	25%
Internet	66%	12%
Social Network	74%	
Video Streaming	47%	
Online News	63%	
Internet Radio	13%	
Outdoor	41%	8%
Print	36%	5%
TOTAL		100%

In addition, will boost social media platforms contracting advertising space as PRTSC's authorized agent to promote the educational message when Media Buy Plans are being aired. Decision making will be based on:

- User's interaction (including number of visits, time, and space)
- New user's increase
- Demographic percentages such as country, age or gender, metrics, and parameters
- "Like" tendencies
- Analysis of all uploaded videos, with their corresponding reach

Also, will focus effort to obtain at least 2+ frequency in exposing the 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 DUI 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.
- To discuss and approve in 100% the final data for Media Buy Post Campaign Report of all media campaign/effort.

↳ **Earned Media-** the strategy will consist of lobbying Public Relations which may include press conferences, media tours, interviews, press releases and distribution of educational content and increase frequency with bonuses gained 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. The Advertising Agency will be hired for digital production, when necessary. Water and Food expenses, as well as travel cost and equipment rent, can be required, if applicable. Strategies include:

- To expose this project's DUI awareness, prevention, and educational message thru Public Relations and obtain at least 5 interviews and/or media coverage during the campaign period, and at the end of fiscal year 2022.

- To calculate earned media value from promoting the DUI awareness, prevention, and educational content at the end the year.

A Media Monitoring Service will much be needed for this project to track PRTSC's exposure and its Spokesperson presence. This service arisen from public relations effort to carry out the educational message in all media platforms. It is an essential tool to capitalize PR's National Media Platforms, specifically those that are continuously covering news and public interest events as topics that are covered in all Island's platforms that become trending topics that clearly influence citizens. The service monitors media platforms' and accounts each appearance/interview/mention. A monthly report is generated with the information of how much would have cost PRTSC if it would have paid for each appearance/interview/mention. Although the PRTSC will always be looking for opportunities to transmit this project's DUI 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 account more than half million dollars that will be impossible to calculate without the Media Monitoring Service.

The service of recording and dissemination for this programs' educational news and press releases will be contracted for further reach. It will consist of creating audio, videos and/or the PRTSC's Press Releases with the message and efforts related to this educational program to disseminate to the island's media platforms. The frequency of this effort should be approximately, but not limited to one (1) time monthly. However, it may be required more frequently during each campaign period. This will respond according to the strategy used for each campaign. This service will allow us to reinforce other publicity and public relations efforts by impacting the population other media platforms.

A professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media's owned media as they published photos and videos in their page gallery. 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 PRTSC's Owned Media. The visual material is extremely necessary for the effective and strategic use on private, local and owned networks platforms.

↳ **Massive Impact Event-** It is proposed to participate and/or develop massive impact events to reach out target audience with each program prevention



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. The advertising agency will be used to produce/reproduce educational pieces for impact purpose.

As exposed on the Problem ID for Media Program Area, the fiscal crisis, ongoing for more than five (5) years, that has shattered the country; and the recurring discrepancy between the Financial Oversight and Management Board of PR assigned by the Federal Government of the United States and the Government of PR on how to manage limited funds, has left the government agencies without budget for hiring human resources. This forces the area to diversify, so will be hiring an event planning service to plan and execute PR-TSC's massive events when necessary. The budget for this service will be extracted from the Advertising Agency so it will not affect the funds designated for other strategies and services. At this preliminary stage will not present an estimated budget. However, will submit the change to the detailed plan form to planning and operations area for approval before the event development.

Also, equipment rent, indirect purchases, water and food expenses, as well as travel cost can be used for these purposes. Nevertheless, renting equipment such as chairs, linen 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.

For the third (3rd) trimester 2022 will create a massive event called 50th PR-TSC Street Safe Effort. In this event will impact target market by recognizing the Puerto Rico Traffic Safety Commission effort of educating citizens with the message of not driving under the influence of drugs and other substances and its dreadful consequences. This event aims to highlight the mission of the PR-TSC to educate the public about the importance of following road safety rules and comply with Act 22-2000 "Vehicle and Traffic Act," as amended, and establish that will be renewing this responsibility to continue saving lives; and specific for this project "eliminating drugged driving" from the roads of Puerto Rico for another 50 years.

STRATEGIES	QUARTER TO BE COMPLETED			
	OCT-DEC	JAN-MAR	APR-JUN	JUL-SEP
a. Owned Media- to promote the DUI prevention message to engage target market through owned media platforms and publish at least 50 posts at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Educational Pieces Distribution- to distribute at least 20,000 pieces (brochures, flyers/posters, video and/or audio content) with the DUI prevention message at the end of fiscal year.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Produce/Reproduce/edit Educational Pieces - to reproduce/edit at least two (2) educational pieces with the DUI prevention content at the end of fiscal year.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d. Paid Media (Dissemination)- to review and publish in one hundred percent (100%) the approved budget for the DUI prevention Media Campaign on all applicable media platforms according to target market** during each campaign period.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e. Paid Media (Results)- to discuss and approve in one hundred percent (100%) the Post Media Buy Report for the DUI Prevention Media Campaign and obtain at least 1 million impressions at the end of the year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f. Earned Media (Public Relations)- to expose the DUI prevention message thru Public Relations and obtain at least two (2) interviews at the end of fiscal year.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g. Massive Impact Event- To participate and/or develop at least one (1) Mass Impact Activity to directly influence attendees to broadcast and promote the DUI prevention message.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
h. Earned Media (Exposure Results)- to obtain at least \$15,000 on earned media from promoting the DUI prevention content at the end the year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

INTENDED SUBRECIPIENTS

State Agency - Puerto Rico Traffic Safety Commission

COUNTERMEASURE STRATEGIES

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

FUNDING SOURCES

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving High	405d High ID	\$9,201.51		
2021			\$145,798.49		



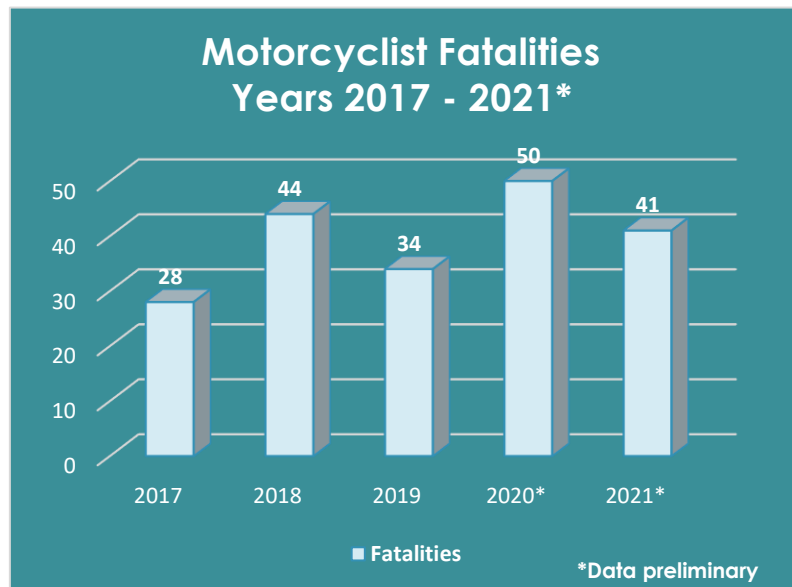
PROGRAM AREA: MOTORCYCLE SAFETY

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

Problem ID

During the three-year period of 2017-2019, Puerto Rico reported a total of 106 motorcyclist fatalities. In 2018, a total of 44 motorcyclist fatalities were reported, while 2019 reported 34; that reflects a reduction of 23% between 2018 and 2019 period.

However, the data show that for 2020 there was an increase of 11 fatalities compared to 2019 and the preliminary data for 2021 as of today is 41 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 185,289 out of those 145,888 are active motorcycles. The number of endorsements offer by the DMV since 2008 up today are 26,905 this reflects that only 18% of the total motorcyclist are riding with the endorsement and 82% or 118,983 of the motorcycle riders still riding without endorsements. The endorsements offer by the DMV are not many annually. For the year 2017 DISCO offer 657 endorsements, for the year 2018 there were 566 and for the year 2019, endorsement when up to 800 hundred, those endorsement of motorcyclist fatalities from the three-year period 2017-2019 shows that only 6 out of 106 had the endorsement at the time of the fatality, that means that 94% of motorcyclist were riding without the endorsement.

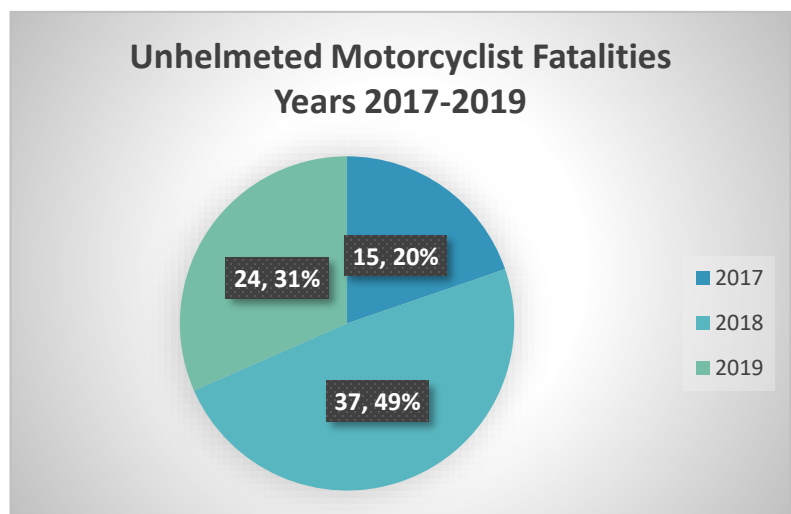
When analyzing data from Federal Highway for the years 2015 to 2019 data shows the registrations are the same for all those years (115,865), but when we look data

from DTPW/DISCO shows the registrations for all the years of (185,289). PR TSC 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, 2017-2019:

- ↪ 99% motorcyclist fatalities were men.
- ↪ 26% of motorcyclist fatalities were among the 30-49 years age group, followed by 18-29 age groups with 20%, and 50 plus with 1%.
- ↪ 65% of motorcyclist fatalities occurred on weekend days, while 35% occurred between Mondays through Thursdays.
- ↪ 40% of motorcyclist fatalities occurred between 6:00 pm-5:59 am, followed by hours between 6:00 am-5:59 pm, with 30%.
- ↪ 82% of alcohol-impaired motorcyclist fatalities were unhelmeted.
- ↪ 46% of the total motorcyclist fatalities were .02% or higher.



- ↳ 13% of motorcycle involved fatal and injury crashes occur on primary roads.
- ↳ 13% of motorcycle involved fatal and injury crashes occur on secondary roads.

ASSOCIATED PERFORMANCE MEASURES

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2022	C-7) Number of motorcyclist fatalities (FARS)	2022	5-Year	43.2
2022	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2022	5-Year	30.0

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
22-13-06	Motorcycle Safety Coordinator

PLANNED ACTIVITY: MOTORCYCLE SAFETY COORDINATOR

Planned activity number: **22-13-06**

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 2022. 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.

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), in addition, the Toa Baja Range will be re-painted that way all ranges will be uniform. Also, the safety curriculum and law information has been revised and is going to change.

Also, the Program Coordinator for fiscal year 2022 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

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$12,153.00		
2022			\$12,153.00		



PROGRAM AREA: DISTRACTED DRIVING

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

Problem ID

Distracted driving involves any activity whereby or in which the driver's eyes, hands, or attention are diverted from the task of driving. It is important to continue efforts toward combating distracted driving, texting, and talking through hand-held phones. Steps have been taken in order to reduce the behavior, but much is still to be done. Awareness is the main key to future success, but we must take into consideration that cell phone use has had such a predominant presence in the past 10 years. According to data published by the Puerto Rico Telecommunications 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 2019 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

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 that 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 hands-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 PRTSC 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 (87.8%) 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 (61.2%) use it to make or receive calls while driving "very often" or "sometimes." The remaining 37.6% use it "almost never" or "never" for those purposes. 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.
- 39.5% use it while driving.
- 30.5% use it "always" or "almost always".
- 37.6% use it "almost never" or "never".
- 98% reported that driving and talking on a cell phone without a hands-free device Puerto Rico is illegal.

- ↪ 95.9% have a “hands-free” device.
- ↪ 99% indicated that driving and texting is illegal.

(Bluetooth installed in the car or separated is the most popular device among the participants (60.3%). The second most used device for this purpose is “Bluetooth earbuds” (without cables) (15.3%), and “Headphones with a cable mentioned by 11.6%).

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
2022	B-2) Percentage of people that reported making cell phone calls while driving. (Survey)	2022	Annual	66.50

COUNTERMEASURE STRATEGIES IN PROGRAM AREA

Countermeasure Strategy
Distracted Driving Attitude Survey
Highway Safety Office Program Management (DD)
Short-term, High-Visibility Law Enforcement (DD)

COUNTERMEASURE STRATEGY: DISTRACTED DRIVING ATTITUDE SURVEY

Program Area: **Distracted Driving**

PROJECT SAFETY IMPACTS

The survey will present awareness attitudes and of respondents' essential to 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 PRSC to compare results over time



Attitude Survey Statistics and Research

- Contract a professional firm with experience and knowledge on surveys, data collection and analysis
- Review surveys methodology, sample and questions to ensure guidelines compliance and sample characteristics
- Conduct the distracted driving attitude survey
- Discuss an approve final survey report data and results

LINKAGE BETWEEN PROGRAM AREA

Will administrate attitude surveys that 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 FY2022 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.

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
22-14-02	Distracted Driving Attitude Survey

PLANNED ACTIVITY: DISTRACTED DRIVING ATTITUDE SURVEY

Planned activity number: **22-14-02**

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

PLANNED ACTIVITY DESCRIPTION

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 campaign. Will measure the following campaign:

- April 2022 U Text U Pay Campaign

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 Survey

FUNDING SOURCES




Plan Activity Number	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-14-02	2021	FAST Act NHTSA 402	Attitudinal Survey	\$13,500.00		

COUNTERMEASURE STRATEGY: HIGHWAY SAFETY OFFICE PROGRAM MANAGEMENT (DD)

Program Area: **Distracted Driving**

PROJECT SAFETY IMPACTS

PRTSO and the Program Coordinator's objective is to reduce the number of fatalities caused by distracted drivers for 2022, through educational campaigns and coordinated efforts with law enforcement agencies. To achieve deaths and injuries reduction from distracted driving, the PRTSO 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 for April 2022.
-  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

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 PRTSO identified a coordinator who will work with this priority area.

RATIONALE FOR SELECTION

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 Driver Coordinator.

PLANNED ACTIVITIES IN COUNTERMEASURE STRATEGY

Unique Identifier	Planned Activity Name
22-14-03	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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
22-14-03	2021	FAST Act NHTSA 402	Distracted Driving (FAST)	\$4,525.00		
	2022			\$4,524.00		

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

Program Area: **Distracted Driving**

PROJECT SAFETY IMPACTS

During fiscal year 2022 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 5-11, 2022, at 6:00 am – 6:00 pm. To achieve this objective, an intensive plan of proactive road patrols with the Puerto Rico Police and approximately twenty - four (24) Municipal Police Forces throughout the island per each mobilization are conducted.

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.

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 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.

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
22-14-07	TE Humacao - DD High Visibility Enforcement Mobilization
22-14-10	TE Guayama - DD High Visibility Enforcement Mobilization
22-14-11	TE Guaynabo - DD High Visibility Enforcement Mobilization
22-14-13	TE Hatillo - DD High Visibility Enforcement Mobilization
22-14-14	TE Caguas - DD High Visibility Enforcement Mobilization
22-14-16	TE Naranjito - DD High Visibility Enforcement Mobilization
22-14-17	TE San Juan - DD High Visibility Enforcement Mobilization



22-14-19	TE Bayamón - DD High Visibility Enforcement Mobilization
22-14-20	TE PRPD - DD High Visibility Enforcement Mobilization
22-14-21	TE Yauco - DD High Visibility Enforcement Mobilization
22-14-22	TE Ponce - DD High Visibility Enforcement Mobilization
22-14-23	TE Barceloneta - DD High Visibility Enforcement Mobilization
22-14-25	TE Utuado - DD High Visibility Enforcement Mobilization
22-14-26	TE Arecibo - DD High Visibility Enforcement Mobilization
22-14-27	TE Moca - DD High Visibility Enforcement Mobilization
22-14-30	TE Morovis - DD High Visibility Enforcement Mobilization
22-14-32	TE Aguadilla - DD High Visibility Enforcement Mobilization
22-14-33	TE Camuy - DD High Visibility Enforcement Mobilization
22-14-34	TE Vega Baja - DD High Visibility Enforcement Mobilization
22-14-35	TE Isabela - DD High Visibility Enforcement Mobilization
22-14-37	TE Cidra - DD High Visibility Enforcement Mobilization
22-14-38	TE Florida - DD High Visibility Enforcement Mobilization
22-14-40	TE Cataño - DD High Visibility Enforcement Mobilization
22-14-41	TE Toa Baja - DD High Visibility Enforcement Mobilization
22-14-47	TE Naguabo - DD High Visibility Enforcement Mobilization

PLANNED ACTIVITY: DISTRACTED DRIVING HIGH VISIBILITY ENFORCEMENT MOBILIZATION



Planned activity number: **22-14-20, 22-14-16, 22-14-19, 22-14-38, 22-14-21, 22-14-14, 22-14-37, 22-14-11, 22-14-13, 22-14-35, 22-14-27, 22-14-33, 22-14-17, 22-14-41, 22-14-32, 22-14-10, 22-14-26, 22-14-30, 22-14-34, 22-14-47, 22-14-25, 22-14-07, 22-14-22, 22-14-23**

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 5-11, 2022, at 6:00 am – 6:00 pm. To achieve this objective, an intensive plan of proactive road patrols with the Puerto Rico Police and approximately twenty - four (24) Municipal Police Forces throughout the island per each mobilization are conducted.

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	Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit

22-14-07	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$6,000.00	\$1,200.00	
22-14-10	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$1,500.00	\$300.00	
22-14-11	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$12,000.00	\$2,400.00	
22-14-13	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$2,500.00	\$500.00	
22-14-14	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$7,000.00	\$1,400.00	
22-14-16	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$2,000.00	\$400.00	
22-14-17	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$20,000.00	\$4,000.00	
22-14-19	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$8,000.00	\$1,600.00	

22-14-20	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$100,000.00	\$20,000.00	
22-14-21	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$4,500.00	\$900.00	
22-14-22	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$3,000.00	\$600.00	
22-14-23	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$2,000.00	\$400.00\$	
22-14-25	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$3,500.00	\$700.00	
22-14-26	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$7,000.00	\$1,500.00	
22-14-27	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$2,000.00	\$400.00	
22-14-30	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$2,500.00	\$500.00	

22-14-32	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$3,000.00	\$600.00	
22-14-33	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$2,500.00	\$500.00	
22-14-34	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$2,500.00	\$500.00	
22-14-35	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$4,000.00	\$800.00	
22-14-37	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$2,000.00	\$400.00	
22-14-38	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$2,000.00	\$400.00	
22-14-40	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$5,000.00	\$1,000.00	
22-14-41	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$5,000.00	\$1,000.00	

22-14-47	2022	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$2,500.00	\$500.00	
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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
22-14-XX	Distracted Driving Mobilizations
22-01-01	Impaired Driving Overtime Enforcement
22-01-XX	Impaired Driving Overtime Enforcement
22-08-XX	Non-Motorized High Visibility Enforcement
22-05-XX	Seat Belt Enforcement - Mobilization Overtime
22-05-XX	Combined Enforcement – High Visibility Enforcement
22-03-XX	Speed Enforcement 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 Fiscal Year 2022, PRTSC 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 PRTSC efforts: Enforcement and Education. One of the most proven strategy 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. 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. Participating law enforcement agencies that receive mini- grants are obligated to report their progress, the activities conducted and their results (number of tickets or citations issued) to ensure that target, objectives, and tasks performed are as they were established on work plans.

Work plans must be established by each state and municipal agency by an established due date for approval. Once mobilization is approved, all agencies will be subject to performance monitoring during the mobilizations period to assure their progress and achievement of goal. When mobilization ends all agencies have fifteen (15) days to submit a work report detailing the number of participating police, hours and tickets or citations. This report is analyzed by program coordinator and LELs to establish if agency was successful and identifying areas that need to be improved.

Law Enforcement Liaisons (LELs) play a crucial role in the implementation of enforcement program. They are responsible of staying in contact with enforcement agencies before, during and after mobilization campaign periods, through meetings, phone calls and emails, and offer solutions and expert advice in the case a problem arises. They also assist PRTSC staff with monitoring programs and assessing their overall performance.

Funding decisions for subsequent mobilization campaigns are based on the effectiveness of the implementation and performance of the enforcement agency. If program does not meet its intended goal, assistance will be provided to determine if and how the program can be helped and guided to increase its effectiveness.



PRTSC Media Calendar FY 2021-2022*

NM¹ Pedestrian Awareness, Prevention and Educational Effort

Earned Media- October 13 to 23
Paid Media- October 20 to 23

CJOT² Seat Belt Mobilization

Earned Media- October 25 to 29
Paid Media- October 25 to 28
Enforcement- October 25 to 31

Alcohol ID³ Halloween Awareness

Prevention and Educational Effort
Earned Media- October 30 to 31
Paid Media- October 30 to 31

Motorcycle Safety Campaign

Earned Media- November 9 to 14
Paid Media- November 11 to 14

Alcohol Impaired Driving

Thanksgiving Mobilization
Earned Media- November 18 to 29
Paid Media- November 23 to 30
Enforcement- November 18 to 29

Alcohol Impaired Driving

Pre-Winter Holidays Effort

Earned Media- December 1 to 15
Paid Media- December 1 to 15

Winter Holidays Crackdown

Earned Media- Dec. to Jan. 2
Paid Media- December 16 to 31
Enforcement- Dec. 17 to Jan. 1

Alcohol ID³ San Sebastián Street Fes

Awareness, Prevention and

Educational Effort

Earned Media- January 13 to 16

Paid Media- January 13 to 16

Seat Belt-Speed Mobilization

Earned Media

Paid Media

Enforcement

Motorcycle Safety San Blas Effort

Earned Media- February 2 to 7

Alcohol ID³ St. Valentine's PAF Effort

Earned Media- January 11 to 13

Paid Media- January 11 to 13

Speed Driving Mobilization

Earned Media- February 14 to 27

Paid Media- May 16 to 22

Enforcement- February 14 to 27

NM¹ Pedestrian-Driver Mobilization

Earned Media- March 7 to 13

Paid Media- March 8 to 11

Enforcement- March 7 to 13

Alcohol Impaired Driving
Faster Mobilization

Earned Media- April 12 to 18
Paid Media- April 12 to 16

Enforcement- April 12 to 18

Distracted Driving Mobilization

Earned Media- April 7 to 11

Paid Media- April 7 to 11

Enforcement- April 7 to 11

April 2022

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

Alcohol ID³ Intercollegiate Sports Competitions
Awareness, Prevention and Educational Effort

Earned Media- April 21 to 23

Paid Media- April 20 to 24

Motorcyclist Share The Road Awareness,
Prevention and Educational Effort

Earned Media- May 5 to 8

Paid Media- May 5 to 8

PRTSC 50th Street Safe Effort

Earned Media- May 9 to 15

Paid Media- May 11 to 15

NM¹ Riciclist Awareness, Prevention
and Educational Effort

Earned Media- May 19 to 22

Paid Media- May 19 to 22

CJOT² Seat Belt Mobilization

Earned Media- May 23 to June 5

Paid Media- May 24 to 31

Enforcement- May 23 to June 5

Alcohol Impaired Driving Pre-Summer
Awareness, Prevention & Educ. Effort

Earned Media- June 8 to 12, 15 to 19,
22 to 26 and 29 to 30

Paid Media- June 9 to 12, 16 to 19,
and 23 to 25

Alcohol Impaired Driving
Summer Crackdown

Earned Media- July 1 to 31

Paid Media- July 1 to 10 and 21 to 25

Enforcement- July 1 to 10 and 22 to 31

Alcohol Impaired Driving
Summer Crackdown

Earned Media- July 1 to 31

Paid Media- July 1 to 10 and 21 to 25

Enforcement- July 1 to 10 and 22 to 31

Alcohol Impaired Driving
Labor Day Crackdown

Earned Media- August 26 to Sept. 5

Paid Media- August 31 to Sep. 5

Enforcement- August 26 to Sep. 5

PFSFT⁵ Awareness, Prevention
and Educational Effort

Earned Media- September 12 to 18

Paid Media- September 12 to 17

Child Restraint Awareness,
Prevention and Educational Effort

Earned Media- September 18 to 24

Paid Media- September 21 to 24

Enforcement- September 21 to 24

October 2021

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

November 2021

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

December 2021

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

January 2022

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

February 2022

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

March 2022

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

¹ Non-Motorized Safety Program

² Click It Or Ticket National Mobilization

³ Alcohol Youth Impaired Driving Program

⁴ Preliminary date submitted; subject to External Event Organizer's Official Schedule

⁵ Parque Educativo de Seguridad en el Tránsito (PRTSC Traffic Safety Educational Theme Park)

Standard Field Sobriety Test (SFST) Awareness, Prev. & Educ. Effort date pending scheduling

*Media Calendar subject to enforcement being carried out and/or NHTSA's Final Approval

Revised on June 30, 2021

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HIGH-VISIBILITY ENFORCEMENT (HVE) STRATEGIES

Planned HVE strategies to support national mobilizations:

Countermeasure Strategy
Drug Screening for Prosecutorial Evidence
Occupant Protection Observational Survey
Short term, High Visibility Law Enforcement (NM)
Short-term, High Visibility Law Enforcement (ID)
Short-term, High Visibility Law Enforcement (PTS)
Short-term, High Visibility Seat Belt Law Enforcement
Short-term, High-Visibility Law Enforcement (DD)

HVE planned activities that demonstrate the State's support and participation in the National HVE mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles:

Unique Identifier	Planned Activity Name
22-01-01	Impaired Driving Overtime Enforcement
22-01-XX	Impaired Driving Overtime Enforcement
22-03-XX	Speed Enforcement Mobilization
22-05-XX	Seat Belt Enforcement - Mobilization Overtime
22-08-XX	Non-Motorized High Visibility Enforcement
22-14-XX	Distracted Driving Mobilizations

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: 2022

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.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to [FSRS.gov](http://fsrs.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 identifier (DUNS);
- 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;
 - Submission of information regarding mobilization participation into the HVE Database;
 - 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))

The State: **[CHECK ONLY ONE]**

Certifies that automated traffic enforcement systems are not used on any public road in the States;

OR

Is unable to certify that automated traffic enforcement systems are not use on any public road in the State, and therefore will conduct a survey meeting the requirements of 23 U.S.C. 402(c)(4)(C) AND will submit the survey results to the NHTSA Regional Office no later than March 1, 2022.

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.

 7/1/21

 Signature Governor's Representative for Highway Safety Date

Eileen M. 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: 2022

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 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 pages 5-7 (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 pages 7-8 (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 pages pages 9 and 16-17 (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 7th, 2001 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 & 13.03 Requirement for all occupants to be secured in seat belt or age appropriate child restraint;
- Act 22-2000 Art. 13.02 & 13.03 Coverage of all passenger motor vehicles;
- Act 22-2000 Art. 13.02 & 13.03 Minimum fine of at least \$25;
- Act 22-2000 Art. 13.04 Regulation 6266 Exemptions from restraint requirements.

- The countermeasure strategies and planned activities demonstrating the State's **seat belt enforcement plan** are provided in the HSP at Att #1-405b pages 21-28 (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 12-28 (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 _____ (date);
 - Multi-year strategic plan: HSP at _____ (location);
 - The name and title of the State's designated occupant protection coordinator is _____.
 - List that contains the names, titles and organizations of the Statewide occupant protection task force membership: HSP at _____ (location).

- ❑ The State's NHTSA-facilitated occupant protection program assessment of all elements of its occupant protection program was conducted on _____ (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 System Att. #1 Strategic Plan page 11 (location).
- The name and title of the State's Traffic Records Coordinator is Ms. Ariana Peña-Guzmán
- A list of the TRCC members by name, title, home organization and the core safety database represented is provided in the HSP at Traffic Safety Information System Att. #1 Strategic Plan page 6 (location).
- The State Strategic Plan is provided as follows:
 - Description of specific, quantifiable and measurable improvements at Page 36 (location);
 - List of all recommendations from most recent assessment at: Page 16 (location);
 - Recommendations to be addressed, including countermeasure strategies and planned activities and performance measures at Page 17 (location);
 - Recommendations not to be addressed, including reasons for not implementing: HSP at Page 25 (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 System Att. #1 Strategic Plan page 36 (location).
- The State's most recent assessment or update of its highway safety data and traffic records system was completed on September 13th, 2016 (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 _____ (date).
Specifically –

- HSP at _____ (location) describes the authority and basis for operation of the Statewide impaired driving task force;
- HSP at _____ (location) contains the list of names, titles and organizations of all task force members;
- HSP at _____ (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 _____ (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 & Attachment #6 (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 _____ (date) and last amended on _____ (date), is in effect, and will be enforced during the fiscal year of the grant.

Legal citation(s):

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 _____ (date) and last amended on _____ (date), is in effect, and will be enforced during the fiscal year of the grant.

Legal citation(s):

[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 _____ (date) and last amended on _____ (date), is in effect, and will be enforced during the fiscal year of the grant.

Legal citation(s):

Program information. The State provides program information that authorizes a Statewide 24-7 sobriety program. The program information is provided in the HSP at _____ (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 _____ (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 _____ (date) and last amended on _____ (date), is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- _____ Prohibition on texting while driving;
- _____ Definition of covered wireless communication devices;
- _____ Minimum fine of at least \$25 for an offense;
- _____ 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 _____ (date) and last amended on _____ (date), is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- _____ Prohibition on youth cell phone use while driving;
- _____ Definition of covered wireless communication devices;
- _____ Minimum fine of at least \$25 for an offense;
- _____ 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 _____.
- 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 _____ (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 _____.
- 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 _____ (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 _____ (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 _____ (location).
- Description of the State's methods for collecting and analyzing data is provided in the HSP at _____ (location).

■ **Impaired driving program:**

- In the HSP at _____ (location), performance measures and corresponding performance targets developed to reduce impaired motorcycle operation.
- In the HSP at _____ (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 _____ (location).
- Description of the State's methods for collecting and analyzing data is provided in the HSP at _____ (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 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):

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 (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 _____ (date), is in effect, and will be enforced during the fiscal year of the grant.

Learner's Permit Stage –

Legal citations:

- _____ 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;
- _____ Applicant must pass vision test and knowledge assessment;
- _____ In effect for at least 6 months;
- _____ In effect until driver is at least 16 years of age;
- _____ Must be accompanied and supervised at all times;
- _____ 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;
- _____ Prohibits use of personal wireless communications device;
- _____ Extension of learner's permit stage if convicted of a driving-related offense;
- _____ Exemptions from learner's permit stage.

Intermediate Stage –

Legal citations:

- _____ 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;
- _____ Applicant must pass behind-the-wheel driving skills assessment;



- In effect for at least 6 months;
 - In effect until driver is at least 17 years of age;
 - Must be accompanied and supervised between hours of 10:00 p.m. and 5:00 a.m. during first 6 months of stage, except when operating a motor vehicle for the purposes of work, school, religious activities, or emergencies;
 - No more than 1 nonfamilial passenger younger than 21 years of age allowed;
 - Prohibits use of personal wireless communications device;
 - Extension of intermediate stage if convicted of a driving-related offense;
 - Exemptions from intermediate stage.
-

■ PART 9: NONMOTORIZED SAFETY GRANTS (23 CFR 1300.27)

[Check the box above only 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. (A State may not receive a racial profiling data collection grant by checking this box for more than 2 fiscal years.)
-



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

7/1/21

Date

Eileen M. Vélez Vega, PE

Printed name of Governor's Representative for Highway Safety

