



# Puerto Rico Annual Report FFY 2023



**Hon. Pedro Pierluisi-Urrutia**  
Governor of Puerto Rico

**Eileen Vélez-Vega, PE**  
Secretary of the Department of  
Transportation and Public Work

**Mr. Luis A. Rodríguez-Díaz**  
Executive Director of PRTSC

PUERTO RICO  
**TRAFFIC  
SAFETY  
COMMISSION**



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Governor of Puerto Rico

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Executive Director  
Puerto Rico Traffic Safety Commission

Hon. Eileen Vélez-Vega  
Secretary of the Department of Transportation & Public Works  
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Puerto Rico Traffic Safety Commission

### **Members of the Board**

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Highways & Transportation Authority  
Department of Justice of Puerto Rico  
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Department of Health  
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Automobile Accident Compensation Administration (ACAA)  
Administration of Mental Health and Anti-Addiction Services (ASSMCA)  
Bureau of Transportation and other Public Services  
Representative of Public Interest  
Youth Representative

### **Acknowledgments**

The Puerto Rico Traffic Safety Commission would like to thank Governor Pedro R. Pierluisi-Urrutia, Chairman of the Board Eileen Vélez-Vega, the National Highway Traffic Safety Administration, the Federal Highway Administration, local officials and coordinators, law enforcement and other traffic safety partners and organizations for their support of Traffic Safety Commission programs and initiatives during the past year. These partnerships are vital to our success in reducing crashes, fatalities and injuries in Puerto Rico's roads, streets and highways.

## MESSAGE FROM EXECUTIVE DIRECTOR OF THE PRTSC LUIS A. RODRÍGUEZ-DÍAZ

Since the creation of the Puerto Rico Traffic Safety Commission (PRTSC) in 1972, our priority has never changed. Year after year, we have been steadfast in delivering our educational messages to all our target audiences and accomplishing our mission of reducing crashes and fatalities on our roads and highways. The results of our constant efforts are detailed in this 2023 Annual Report.

While there is still much to be done to prevent traffic crashes and save lives, we are working relentlessly to reach our goal of zero deaths on our roads. Our partnerships with the private sector, nonprofit organizations, and governmental agencies, as well as the Puerto Rico Police and Municipal Police Departments have been a key factor in spreading our highway safety message to larger audiences. These collaborations go together with our communication strategies and media campaigns centered on Impaired Driving and Youth Impaired Driving, Distracted and Aggressive Driving, Speeding, as well as Occupant Protection to increase the use of seat belts and children's car seats. Additionally, our Non-Motorized Vehicle Safety message aims to highlight the safety of pedestrians and bicyclists. Likewise, our Motorcycle Safety and Motorcycle Share the Road media campaigns encourage the proper use of suitable clothing for riding a motorcycle and raise awareness on the importance of drivers sharing the road with motorcyclists. Likewise, to bring attention to drivers under the influence of alcohol, controlled substances, or drugs, we continue to educate people about the Standardized Field Sobriety test and how it is implemented. And since educating the public is the essence of our mission and vision, our Parque Educativo de Seguridad en el Tránsito (PESET), remains our best tool to teach children and young adults about traffic safety laws and regulations, so they can become responsible drivers in the future.

We are proud to say that our determination has paid off. Recent statistics have shown an increase in fatalities, which means that there is more work to be done, and we are going to achieve it thanks to the committed efforts towards road safety composed by the PRTSC employees, the Interagency Safety Team (Community Programs, FIESTA Programs, PR Police, Municipal Police, PR Department of Transportation, Fire Department, among others), alliances with private sector, all committed to saving lives on Puerto Rico's public roads. A larger number of citizens are expressing an ever more positive attitude towards traffic safety. These encouraging outcomes serve to strengthen our resolve to prevent more tragedies and make Puerto Rico's streets, roads and highways safer for drivers, passengers, bikers, motorcyclists and pedestrians alike.

## INTRODUCTION

It is a proven fact that education is the key to changing people's behavior. And when it comes to traffic safety, the more people know about traffic laws and regulations, the better they will behave when using our streets. That is why our educational campaigns and communication strategies have been strategically developed to reach specific target audiences and maximize the chances of reaching every user of our roads. Through alliances with governmental, private, and nonprofit organizations, as well as the Puerto Rico Police and Municipal Police departments, our safety messages have helped reduce injuries and fatalities in our streets.

This 2023 Annual Report details our efforts, priorities, and accomplishments related to the following campaigns and initiatives:

- Alcohol Impaired Driving Media Campaign – To focus on the danger of alcohol related traffic issues.
- Youth Impaired Driving Media Campaign – Educational efforts regarding alcohol consumption of young people.
- Distracted Driving Media Campaign – To create awareness about distracted driving and its consequences
- Speeding and Aggressive Driving Media Campaign – To reduce fatalities caused by speeding and aggressive driving
- Occupant Protection Media Campaign – To increase the use of seat belt and child passenger safety.
- Non-Occupant Protection Media Campaign – To promote pedestrian and bicyclist safety.
- Motorcycle Safety Media Campaign – To reduce motorcyclist fatalities by promoting the proper use of suitable clothing before riding a motorcycle.
- Motorcycle Share the Road Media Campaign – To raise awareness of the importance of sharing the road between drivers and motorcyclists.
- Parque Educativo de Seguridad en el Tránsito (PESET) – Facility where children and young adults are educated about traffic safety.
- Standardized Field Sobriety Test Media Campaign – To teach about how this test is implemented to identify drivers under the influence of alcohol, controlled substances, or drugs.
- Sharing up-to-date data on traffic fatalities.
- P&E on road safety issues, traffic crash prevention and enforcement.
- Alliances and community programs to strengthen highway safety prevention.

While we work relentlessly to accomplish our mission and vision of educating more people about traffic safety, we must acknowledge the active support of all the Puerto Rico Traffic



Safety Commission's road safety partners that do their part in reducing traffic crashes, injuries, and deaths. We know that our combined efforts are yielding positive results, so we will continue forward with this collaborative approach as we move closer to our goal of having zero fatalities due to traffic crashes.



## LEGISLATIVE UPDATE FROM OCTOBER 1<sup>ST</sup>, 2022 TO SEPTEMBER 30<sup>TH</sup>, 2023

- ★ **Law No. 94- October 31, 2022:** To amend Article 10.05 of Law 22-2000, as amended, known as the "Puerto Rico Vehicle and Traffic Law," with the purpose of providing that patients with systematic lupus erythematosus, cutaneous or discoid lupus erythematosus, malignant melanoma , vitiligo, psoriasis in all its forms, albinism and multiple sclerosis, they will not be asked to renew the permit or certification for the use of tints on the windshield and glass windows in their motor vehicles, as long as their medical conditions do not prevent them from driving and other related purposes.
  - **Description:** To exclude people with one or more of the permanent conditions indicated in this law, the need to require renewing the permit or certification for the use of tints in their motor vehicles, as long as the medical conditions don't prevent them from driving.
  
- ★ **Law No. 96- October 31, 2022:** To amend subsections (h) and (l) of Article 23.05 and Article 25.06 of Law 22-2000, as amended, known as the "Puerto Rico Vehicle and Traffic Law," in order to establish that in cases where an appeal for judicial review related to administrative offenses or traffic fines has been requested, and the infraction prevails, the terms for paying the fine and benefiting from the corresponding discounts indicated in subsection (h) of Article 23.05 will begin to run immediately from the moment in which the sentence handed down by the Court is final, firmly and unappealable; and for other related purposes.
  - **Description:** To include the term from which the period to pay fines or receive discounts begins when the appeal for judicial review related to administrative offenses or traffic fines does not prevail through a final, firmly and unappealable sentence issued by the Court.
  
- ★ **Law No. 100- November 8, 2022:** To amend subsection (i) of Article 5.02 of Law 22-2000, as amended, known as the "Puerto Rico Vehicle and Traffic Law", for the purposes of establishing as a violation of this Law driving in excess of speed heavy motor vehicles, public buses or school transportation and facilitate the intervention of the Puerto Rico Police in regards of these drivers; and for other related purposes.
  - **Description:** *Include heavy motor vehicles, public buses, or school transportation in the violation of speeding, as well as facilitate the intervention of the Puerto Rico Police.*
  
- ★ **Law No. 102- November 8, 2022:** To amend Articles 23.01 and 23.02 of Law 22-2000, as amended, known as the "Puerto Rico Vehicle and Traffic Law," for the purposes of creating the "Road Responsibility Incentive" and granting, through the same, a thirty percent (30%) discount on the total payment of the base charge of annual fees for renewal of a vehicle license, to any driver for whom the Department of Transportation and Public Works certifies a history of good and responsible driving practices. a motor



vehicle, by certification that it has not committed traffic violations in the period of twelve (12) months prior to the renewal of the vehicle license; establish the requirements for the application of the established incentive; and for other related purposes.

- **Description:** Creates the “Road Responsibility Incentive” and establishes the requirements for its application.

- ★ **Law No. 113- December 22, 2022:** To amend Article 11.04 and repeal Article 11.06 of Law 22-2000, as amended, known as the “Puerto Rico Vehicle and Transit Law,” for the purposes of including the use of social networks, video streaming pages on delayed or real-time, videotelephony applications (“Peer-to-Peer software platforms”), teleconferencing services (“Chat services”) and applications of intelligent electronic devices among the means of public dissemination that the Commission for Safety in the Transit, the Department of Transportation and Public Works, the Puerto Rico Police and the Highways and Transportation Authority must use to make known and guide the public about the provisions of the “Charter of Rights and Obligations of the Bicyclist and Driver” contained in the aforementioned law; and for other related purposes.

- **Description:** Include among the means of public communication the use of social networks, delayed or real-time streaming video pages, video telephony applications (“Peer-to-Peer software platforms”), teleconferencing services (“Chat Services”) and smart electronic device applications.

- ★ **Law No. 115- December 22, 2022:** To amend subsection (d) of Article 3.05. of Law 22-2000, as amended, known as the “Puerto Rico Vehicle and Traffic Law,” to increase the terms of time for exemption from the license requirement upon arrival in Puerto Rico of a person from abroad, and for other related purposes.

- **Description:** Increases the terms of time foreigners have for the exemption from the license requirement upon arrival in Puerto Rico.

- ★ **Law No. 17- Jan 12, 2023:** To amend Section 1 of Law No. 133 of May 14, 1937, as amended; amend Article 2A of Law No. 22 of April 22, 1988, as amended, known as the “Crime Victims and Witnesses Bill of Rights Act”; amend Article 2 of Law 51-1996, as amended, called “Law on Comprehensive Educational Services for People with Disabilities”; amend Article 3 of Law 300-1999, as amended, called “Law on Verification of Credentials and Criminal History of Providers to Children, People with Disabilities and Health Professionals”; amend Article 2.25 of Law 22-2000, as amended, called “Puerto Rico Vehicle and Traffic Law”; and amend Section 1033.15 of Law 1-2011, as amended, known as the “Internal Revenue Code for a New Puerto Rico,” with the purpose of suppressing the language alluding to the obsolete figure of “mental retardation” and replacing it with the diagnosis of “disorder of intellectual development”; and for other related purposes.

- **Description:** An amendment is made, with the purpose of suppressing the language alluding to the obsolete figure of “mental retardation” and replacing it with the diagnosis of “intellectual development disorder.”
- ★ **Law No. 58- May 15, 2023:** To amend subsection (m) of Article 23.05 of Law 22-2000, as amended, known as the “Puerto Rico Vehicle and Transit Law,” in order to establish that all money collected from fines and penalties for violations of municipal ordinances will be returned by the Departamento de Hacienda to the municipalities of Puerto Rico; and for other related purposes.
  - **Description:** The money collected from fines and penalties for violations of municipal ordinances will be returned to the municipalities of Puerto Rico.

## PERFORMANCE MEASURE REPORT CHART

Performance Measure:	Target Period	Target Year(s)	Target Value FY23 HSP	Data Source*/ FY23 Progress Results	On Track to Meet FY23 Target YES/NO/In-Progress (Must be Accompanied by Narrative**)
C-1) Number of traffic fatalities (FARS)	5 years	2019-2023	284.8	FARS 288	NO
C-2) Number of serious injuries in traffic crashes (State crash data files)	5 years	2019-2023	554.6	State Data 542	In Progress
C-3) Fatalities/VMT (FARS, FHWA)	5 years	2019-2023	1.968	Data Not Available	In Progress
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 years	2019-2023	83.8	FARS 98	NO
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 years	2019-2023	92.5	FARS 82	In Progress
C-6) Number of speeding-related fatalities (FARS)	5 years	2019-2023	83.6	FARS 96	NO
C-7) Number of motorcyclist fatalities (FARS)	5 years	2019-2023	39.8	FARS 55	NO
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 years	2019-2023	24.6	FARS 29	NO
C-9) Number of drivers aged 20 or younger involved in fatal crashes (FARS)	5 years	2019-2023	25.7	FARS 25	In Progress
C-10) Number of pedestrian fatalities (FARS)	5 years	2019-2023	91.3	FARS 82	YES

Performance Measure:	Target Period	Target Year(s)	Target Value FY23 HSP	Data Source*/ FY23 Progress Results	On Track to Meet FY23 Target YES/NO/In-Progress (Must be Accompanied by Narrative**)
C-11) Number of bicyclists fatalities (FARS)	5 years	2019-2023	9	FARS 10	NO
C-12) Number of youth impaired driving fatalities	5 years	2019-2023	17.8	State Data 14.6	YES
C-13) Number of drug-impaired driving screening test conducted.	Annual	2023	100.00	PR State 0	NO
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2023	88.50%	NHTSA Certified State Survey 90.60%	YES
B-2) Percentage of people that reported making cell phone calls while driving. (survey)	Annual	2023	43.00%	State Survey 38.90%	YES
B-3) Percentage crash records with no missing critical data elements (Crash, Fatal and Non-Motorist) in the CARE database.	Annual	2023	90.00%	PR State 91.00%	YES
B-4) Percentage of validation criminal records of impaired driver in the PR-CJIS/RCI database.	Annual	2023	47.00	PR State 50.00%	YES

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

**Progress:** NO

### PROGRAM-AREA-LEVEL REPORT

**Maintain total traffic fatalities to 284.8 by 2023.**

#### **State's effort to show progress in meeting target and-or State's adjustment to 2025 AGA to facilitate meeting target:**

The initial target was to maintain the number of fatalities at 284.8, in accordance with the five-year moving average (2019-2023). However, unfortunately, there was an increase to 288 fatalities in the moving average. In response to this challenge, Puerto Rico commits to adjusting its strategies by the year 2025 with the aim of reversing this upward trend, implementing effective and proactive measures to reduce fatalities, and ensuring compliance with our road safety goals.

Educational campaigns will be developed on social media, print, TV, and radio during the FFY 2025, focusing on traffic safety programs. Additionally, informative material will be distributed in strategic locations with a high incidence of crashes, based on crash and fatality data. Traffic safety workshops will be promoted in schools and communities.

Furthermore, collaboration with community programs will involve the development of defensive driving workshops, particularly targeting novice drivers. Efforts will be made to increase police presence in high-risk areas during critical times and periods. Additionally, there will be a push to enhance the involvement of state and municipal police in mobilizations throughout the year, employing a high visibility enforcement strategy to deter dangerous behaviors on the roads. In coordination with the Strategic Highway Safety Plan (SHSP) and focus groups, work will be done to establish Memorandums of Understanding (MOE) with agencies, companies, and institutions that join in delivering the message of "Zero Deaths on the Roads."

## PERFORMANCE MEASURE: C-2) NUMBER OF SERIOUS INJURIES IN TRAFFIC CRASHES (STATE CRASH DATA FILES)

**Progress:** In progress

### PROGRAM-AREA-LEVEL REPORT

**Maintain serious injuries in traffic crashes to 554.6 by 2023.**

→ According to provisional data, the five-year moving average of serious injuries in traffic crashes in Puerto Rico for the period 2019-2023 stands at 542. While we acknowledge that we are approaching this figure, we are aware that, upon completion of the total data registration of serious injuries in traffic crashes, we may not meet the established target. However, this reality does not discourage us; on the contrary, it motivates Puerto Rico to intensify its efforts to reduce the

number of serious injuries in traffic crashes. We are committed to adjusting our strategies for the year 2025, implementing effective and sustainable measures that will enable us to overcome this challenge and ensure traffic safety in Puerto Rico.

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

**Progress:** In progress

#### PROGRAM-AREA-LEVEL REPORT

##### **Maintain fatalities/100 MVMT to 1.968 by 2023.**

→ The FARS data for the 5-year rolling average (2019-2023) was 1.968. Puerto Rico expects to achieve the target by the end of 2023.

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

**Progress:** NO

#### PROGRAM-AREA-LEVEL REPORT

**Reduce unrestrained passenger vehicle occupant fatalities, all seat positions .8 percent from 84.6 (2016-2020 rolling average) to 83.8 (2019–2023 rolling average) by 2023.**

##### **State's effort to show progress in meeting target and-or State's adjustment to 2025 AGA to facilitate meeting target:**

Regrettably, we fell short of achieving the target to reduce fatalities resulting from unrestrained passenger vehicle occupants to 83.8 within the five-year moving average. Nevertheless, in response to this challenge, we are dedicated to implementing innovative and effective strategies to attain this objective by the year 2025. Recognizing the crucial importance of proactively addressing road safety, we are resolute in taking bold measures to ensure a safer on Puerto Rico.

In FFY 2025, a comprehensive analysis of crash and fatality data will be conducted, identifying instances where seat belts were not being used. An analysis of observational study results will be performed to determine the percentage of seat belt usage in municipalities, highways, and high-risk time periods. Community awareness about the importance of seat belt usage will be reinforced, and police presence in these critical areas will be increased.

Collaborations with educational institutions and businesses will be established to form traffic safety and workplace safety partnerships, promoting safe habits, especially seat belt usage, from an early age. Educational campaigns on seat belt and child restraint usage will be reviewed and updated. Through media, social networks, and TV,



information on the importance of seat belt usage for both drivers and passengers will be disseminated, emphasizing the consequences of not using them.

Furthermore, efforts will be made to increase the participation of state and municipal police in "Click It or Ticket" and "Seat Belt Mobilization" campaigns to eliminate the behavior of drivers and passengers who do not use seat belts and/or child restraints.

**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**

**Reduce alcohol impaired driving fatalities by 2.9 percent from 95.4 (2016-2020 rolling average) to 92.5 (2019-2023 rolling average) by 2023.**

→ The average figure shows significant progress towards the established goal of 92.5 in the five-year moving average (2019-2023). We are encouraged by this advancement and are committed to reaching the set target for alcohol-impaired driving fatalities. Furthermore, we reaffirm our determination to continue implementing effective measures to further reduce fatalities, thus solidifying our commitment to long-term traffic safety.

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

**Progress:** NO

**PROGRAM-AREA-LEVEL REPORT**

**Reduce speeding-related fatalities by .8 percent from 84.4 (2016-2020 rolling average) to 83.6 (2019-2023 rolling average) by 2023.**

**State's effort to show progress in meeting target and-or State's adjustment to 2025 AGA to facilitate meeting target:**

According to preliminary data, the five-year moving average (2019-2023) reveals an increase in speeding-related fatalities, reaching a total of 96. Despite this concerning rise, Puerto Rico is fully committed to implementing comprehensive and effective strategies to achieve a significant reduction in the subsequent years. We acknowledge the gravity of this situation and will work tirelessly to reverse this trend, prioritizing traffic safety and seeking collaboration from the community to foster positive changes in driving behavior.

In FFY 2025, monitoring and analysis of data on speed-related fatalities and crashes will be provided to identify patterns of dangerous speed, high-risk areas, and adjust traffic safety strategies. Additionally, greater awareness will be created regarding the dangers of speeding, and the population will be sensitized to associated risks. Close collaboration



will take place with Community Programs and Focus Groups in developing strategies to eradicate the behavior of speeding.

Furthermore, public awareness campaigns will be developed using media and social platforms, including TV, print, and radio, to educate on the dangers and consequences of driving at unsafe speeds. Collaboration with the Highway Authority and the Strategic Highway Safety Plan (SHSP) team will identify areas for improvement in infrastructure, reducing speed-related risks. Recommendations will be made to invest in the design of safe roads, improve road signage, and utilize technology to alert drivers about speed limits and road conditions, utilizing FHWA funds.

Additionally, efforts will be made to increase the involvement of state and municipal police in summer speed mobilization to eradicate the behavior of drivers exceeding speed limits. Exploring the possibility of securing funds for law enforcement to acquire speed measurement radars will also be pursued.

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

**Progress:** NO

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#### PROGRAM-AREA-LEVEL REPORT

**Reduce motorcyclist fatalities by .4 percent from 40.2 (2016-2020 rolling average) to 39.8 (2019-2023 rolling average) by 2023.**

#### **State's effort to show progress in meeting target and-or State's adjustment to 2025 AGA to facilitate meeting target:**

According to preliminary data, the five-year moving average (2019-2023) shows an increase in motorcycle fatalities, reaching a total of 55 deaths on average. While it is concerning that we have experienced a rise in motorcycle deaths in recent years, Puerto Rico is firmly committed to developing comprehensive and targeted strategies to achieve a significant reduction by the year 2025.

We recognize the urgency of addressing this issue and commit to working tirelessly on a more detailed follow-up to assess the effectiveness of awareness campaigns and develop educational programs for motorcyclists. We will advocate for the Driver Services Directorate (DISCO) to establish at least six (6) motorcycle ranges, enhancing and promoting the motorcycle training course. This program will emphasize traffic safety, defensive driving techniques, and the proper use of protective gear, referencing the curricula of the Motorcycle Safety Foundation (MSF).

We will recommend the implementation of refresher courses that allow experienced motorcyclists to enhance their skills and knowledge, focusing on the latest safety practices. We will explore the possibility of increasing funds allocated to educational campaigns to achieve broader outreach. We will work in collaboration with Community Programs and Focus Groups to encourage dialogue and collaboration with motorcycle



groups, establishing effective communication channels with motorcycle communities and incorporating their perspectives into the planning of traffic safety measures.

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

**Progress:** NO

**PROGRAM-AREA-LEVEL REPORT**

**Reduce unhelmeted motorcyclist fatalities by .2 percent from 24.8 (2016-2020 rolling average) to 24.6 (2019-2023 rolling average) by 2023.**

**State's effort to show progress in meeting target and-or State's adjustment to 2025 AGA to facilitate meeting target:**

According to preliminary data, the five-year moving average (2019-2023) reveals an increase in unhelmeted motorcyclist fatalities, totaling an average of 29 deaths. This specific increase underscores the urgent need to develop comprehensive and targeted strategies to identify funds for the creation of awareness campaigns across various media platforms, such as social media, television, and radio. These campaigns should highlight the benefits of helmet usage in terms of personal safety.

The proposal involves creating social media content that includes real testimonials from motorcyclists who have experienced crashes and have come to understand the importance of helmets for their protection. Additionally, efforts will be made to establish collaborative agreements with motorcycle dealerships to educate and guide motorcyclists on the proper use of DOT-approved protective helmets.

In order to strengthen law enforcement compliance, there will be a focus on increasing the involvement of state and municipal police in penalizing motorcyclists who do not use protective helmets. Furthermore, partnerships will be formed with organizations and motorcycle groups to advocate for the mandatory use of DOT-approved helmets during events and rides.

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

**Progress:** In progress

**PROGRAM-AREA-LEVEL REPORT**

**Reduce drivers age 20 and younger involved in fatal crashes by 1 percent from 26.4 (2016-2020 rolling average) to 25.4 (2019 - 2023 rolling average) by 2023.**

→ The average figure demonstrates progress towards the established target of 25.4 in the five-year moving average (2019-2023). This encouraging advancement strengthens our commitment to achieving the set target for drivers aged 20 and

younger involved in fatal crashes. Recognizing the importance of safeguarding young lives on the road, we are dedicated to implementing targeted measures and innovative strategies aimed at further reducing fatalities in this demographic. Our ongoing efforts underscore the significance of prioritizing road safety and the well-being of our younger drivers.

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

Progress: Yes

##### PROGRAM-AREA-LEVEL REPORT

**Reduce pedestrian fatalities by 1.9 percent from 93.2 (2016-2020 rolling average) to 91.3 (2019-2023 rolling average) by 2023.**

→ According to preliminary data, the five-year moving average (2019-2023) reveals a total of 82 pedestrian fatalities on average, demonstrating that we have achieved our target for the fiscal year 2023. This accomplishment is encouraging and reflects our ongoing efforts to improve road safety. However, we recognize the need to maintain a consistent focus and redouble our efforts to further reduce pedestrian fatalities. We will continue to work tirelessly by implementing effective measures and innovative strategies to ensure a safer environment on our roads.

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

Progress: NO

##### PROGRAM-AREA-LEVEL REPORT

**Reduce bicyclist fatalities by .2 percent from 9.2 (2016-2020 rolling average) to 9.0 (2019 – 2023 rolling average) by 2023.**

##### **State's effort to show progress in meeting target and-or State's adjustment to 2025 AGA to facilitate meeting target:**

Although Puerto Rico did not achieve its goal of reducing cyclist fatalities for the year 2023, it is committed to working diligently to significantly decrease bicyclist deaths by the year 2025. Recognizing the importance of enhancing road safety for the cycling community, specific strategies and effective measures are proposed, undertaking concrete actions to address this challenge and ensure a safer environment for cyclists on the roads. This will be achieved through the implementation of a Collaborative Agreement with the Cycling Association, aiming to promote a road safety message directed to both bicyclists and motorists. There are plans to increase community program participation in massive cycling events, and the possibility of increasing funds to expand the reach of the educational campaign targeted at the cycling community and motorists will be evaluated.



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

**Progress:** In Progress

**PROGRAM-AREA-LEVEL REPORT**

**Reduce youth alcohol impaired driving fatalities by 5 percent from 18.8 (2016-2020 rolling average) to 17.8 (2019-2023 rolling average) by 2023.** Youth is 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%.

→ According to preliminary data, the five-year moving average (2019-2023) reveals a total of 14.6 youth alcohol impaired driving fatalities pedestrian fatalities on average, demonstrating that we have achieved our target for the fiscal year 2023.

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

**Progress:** NO

**PROGRAM-AREA-LEVEL REPORT**

**Increase drug-impaired driving test conducted 100.00 percent from 0 in 2022 to 100 by 2023.**

**State's effort to show progress in meeting target and-or State's adjustment to 2025 AGA to facilitate meeting target:**

The compliance target set for the year 2023, unfortunately, was not achieved. Delays in the implementation of SFST and the drug detection program, stemming from necessary modifications in laws and regulations, along with insufficient funds, have been obstacles that have hindered the effective execution of the project. Nevertheless, SHSO will continue to dedicate tireless efforts to achieve compliance with our target for FFY 2025.

A comprehensive analysis of fatality data in recent years, where drivers were under the influence of controlled substances, will be conducted. These results will be presented to the Department of Health, the Puerto Rico Police Department, and the Governor's Cabinet with the aim of highlighting the issue, pooling efforts, and identifying funds for the creation of a Drug Toxicology Laboratory, to eradicate this dangerous behavior and reduce fatalities in Puerto Rico.

**PERFORMANCE MEASURE: B-1) OBSERVED SEAT BELT USE FOR PASSENGER VEHICLES, FRONT SEAT OUTBOARD OCCUPANTS (SURVEY)**

**Progress:** Yes

**PROGRAM-AREA-LEVEL REPORT**

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

→ In 2023, Puerto Rico achieved and surpassed the established goal with an observed seatbelt usage of 90.60% among occupants of passenger vehicles.

**PERFORMANCE MEASURE: B-2) PERCENTAGE OF PEOPLE THAT REPORTED MAKING CELL PHONE CALLS WHILE DRIVING. (SURVEY)**

**Progress:** Yes

**PROGRAM-AREA-LEVEL REPORT**

**To maintain the percentage of people that reported making cell phone calls while driving from 43.00 percent in 2021 to 43.00 percent by 2023.**

→ During FFY 2023, the Distracted Driving Attitude Survey revealed that 38.9% of individuals reported using their cell phones while driving. The PRTSC has successfully met the target for the year 2023.

**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**

**Increase of crash records with no missing critical data elements (Crash, Fatal and Non-Motorist) in the CARE database by 0.5 percentage points from 90.00 percent in 2021 to 90.5 percent by 2023.**

→ PRTSC met the 2021 target, we collected 91% of the digital data from the Police Crash Report for calendar year 2023.

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

**Progress:** Yes

**PROGRAM-AREA-LEVEL REPORT**

**Increase of Validation criminal records of impaired driver in the PR-CJIS/RCI database by 3.00 percentage points from 47.00 percent in 2021 to 50.00 percent by the end fiscal year 2023.**

→ PRTSC met the 2023 target, we validated 50.00% of criminal record of impaired driver in the PR-CJIS/RCI database.



## TRAFFIC SAFETY CORE PERFORMANCE MEASURES

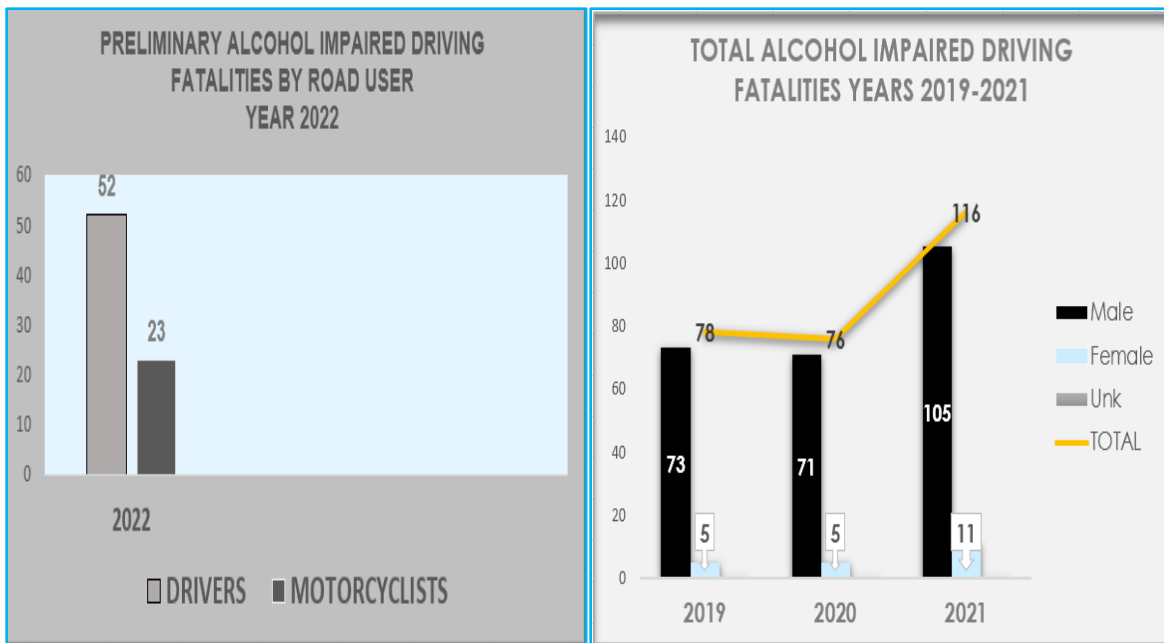
Areas tracked but with no targets set						
Grant Funded Activity Measures	2019	2020	2021	2022	2023	
Seat Belt Citations	31,364	12,753	29,451	23,137	19,222	
DWI Arrests	1,922	834	435	685	463	
Speeding Citations	23,666	16,699	20,474	23,321	32,905	

## PROGRAM AREAS

### PROGRAM AREA: IMPAIRED DRIVING

#### PROBLEM STATEMENT

The Alcohol Impaired Driving Prevention Program is outlined within Puerto Rico mission of preventing and reducing deaths, injuries and property damage caused by impaired drivers. Puerto Rico statistical data indicates a 49% increase in alcohol impaired driving fatalities from years 2019 to 2021. In addition, preliminary FARS data reported 75 alcohol impaired driving fatalities during 2022. This number represents 28% of all traffic fatalities.



#### Impaired Driving Fatality Profile Year 2022:

According to FARS and the PRPD, in 2022 there were seventy-five (75) alcohol impaired driving fatalities. This data is preliminary until NHTSA-FARS submits finals.

- Gender data analysis for impaired driving fatalities for year 2021 shows an average of 93% of male fatalities and 7% female fatalities.
- Analysis by age group for year 2022 shows that 70% of impaired driving fatalities were in age group 25-49, 13% in age groups 50+, and 11% in age group 16-24. Older drivers 63+ years old and older, reported 6% of total impaired driving fatalities.

- On year 2022, 74% of alcohol 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 number with 29%, Saturday with 27% and Friday with 17%.
- Impaired driving fatalities by month for the year 2022: April reported 15%, June and October both 12% and August 11%. December reported 8%.

**Other relevant information:**

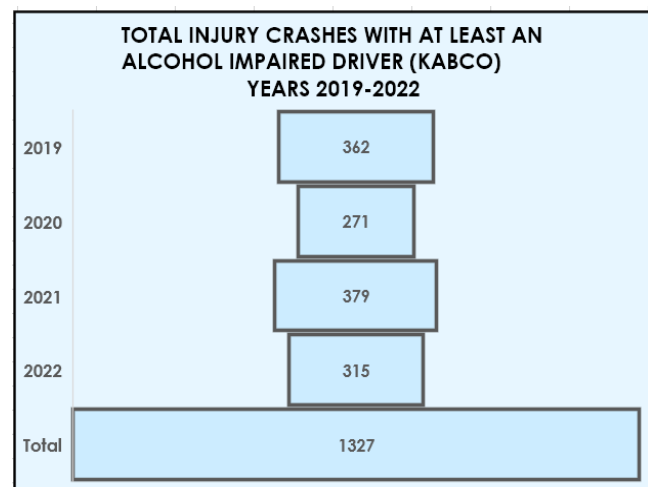
- 69% were drivers and 31% motorcyclists.
- 91% had a BAC of .08%+.
- 87% of impaired drivers who died were unrestrained.
- 86% of impaired motorcycle riders killed were un-helmeted.
- 49% alcohol impaired driving fatalities also presented a speeding factor.

Preliminary data for year 2022 shows a total of twenty-two drug impaired driving fatalities:

- 🚫 All fatalities were men.
- 🚫 Seventeen were drivers and five motorcyclists.
- 🚫 Thirteen people, (59%), were also alcohol impaired.
- 🚫 45% of fatalities occurred on secondary roads.
- 🚫 Cocaine was the most drug found with 72% with several cases of Fentanyl, Morphine, Opium or polydrug use.
- 🚫 The age group most represented was 25-36 years old, 36%, followed by 50-62 years old, 27%.

**Crashes**

A total of 1,327 crashes with at least one alcohol impaired driver were reported in the years 2019-2022.







## PERFORMANCE MEASURES

### **C-5) Reduce alcohol impaired driving fatalities by 2.9 percent from 95.4 (2016-2020 rolling average) to 92.5 (2019-2023 rolling average) by 2023.**

→ *The average figure shows significant progress towards the established goal of 92.5 in the five-year moving average (2019-2023). We are encouraged by this advancement and are committed to reaching the set target for alcohol-impaired driving fatalities. Furthermore, we reaffirm our determination to continue implementing effective measures to further reduce fatalities, thus solidifying our commitment to long-term traffic safety.*

### **C-13) Increase drug-impaired driving test conducted 100.00 percent from 0 in 2022 to 100 by 2023.**

→ *This compliance goal for the year 2023 was not achieved. Delays in implementing the SFST and drug detection program, caused by necessary modifications to laws and regulations, along with the lack of funds, have hindered the effective execution of the project. It is crucial to address these barriers urgently to ensure ongoing progress and the effectiveness of the project, as well as to achieve compliance with our goal for the year 2025.*

## PLANNED ACTIVITY

**23-01-72**

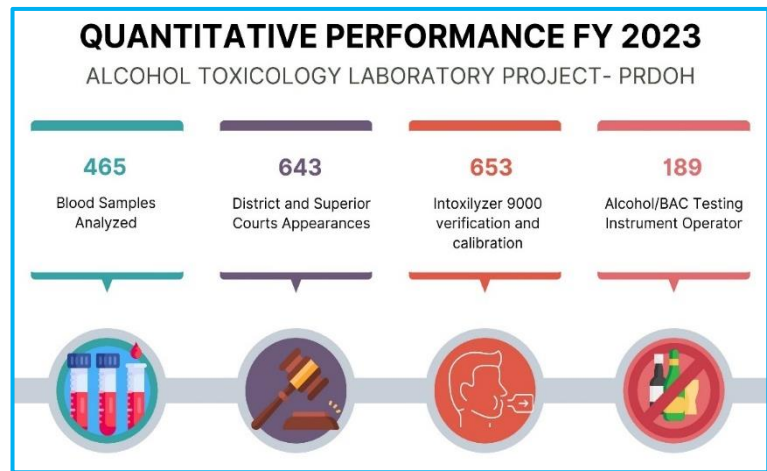
### **PUERTO RICO DEPARTMENT OF HEALTH – ALCOHOL TOXICOLOGY LAB**

For fiscal year 2023, the Project completed all administrative tasks including the contracting and hiring of staff and legal consultant.

Project execution included preparing chemical solutions and assessing the performance of all measuring instruments, proficiency samples, monthly calibration of intoxilyzers,



blood samples analyzed, chemists attended courts as key witnesses on alcohol impaired driving cases. Project was able to achieve objectives.

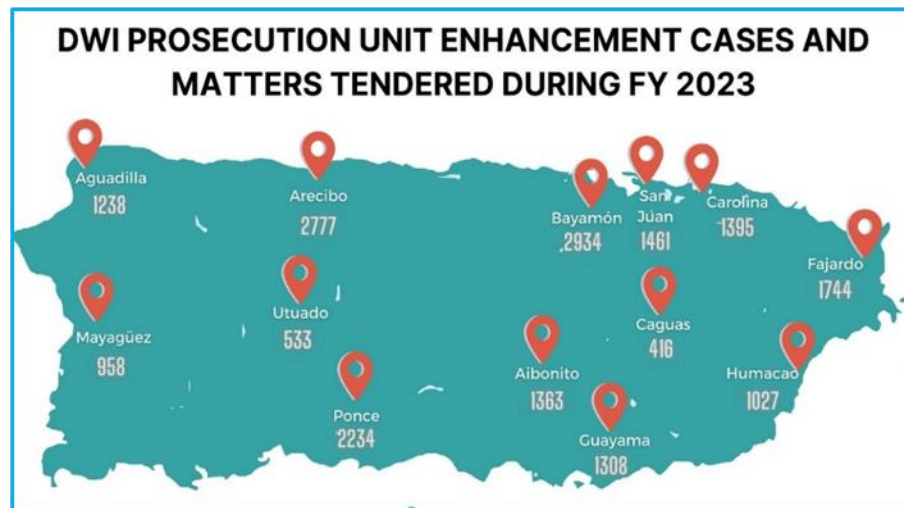


**23-01-77**  
**DRUG IMPAIRED DRIVING SCREENING LAB**

No formal proposal was submitted to the PRISC for the development of this lab.

**23-01-06**  
**PUERTO RICO DEPARTMENT OF JUSTICE-IMPAIRED DRIVING PROSECUTION UNIT**

For fiscal year 2023, DWI Prosecution Unit Enhancement operated with 14 positions of DWI special prosecutors, four auxiliaries a TSRP and office staff. A total of 19,388 cases and matters directly related to cases such as:



consultations with the police officers who intervene with the accused, crash scene investigations, authorizations for the filing of criminal charges, preparation of discovery of evidence, answers to motions for discovery of evidence, suppression of evidence, witness's interviews, and any other motion, preliminary hearings,

hearings to suppress evidence, trials and readings of sentences. In addition, the auxiliaries conducted 14,174 tasks regarding DWI case management such as preparation of files, filing of documents to the court, creating digital files in the Integrated Criminal Record, file of motions, orders and sentences, preparation of documents as part of Rule 95, search, and file of records for the Courtrooms. The TSRP/Project Director conducted

14 trainings for prosecutors, state and municipal police. Also, provided 2 workshops for external traffic safety projects, provided 10 interviews to the media, participated in two out of state trainings and 40 meetings and task forces and kept up to date all administrative tasks.

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### 23-01-13

#### IMPAIRED DRIVING COORDINATOR – PRTSC

During FFY 2023 the PRTSC Impaired Driving Program Coordinators continue to manage the Program. The program is subdivided into two programmatic modules: Impaired Driving and Youth Impaired Driving. Projects within PRPD, Municipal Police, FIESTA Projects and other executive agencies were handled. Tasks performed included: reviewing and evaluating Quarterly Performance Reports, revisions, and evaluations of Detailed Plan/Budget changes. In addition, HSP, Annual Report and 405d funds request and task force meetings. Coordinators continued to participate in the SHSP committee and the impaired driving emphasis area.

To sum up activities conducted during FFY 2023:

- ❌ Seven Operational Plans and support documents were written for the alcohol impaired driving overtime mobilizations.
- ❌ Over nineteen (19) reports and modules were completed.
- ❌ Twenty-five (25) formal and informal meetings with LEL's.
- ❌ Twenty-two (22) proposal's evaluations with at least sixteen (16) technical assistance provided to improve action plans and budgets.
- ❌ Forty-six Budget changes reviewed.
- ❌ Sixty quarterly performance reports and nineteen annual projects reports were reviewed.
- ❌ At least six meetings with the PRTSC Communications Office were conducted for campaign concept discussion, brainstorming, budgets, reports, and proposals.
- ❌ Nearly forty in person or remote meetings with the Federal Program Manager were conducted during the year.
- ❌ One training course for FIESTA Projects was provided to discuss administrative, financial, and programmatic proposal components.
- ❌ Two meetings with SHSP committee.
- ❌ The Puerto Rico Impaired Driving Program Assessment was conducted successfully from March 5<sup>th</sup> -10<sup>th</sup>, 2023. Preparation for the assessment and all requirements began early December 2022.
- ❌ Nearly 350 technical assistance was provided by phone, email or in person.
- ❌ Some twenty-seven meetings with projects.
- ❌ Coordinators participated in 12 webinars.
- ❌ Coordinators conducted seven PP&E during May/June 2023.





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### 23-01-25 IMPAIRED DRIVING MEDIA SURVEY

For fiscal year 2023, the PRTSC contracted a specialized consulting firm to design and conduct the annual survey to assess the impact among people of road safety and driving under the influence in Puerto Rico. The survey was conducted after the winter holidays education and enforcement campaign. General data from the sample establishes:



1. The estimated margin of error was +4.4% with a reliability data level of 95%.
2. Gender sample distribution consisted of 247 males (49.4%) and 253 females (50.6%).
3. The median age of the sample and average was age 48. The youngest participant was 17 years old and the oldest was 89 years old.
4. A total of 68.4% of those who responded to the survey said they drive their vehicles every day.
5. As responded, in a weekday the median amount of time participants spend driving was two hours (2:00hrs), with work identified as the most frequent driving activity with 65.8% of their driving time, followed by shopping (grocery stores, etc.) with 38.0%.
6. On weekends one and a half hours (1:30hr) was the average time reported by participants driving, mostly visiting family and friends the most frequent (45.2%), followed by entertainment (movie theater, beaches, restaurants, ... 44.4%).
7. Overall people said their driving experience in Puerto Rico was neutral (categorized as 5 out of 10 (been #1 **very bad** and #10 **very good**).
8. As reaffirmed during the PP&E meetings conducted during 2023, road conditions is the main issue concerning safety on the roads of the island; Distracted driving was reported as second safety concern with 59.8%, excess speeding came the





third traffic safety concern with 41.6% and at fourth position was alcohol impaired driving with 34.2%.

The following data summarizes some results of the driving under the influence of alcohol survey:

1. 39.2% indicated having consumed alcoholic beverages at some point.
2. 34.2% indicated consumed alcoholic beverages two (2) to three (3) times a month.
3. 8.2% admitted having driven a vehicle after consuming alcoholic beverages in the last 30 days.
4. 60.6% cannot indicate or does not know the BAC allowed for drivers in PR ages 18-20; the most frequent answer was .80% with a 22.3%; followed by .08% with 20.8%.
5. 53.4% cannot indicate or does not know the BAC allowed for drivers in PR ages 21+; the most frequent answer was .80% with 38.6%; followed by .08% with 24.5%.
6. 70.0% cannot indicate or does not know the BAC allowed for motorbike riders of truck drivers; the most frequent answer was .20% with 23.3%; followed by 0% with 12.7%.
7. 86.0% knows what a designated driver is.
8. 85.4% perceives that is very likely or likely that a driver gets arrested for Driving under the influence of alcohol (DUI).
9. 99.6% have not been pulled over for DUI during the past twelve months.
10. 59.6% responded that they did not hear or watched any kind of promotion of police enforcement DUI.
11. 54.4% responded that they did not hear or watched, remember or have remembered an educational DUI campaign.
12. Out of the respondents who do remember, 99.1% indicated hearing/watching it on TV; 43.8% remembered the slogan or phrase "*si guías borracho serás arrestado*" followed by "pasa la llave" 27.3%.
13. 53.7% responded that the phrase or slogan was effective or very effective.

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### **23-01-71**

#### **SFST PROGRAM COORDINATOR**

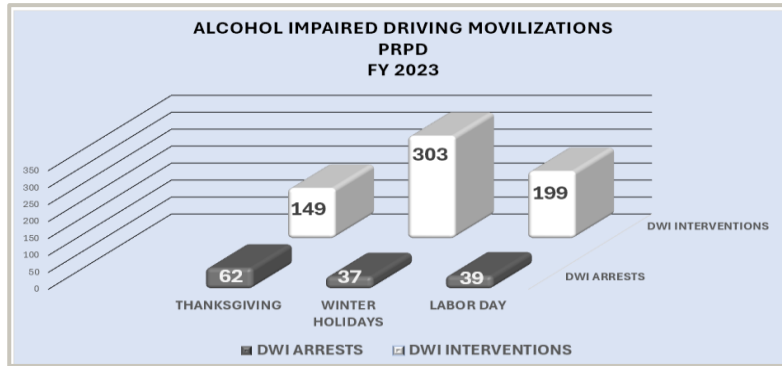
The Standardized Field Sobriety Test continues to be in a hiatus. PRPD Commissioner and Traffic Bureau Director have an administrative criterion not in consonance with the development of the SFST Project.



23-01-01

**IMPAIRED DRIVING OVERTIME ENFORCEMENT**

For FFY 2023, four short term high visibility alcohol impaired driving mobilizations (overtime hours) were funded. In addition of office supplies and equipment repair costs.



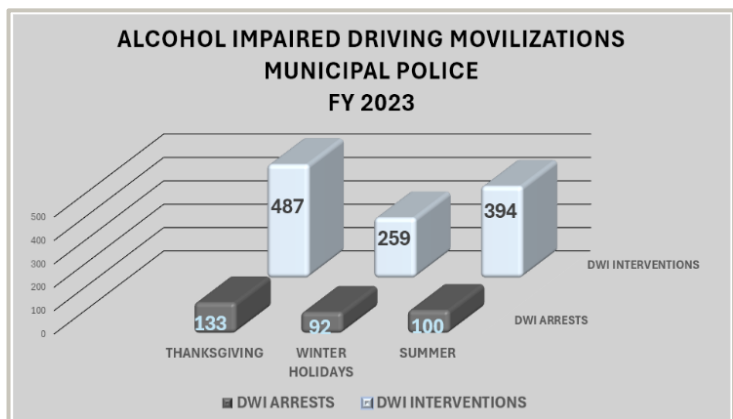
- ★ **Thanksgiving alcohol impaired driving mobilization- from 18<sup>th</sup> to 28<sup>th</sup> of November 2022.** Nine units of PRPD-Traffic Police worked 10 nights for a total of 358.27 overtime hours, 547 traffic tickets issued and 62 alcohol DWI arrests.
- ★ **Winter Holidays/Christmas - from December 16<sup>th</sup>, 2022, to January 1<sup>st</sup>, 2023.** Thirteen units of PRPD-Traffic Police worked 15 nights for a total of 362.64 overtime hours, 814 traffic tickets issued and 37 alcohol DWI arrests.
- ★ **Summer Alcohol Impaired Driving Mobilization 2023 – From the 1<sup>st</sup> to the 9<sup>th</sup> of July 2023.** - No enforcement was conducted during this period.
- ★ **Labor Day Alcohol Impaired Driving Mobilization 2023 – From August 25<sup>th</sup> to September 5<sup>th</sup>, 2023.** - Ten units of PRPD-Traffic Police worked 8 nights for a total of 382.69 overtime hours, 503 traffic tickets issued and 39 alcohol DWI arrests.

23-01-XX

**IMPAIRED DRIVING OVERTIME ENFORCEMENT**

A total of 15 Municipal Police's participated in three (3) alcohol impaired driving overtime mobilizations. A total of 325 impaired driving arrests were made.

Municipalities in general have been struggling with a precarious finance situation and budget cuts, limiting their enforcement hours, in addition to a diminished police force.



**23-01-67**

**VICTIMS IMPACT PANEL FOR DWI OFFENDERS**

During FY 2023, the Project conducted a total of 35 panel sessions for 204 alcohol DWI offenders referred by the courts.

Fiscal Year 2023 Panel Attendees Profile:

- 89% were male and 11% female.
- The region that had the most participants was Ponce
- Attendees age group
  1. 45-64 with 50%
  2. 25-34 with 17%
  3. 35-44 with 16%
  4. 65+ with 13%
  5. 18-24 with 4%

Also, the Project conducted thirty-one meetings for judges to explain the project and referrals process. A workshop for twelve special DWI prosecutors, three new panelists were integrated to the Project and six new testimony videos of victims/survivors were filmed. Through an email of the Courts Electronic System a brochure containing all pertinent information about the impact panel was shared.

For 2023, Project under the Mental Health and Anti Addiction Administration operated by Cost Incurred Method.

**VICTIMS IMPACT PANELS SESSIONS FOR ALCOHOL DWI OFFENDERS**  
FY 2023

REGION	# PANEL SESSIONS	ATTENDEES
Arecibo	4	26
Fajardo	3	14
Mayagüez	6	30
Moca	5	18
Ponce	10	78
San Juan	7	38
<b>TOTAL</b>	<b>35</b>	<b>204</b>

**23-01-82**

**DUI OFFENDERS EVIDENCE-BASED TREATMENT PROGRAM FOR DWI OFFENDERS**

During FY 2023, Evidence Based Treatment Project For Alcohol DWI Offenders provided services for 440 people referred by the Puerto Rico's Courts Administration; 93% were male and 7% female. A total of 98% of offenders completed their treatment.

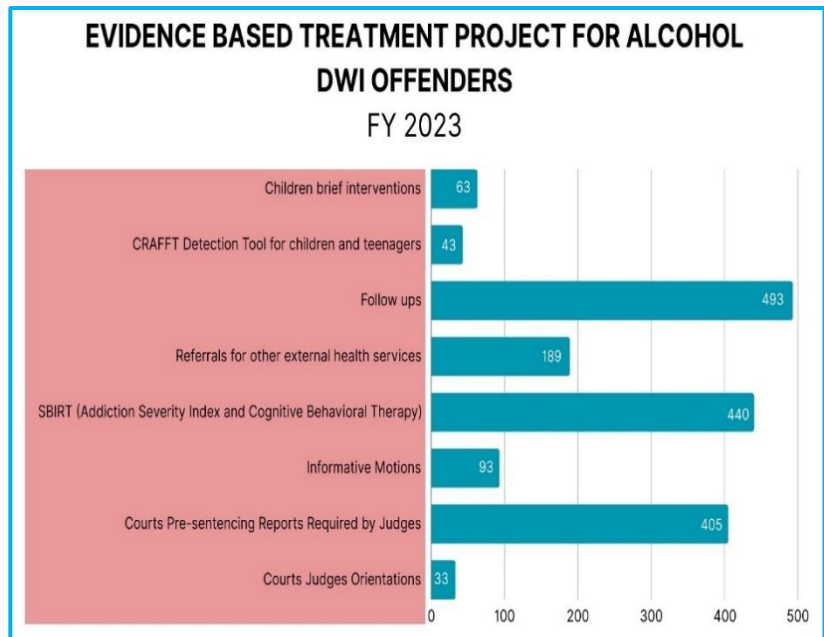
Project was composed of 13 professionals who participated in twelve trainings and provided services in 6 centers of the Mental Health and Anti Addiction Services Administration(MHAASA).

Adult treatment was based upon SBIRT model: Screening, Brief Intervention, and Referral to Treatment (SBIRT), an evidence-based practice used to identify, reduce, and prevent problematic alcohol and illicit drug use, abuse, and dependence.



Services for 43 children/teenagers of the offenders were provided under the CRAFFT model: a short clinical assessment tool designed to screen for substance-related risks and problems in adolescents. CRAFFT stands for the key words of the 6 items in the second section of the assessment - Car, Relax, Alone, Forget, Friends, Trouble.

As of July 5<sup>th</sup>, 2023, the MHAASA executive director wrote a letter informing the PRISC that 2023 was the last year of this treatment project. In his letter he informed dissatisfaction with the Cost Incurred process.



**23-01-79  
PROMOTING ALCOHOL RETAILING PRACTICES**

Lack of performance during FFY 2022 and a poorly written project proposal prevented a recommendation for FFY 2023.

**PRISC DWI PREVENTION ACTIVITIES**

Prevention and education alcohol impaired driving activities were conducted through mass and social media. Mainly, the PRISC Communications Division is in charge of outlining and executing these mass activities. For FFY 2023 the mass activities that stand out were:

★ **Traffic Safety 100 miles x 35 miles**

The municipalities of Corozal and Trujillo Alto were visited with different educational tables and interactive activities under the PRISC guidance. Among alcohol and DWI prevention activities public orientations were provided, fatal vision goggles dynamics and games were conducted to show people how alcohol impaired the brain and the skills needed to drive a motor vehicle. \*Detailed activities in module 12- Communications & Media.



## FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
23-01-01	DWI Patrol Unit - 0101	Pol de PR - 10	\$ 284,513.00	\$ 42,457.41	\$ 242,055.59
23-01-06	DWI Prosecutor Unit - 0106	Dep Justicia - 16	1,451,237.00	885,985.45	565,251.55
23-01-13	ID Coordinator - 0113	CST - 00	84,806.00	77,883.92	6,922.08
23-01-13	ID Coordinator - 0113	CST - 00	172,421.00	107,383.69	65,037.31
23-01-25	ID Survey - 0125	CST - 00	18,000.00	18,000.00	-
23-01-26	TE Carolina - 0126	Carolina - 94	12,101.82	10,030.72	2,071.10
23-01-28	TE ID Bayamon - 0128	Bayamon - 011	12,627.96	11,642.82	985.14
23-01-36	TE ID Guaynabo - 0136	Guaynabo - 305	52,499.83	45,655.90	6,843.93
23-01-43	TE ID Ponce - 0143	Ponce - 74	5,910.96	5,197.16	713.80
23-01-45	TE ID Hatillo - 0145	hatillo - 115	22,035.00	20,434.52	1,600.48
23-01-47	TE ID San Juan - 0147	San Juan - 098	38,600.36	35,621.60	2,978.76
23-01-53	TE ID Yauco - 0153	Yauco - 105	12,359.28	9,314.24	3,045.04
23-01-67	Panel de Impacto a Victimas - 0167	ASSMCA - 122	92,600.00	88,729.00	3,871.00
23-01-71	SFST - 0171	CST - 00	11,925.00	-	11,925.00
23-01-72	Alcohol Toxicology Lab - 0172	Depto Salud - 18	367,028.68	355,788.16	11,240.52
23-01-72	Alcohol Toxicology Lab - 0172	Depto Salud - 18	106,185.09	106,185.09	-
23-01-82	Evidence Based - 0182	ASSMCA - 122	326,317.70	326,317.70	-
23-01-82	Evidence Based - 0182	ASSMCA - 122	337,787.30	246,780.26	91,007.04
<b>Total 01 - Impaired Driving</b>			<b>\$ 3,408,955.98</b>	<b>\$ 2,393,407.64</b>	<b>\$ 1,015,548.34</b>

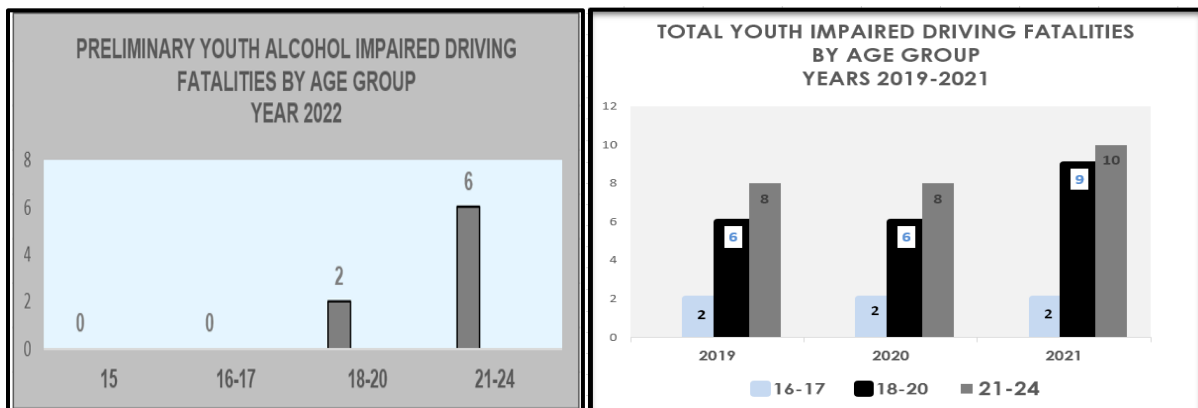


## PROGRAM AREA: YOUTH IMPAIRED DRIVING

### PROBLEM STATEMENT

There are many reasons why young adults consume alcohol. For some, it may be a way to relax and unwind after a long day. To socialize with friends, or to celebrate special occasions. Others may consume alcohol as a way to cope with stress, anxiety, or other mental or emotional issues. Peer pressure and social norms can also play a role in alcohol consumption, particularly among younger drivers.

Whatever the reasons, preliminary data for the year 2022 showed eight (8) youth alcohol impaired driving fatalities and for the period of years 2019-2021 a total of 53 youth alcohol impaired drivers fatalities were reported. There weren't alcohol impaired driving fatalities of teenagers fifteen (15) years old.



### Youth Impaired Driving Fatality Profile Year 2022

- Gender data analysis for impaired driving fatalities for year 2022 shows an average of 75% of male fatalities and 25% female fatalities.
- Analysis by age group for year 2022 shows that 75% of youth impaired driving fatalities were in the age group 21-24, 25% in age groups 18-20.
- On year 2022, 75% of youth alcohol 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 Saturday reported the highest number with 27%, Sunday 24% and Friday with 21%.
- Impaired driving fatalities by month for year 2022: September 37.5% , April, June, July, August, December with 12.5% each.

### Other relevant information:

- 62.5% were drivers and 37.5% motorcyclists.
- 87.5% had a BAC of .08%+.

- 40% of impaired drivers who died were unrestrained.
- 67% of impaired motorcycle riders killed were un-helmeted.
- 12% alcohol impaired driving fatalities also presented a speeding factor.

**Crashes with at least one alcohol impaired driver**

A total of 1,143 injury plus fatal crashes were reported among this age group in the last four years.

CRASHES WITH AT LEAST ONE ALCOHOL IMPAIRED DRIVER AGES 16-24					
Year	Minor visible injury	Serious visible injury	Death or fatal injury	(Uncategorized)	Total
2019	255	24	15	5	299
2020	166	45	22	0	233
2021	225	50	39	4	318
2022	191	60	42	0	293

**Youth DUID**

- ★ Zero drug impaired driving fatality was reported among age group 16 to 24 in year 2022.

**PERFORMANCE MEASURES**

**C-5) Reduce alcohol impaired driving fatalities by 2.9 percent from 95.4 (2016-2020 rolling average) to 92.5 (2019-2023 rolling average) by 2023.**

→ *The average figure shows significant progress towards the established goal of 92.5 in the five-year moving average (2019-2023). We are encouraged by this advancement and are committed to reaching the set target for alcohol-impaired driving fatalities. Furthermore, we reaffirm our determination to continue implementing effective measures to further reduce fatalities, thus solidifying our commitment to long-term traffic safety.*

**C-12) Reduce youth alcohol impaired driving fatalities by 5 percent from 18.8 (2016-2020 rolling average) to 17.8 (2019-2023 rolling average) by 2023.**

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%.

→ *According to preliminary data, the five-year moving average (2019-2023) reveals a total of 14.6 youth alcohol impaired driving fatalities pedestrian fatalities on average, demonstrating that we have achieved our target for the fiscal year 2023.*



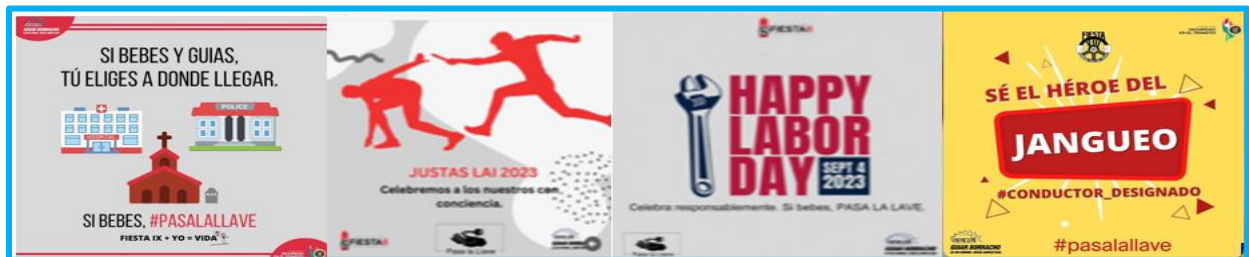
## PROJECTS

### PRTSC YOUTH DWI PREVENTION ACTIVITIES

1. *Las Fiestas de la Calle San Sebastián (SANSE) 2023*, the most colorful and expected cultural fest in Puerto Rico and an extension of the winter holidays, took place from January 19 to 22<sup>nd</sup>, 2023 at Old San Juan. During *SANSE 2023* over 400,000 people were exposed to PRTSC alcohol DWI prevention messages with two stands; one at Plaza de Colón, Old San Juan and one at the Cataño ferry terminal. In addition, radio, tv, social media mentions. In conjunction with FIESTA projects and Community Programs, PRTSC engaged with visitors during the three days festival.
2. FY 2023 Justas Interuniversitarias LAI, the biggest college sports competition took place from April 24<sup>th</sup> to 29<sup>th</sup>, 2023. PRTSC staff, FIESTA projects and Community Programs provided orientations about alcohol impaired driving consequences and safety among college students and young adults participating and visiting the events. Educational brochures were handed out and over 200,000 college students and other people were exposed to the message *If you are going to drink, pass your keys!*

## PLANNED ACTIVITY

### FIESTA COLLEGE PROJECTS (FACILITATORS-INSTRUCTORS IN ALCOHOL & TRAFFIC SAFETY)



It is fair to say that FY 2023 brought some administrative challenges: new regulations which include Public Participation and Engagement, Impaired Driving Program Assessment in both, projects FIESTA participated and contributed to the success. Besides those administrative tasks, it was a pretty normal working year without major atmospheric events, no earthquakes and no global health issues. Colleges and universities work their semester schedules normally. Maybe the main change was that FIESTA-Pista didn't complete their project proposal for FY 2023 due to administrative changes and a lack of committed staff.

PRTSC managed 7 FIESTA College Projects throughout the island, two in private colleges and five within the campuses of the University of Puerto Rico. These projects served college students, teenagers and youngsters from all around the island with their



prevention and education efforts about alcohol and drug consumption and driving. Also, there is one FIESTA Project that serves an alcohol and drug rehabilitation Program and its communities, in addition to MADD- Puerto Rico who serves all schools within the Department of Education public and private system.

FIESTA projects use a peer-to-peer approach, develop alcohol and DWI awareness campaigns, distribute educational materials, provide orientations, conduct workshops, research and surveys. Also, conduct educational booths at Safety Fairs, Sports events and maintain an intense prevention and education presence on social media.

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### 23-02-02

#### FIESTA II – UNIVERSITY OF PUERTO RICO- RÍO PIEDRAS CAMPUS

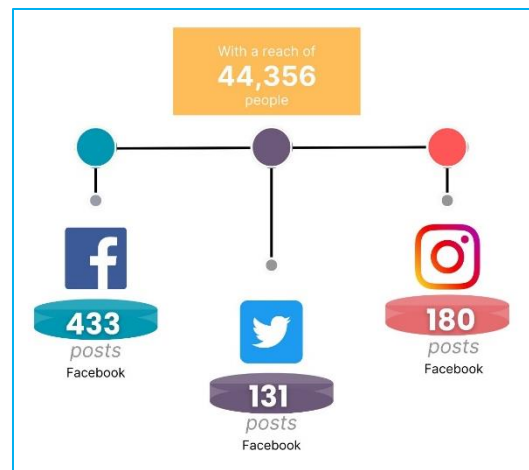
During FY 2023, FIESTA II reached approximately 24,000 young adults, mostly college students fluctuating between the ages of 17-25 years. Very active on social media platforms, project published:

- ★ Facebook 433 posts
- ★ Twitter 131 posts
- ★ Instagram 180 posts

With a reach of 44,356 people.

Project conducted 74 alcohol and DWI prevention and education activities such as: workshops, Vlog, trainings, focal groups, polls, surveys, research papers, evaluations a digital magazine, campus web page, and massive events like college sports rallies, freshman open house. A college community meeting was holding as part of the PRTSC PP&E.

Nearly 50,000 people were indirectly reached during the whole year.



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### 23-02-05

#### FIESTA- UNIVERSITY OF PUERTO RICO-MAYAGÜEZ CAMPUS

Project didn't complete project proposal as required.

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### 23-02-10

#### FIESTA- UNIVERSITY OF PUERTO RICO-CAYEY CAMPUS

During FY 2023, FIESTA VIII reached approximately 15,000 young adults, mostly college students fluctuating between the ages of 17-24 years. Project used moderately a social media platform and published:



- ★ Facebook 86 posts

FIESTA VIII choose one on one activities such as safety fairs, college open house, Share Love and be a designated driver! Spooky message doesn't drive drunk! Sports Fair rally, workshops, campaigns, surveys, bulletin boards, banners, goofy games, short videos, social conscious activities with educational tables or fun without alcohol. A college community meeting was holding as part of the PRTSC PP&E.



Nearly 20,000 people were indirectly reached during the whole year.

### 23-02-14

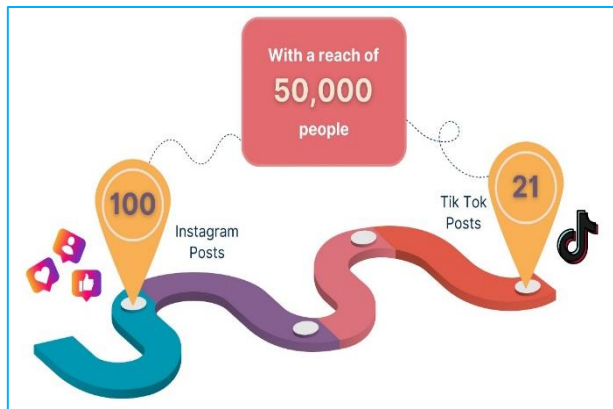
#### FIESTA- UNIVERSITY OF PUERTO RICO-PONCE CAMPUS

During FY 2023, FIESTA IX reached approximately 10,000 young adults, mostly college students fluctuating between the ages of 17-25 years. Very active on social media platforms, project published:

- ★ Instagram 100 posts
- ★ Tik Tok 21 posts

With a reach of 50,000 people.

Project conducted 86 alcohol and DWI prevention and education activities such as: workshops, live interviews, trainings, commitment with life (be or choose a designated driver before you go out), evaluations, Freshman orientations, informative tables, share love, be a designated driver (students pancakes buffet and Piña Colada and mocktails Friendly Stands), campus web page, and massive events like flash mobs college sports rallies, freshman open house. A college community meeting was hold as part of the PRTSC PP&E.



Nearly 30,000 people were indirectly reached during the whole year.

### 23-02-15

#### FIESTA-CREATIVO

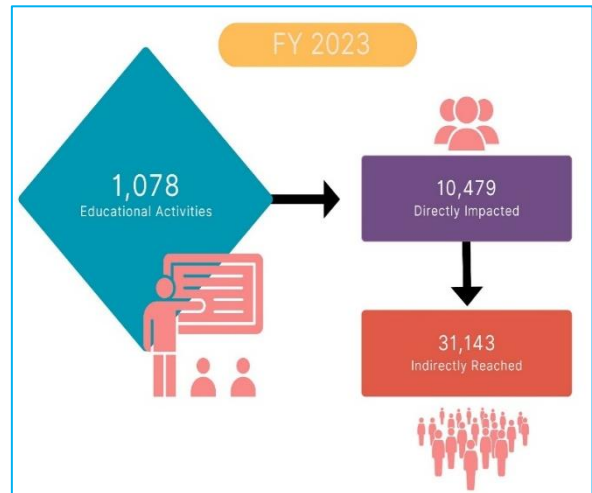
Hogar CREA, Inc., a non-governmental organization, kept providing services to people referred by the courts system and individuals who voluntarily seek treatment for alcohol and drug dependance.

Within the organization, Head Promoters and Promoters are active participants in the rehabilitation program, serving as peer educators on alcohol consumption and driving under the influence (DWI). These individuals undergo supervision and training from a



project coordinator to conduct awareness campaigns and educational workshops on alcohol and drunk driving. Their outreach extends to CREA members, their families, visitors, and neighboring communities across six districts on the island.

During fiscal year 2023, the project executed 1,078 educational activities focused on alcohol and impaired driving prevention. These initiatives directly impacted 10,479 individuals and indirectly reached 31,143. The activities varied in format, including in-person sessions with small groups and outdoor events adhering to physical distancing guidelines, and technology-driven approaches. The comprehensive approach underscores Hogar CREA's commitment to fostering awareness and prevention in the field of alcohol and impaired driving.



### 23-02-16

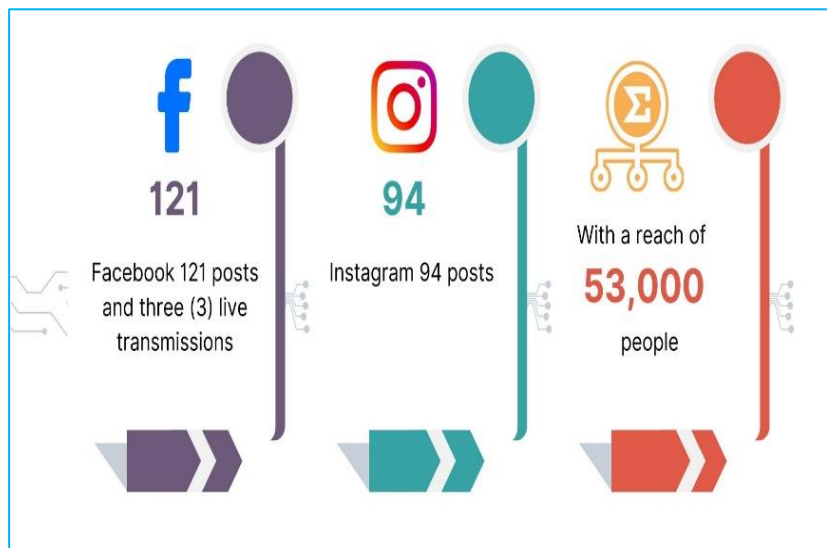
#### FIESTA-PONTIFICAL CATHOLIC UNIVERSITY OF PUERTO RICO

During FY 2023, FIESTA XII reached approximately 10,000 young adults, mostly college students fluctuating between the ages of 17-25 years. Very active on social media platforms, project published:

- ★ Facebook 121 posts and three live transmissions
- ★ Instagram 94 posts

With a reach of 53,000 people.

Project conducted 78 alcohol and DWI prevention and education activities such as: workshops, educational tables, FIESTA one on one, bulletin board, trainings, student meetings, graduation safety campaign (Keep reaching, be a designated driver), community schools presentations. A college community meeting was hold as part of the PRTSC PP&E.



Nearly 26,000 people were indirectly reached during the whole year.



**23-02-17**

**FIESTA- UNIVERSITY OF PUERTO RICO-UTUADO CAMPUS**

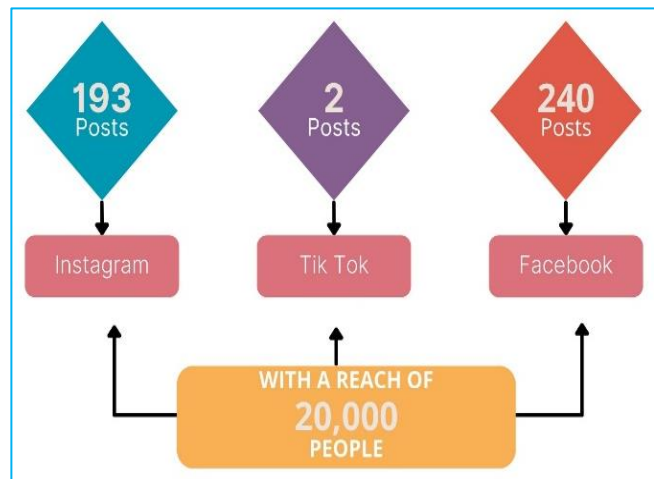
During FY 2023, FIESTA Utuado reached approximately 10,000 young adults, mostly college students fluctuating between the ages of 17-25 years. Very active on social media platforms, project published:

- ★ Instagram 193 posts
- ★ Tik Tok 2 posts
- ★ Facebook 240

With a reach of 20,000 people.

Project conducted 70 alcohol and DWI prevention and education activities such as: DWI prevention informative stands, a permanent DWI crash scene during a festival, educational tables, brochure distribution.

Nearly 10,000 people were indirectly reached during the whole year.



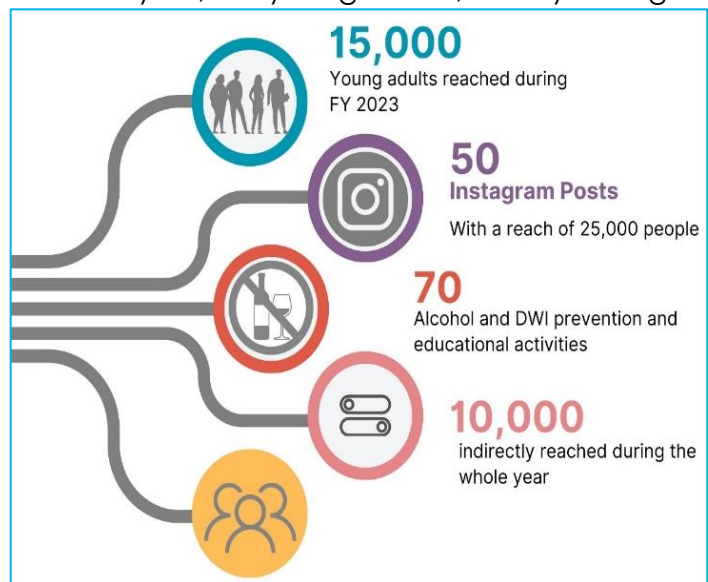
**23-02-21**

**FIESTA- UNIVERSITY OF PUERTO RICO- AGUADILLA CAMPUS**

During FY 2023, FIESTA XI reached approximately 15,000 young adults, mostly college students fluctuating between the ages of 17-25 years. Project used social media platforms moderately and published some 50 posts mainly on Instagram with a reach of 25,000 people.

Project conducted 70 alcohol and DWI prevention and education activities such as: DWI prevention informative tables, bulletin boards, educational and interactive workshops, social activities like Be a Hero, Be a Designated Driver, campaigns, community outreach, community schools interactions, trainings. A college community meeting was hold as part of the PRISC PP&E.

Nearly 10,000 people were indirectly reached during the whole year.





**23-02-25**

**FIESTA-PISTA – ANA G. MÉNDEZ UNIVERSITY-CUPEY CAMPUS**

Project didn't complete project proposal as required.

**23-02-32**

**POLI-FIESTA- POLYTECHNIC UNIVERSITY**

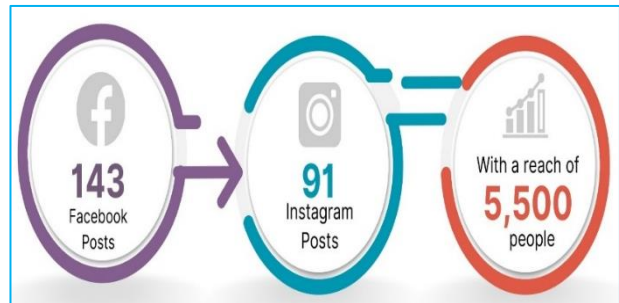
During FY 2023, Poli-FIESTA reached approximately 10,000 young adults, mostly college students fluctuating between the ages of 17-25 years. Very active on social media platforms, project published:

- ★ Facebook 143 posts
- ★ Instagram 91 posts

With a reach of 5,500 people.

Project conducted 71 alcohol and DWI prevention and education activities such as: DWI prevention informative tables, workshops, community schools visits and interactive educational activities, brochure distribution on college parking, visits and one on one at students dorms, trainings and talks.

Nearly 11,000 people were indirectly reached during the whole year.



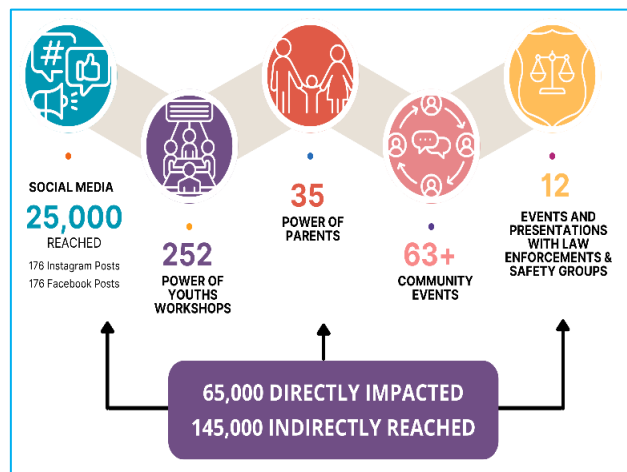
**23-01-82**

**MADD- PUERTO RICO SAFE AND AWARE**

During FY 2023, MADD-PR reached approximately 25,000 people on social media platforms. Project published:

- ★ Instagram 176 posts
- ★ Facebook 176 posts

MADD continued it two ways alcohol consumption and DWI prevention for children and teenagers: Power of You(th) and Power of Parents & Communities. The Project conducted 252 Power of Youth workshops reaching 7,469 children and teenagers, held 35 Power of Parents talks reaching 814 people and participated in more than 63 community events,



conveying the message of prevention. Also, it conducted 12 events and presentations with law enforcement and safety groups. The project directly impacted over 65,000 people and indirectly reached around 145,000 individuals through all activities during the fiscal year 2023.



## FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
23-02-02	FIESTA UPR Rio Piedras - 0202	UPR Rio Piedras - 24	\$ 210,622.00	\$ 210,397.38	\$ 224.62
23-02-02	FIESTA UPR Rio Piedras - 0202	UPR Rio Piedras - 24	16,671.50	-	16,671.50
23-02-10	FIESTA UPR Cayey - 0210	UPR Cayey - 120	79,547.70	57,627.72	21,919.98
23-02-14	FIESTA upr ponce - 0214	UPR Ponce - 114	96,367.00	93,902.33	2,464.67
23-02-15	FIESTA CREA - 0215	hog. Crea - 129	79,530.00	76,947.90	2,582.10
23-02-16	Catolica Ponce - 0216	catolica ponce - 33	107,538.00	85,699.32	21,838.68
23-02-17	UPR utuado - 0217	UPR Utuado - 23	79,180.64	48,213.33	30,967.31
23-02-21	FIESTA UPR Aguadilla - 0221	UPR Aguadilla - 29	132,511.00	119,512.81	12,998.19
23-02-32	Fiesta Univ Politecnica - 0232	Univ Politecnica - 232	43,161.00	27,312.47	15,848.53
23-02-36	MADD PR Safe and Aware - 0236	MADD - 233	278,793.90	213,342.33	65,451.57
<b>Total 02 - Youth Impaired Driving</b>			<b>\$ 1,123,922.74</b>	<b>\$ 932,955.59</b>	<b>\$ 190,967.15</b>

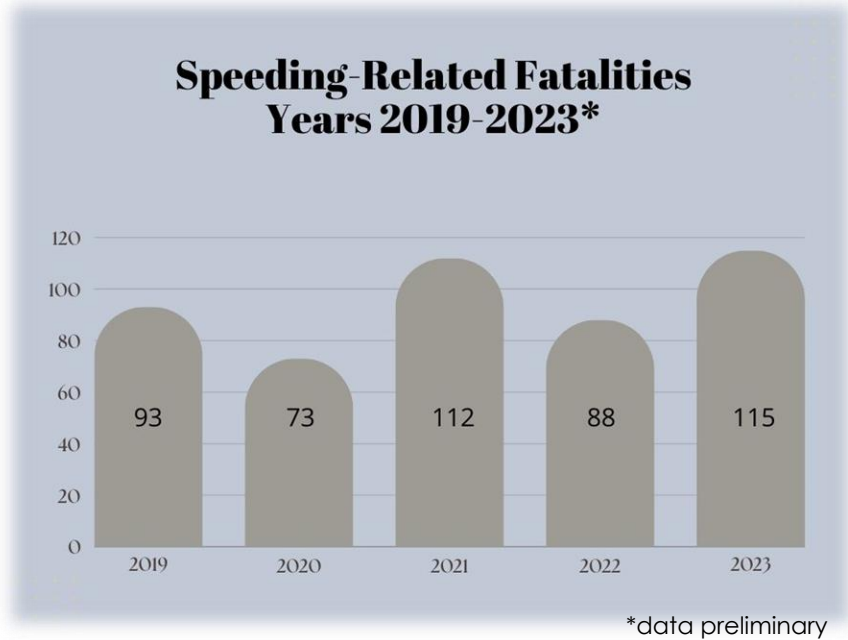
## PROGRAM AREA: POLICE TRAFFIC SERVICES

### PROBLEM STATEMENT

PRTSC, together with the Puerto Rico Police and Municipal Police Corps across the island, seek to reduce traffic crash related injuries and fatalities through the enforcement of Law 22 of 2000, known as the "Vehicle and Traffic Law of Puerto Rico".

According to NHTSA Fatality Analysis Reporting System, FARS in 2022, eighty-eight (88) speeding-related fatalities occurred. This indicates a decrease of 21.5% or 24 compared to the year 2021.

Speeding and aggressive driving continue to be a main traffic safety concern. In 2022, speeding-related was a major factor with 88 fatalities; equivalent to 32% of total fatalities reported. However, during the year 2023 there have been 93 speed-related fatalities, this is a preliminary data.



Data shows:

- ★ Gender data analysis for speeding-related fatalities shows and 78% of male fatalities and 22% female fatalities.
- ★ Analysis by age group that 53.4% of speeding-related fatalities were in age group 25-49, 16% in age group 16-24 and 50+ reported 23.8% of total speeding-related fatalities.
- ★ 73.8% of speeding-related fatalities occurred at nighttime from 6:00PM to 6:00 AM.
- ★ When analyzing data of speeding-related fatalities, by day of the week, it shows that Sunday reported the highest of fatalities for the with 31.8%, followed by Saturday with 15.9% and Friday with 14%.
- ★ Speeding-related fatalities by month: August registered the highest deaths with 13.6%, October, November and December reported 25% each of total speeding-related fatalities.
- ★ 78.5% were drivers and 21.5% motorcyclists.
- ★ 47.7% had a BAC of .08%+.
- ★ 46% alcohol impaired driving fatalities also presented a speeding factor.



PRTSC's has the vicarious responsibility of implementing strategic plans with the premise of reducing traffic fatalities in Puerto Rico. These efforts are a multi- agency task, which includes agencies such as the Puerto Rico Police Department (PRPD), Municipal Police, Automobile Accident Compensation Administration (PRAACA), Puerto Rico Department of Transportation and Public Works (PRDTOP), Puerto Rico Highway and Transportation Authority (PRHTA) and PRTSC, among others.

As part of these plans, during FYY 2023, PRTSC's Police Traffic Services Program granted funds to 30 Municipal Police Corps and the Puerto Rico Police Department (PRPD) with 19 transit units to work in high visibility enforcement and overtime patrol with the purpose of intervening with drivers in violation of Law 22, emphasizing on speeding, alcohol impaired driving, occupant protection and non-motorized enforcements. The payment of overtime hours has been an additional incentive for police officers committed to the application of law and safety maintenance on our roads.

Also, trainings conducted by PRPD, 68 trainings for 1,039 police officers, more trainings will continue for state police officers and municipal officers during 2024. Those trainings included patrol techniques, alcohol, and radar and photometer equipment, among others, they will be calendarized for the next year. In addition, PRTSC LEL's and staff conduct a Municipal Police Commissioners summit on December 2, 2022, with the participation of 30 municipalities, regarding overtime mobilizations, hours, citations, and funds to be paid with federal funds for municipal police agents.

PRPD Law Enforcement Efforts							
YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
2019	63,129	3,354	2,877	61,929	1,424	33,543	352,848
2020	58,664	1,221	1,019	34,084	546	18,831	150,002
2021	87,128	2,218	1,910	78,406	1,209	33,041	288,020
2022	210,029	3,625	2,668	212,918	1,759	91,317	287,088
2023*	133,489	5,546	4,205	92,634	1,683	41,310	223,599

\*data preliminary

Municipal Police Efforts							
YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
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

<b>2021</b>	16,862	228	190	8,112	98	7,297	33,247
<b>2022*</b>	26,746	1,265	432	8,269	128	8,269	53,565
<b>2023*</b>	19,854	98	98	6,369	219	4,118	31,883

**PERFORMANCE MEASURE**

**C-6) Reduce speeding-related fatalities by .8 percent from 84.4 (2016-2020 rolling average) to 83.6 (2019-2023 rolling average) by 2023.**

→ According to preliminary data, the five-year moving average (2019-2023) reveals an increase in speeding-related fatalities, reaching a total of 96. Despite this concerning rise, Puerto Rico is fully committed to implementing comprehensive and effective strategies to achieve a significant reduction in the subsequent years. We acknowledge the gravity of this situation and will work tirelessly to reverse this trend, prioritizing traffic safety and seeking collaboration from the community to foster positive changes in driving behavior.

**PLANNED ACTIVITY**

**23-03-78  
TRAFFIC ENFORCEMENT COORDINATOR**

The no longer Traffic Enforcement Coordinator now (**Program Services and Coordination Officer**) and the PRTSC concentrate the efforts in coordination with PRPD and Municipal Police and expertise of the Law Enforcement Liaison (LEL), to reduce speed and aggressive driving around the island. Support through safety education and informational materials, are also being provided in conjunction with enforcement. The PRTSC will continue to support enforcement projects designed to increase compliance with speed limits on all types of roadways. Various speed enforcement strategies are being used, including dedicated roving patrols and saturation enforcement details within Municipalities and regions at risk. Enforcement in high crash areas must be courage, routine day to day enforcement was used for public perception on the risk of apprehension.

The primary target of the Speed and Aggressive driving coordinator is to make sure the efficient use of all the resources to obtain better strategies to be implanting to get a reduction in fatalities for Speed and Aggressive driving behavior. LEL's has been supervising and coordinating all the mini grants for the mobilizations and purchase of equipment for Puerto Rico Police Department and Municipality Police.

Before the Speed Enforcement Mobilization, the Program Services and Coordination Officer held internal meetings with the Law Enforcement Liaisons (LEL's) to discuss all

documents and reports to be submitted. Visits before mobilization to the municipal police forces who have doubts in how to submit paperwork do to a change in the municipality police Commissioners, LELs and the coordinator give them an orientation in how things work with mobilizations.

The no longer PTS Coordinator now **(Program Services and Coordination Officer)** prepared the operational plan for the Speed Enforcement Mobilization that the PRTSC worked on with the PRPD and Municipal Polices. Also, compiled and saved all records and statistics of the speed mobilization. It made follow-up visits to the various agencies which worked on the mobilization.

Coordinated and worked with the Communications Area of the PRTSC to produce the educational material needed to convey the safety message and continue the education and enforcement of speeding and aggressive driving. Participated in meetings, webinars and training as required. In addition, he worked with the Police Traffic Services and Motorcycle Safety module for problem identification, 3HSP FFY 2024-2026 and Annual Report FFY 2022.

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### **23-03-03**

#### **LAW ENFORCEMENT LIAISON**

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

- ★ Participated in monthly meetings with PRTSC personnel to discuss work plans related to State and Municipal Police, verify applications, and offer advice regarding law and order, and problem areas.
- ★ Actively participated in meetings to improve forms and data gathering.
- ★ LEL's visited Municipal Police to offer advice related to mobilization paperwork, enforcement techniques, and requirements. Also, time sheets were intervened and evaluated.
- ★ Assist the PRTSC staff in the evaluation of all equipment acquired for State and Municipal Police.
- ★ Conducted approximately 570 field visits to different State and Municipal Police.
- ★ Participated in webinars offered by NHTSA and some other organizations including courses and webinars.

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### **23-03-XX**

#### **SPEED ENFORCEMENT MOBILIZATION STATE AND MUNICIPAL POLICE**

During 2023 we managed to carry out the Speed Enforcement Mobilization. This was carried out from February 13<sup>th</sup> to 26<sup>th</sup>, 2023 and in addition a National Speed Mobilization from July 17<sup>th</sup> to 30<sup>th</sup>, 2023. With a total of 29 Municipal Police participating, and the Traffic Bureau Police Department of Puerto Rico with the 19 transit units. In addition, for the second year they used the handheld moving radars and fixed patrol unit radars that were purchased with federal funds last year. During the mobilization in February, a total



of 23,321 speeding tickets were issued, exceeding the number of tickets issued last year by 2,847. During the mobilization in July a total of 9,584 speeding tickets were issued, that's 13,737 less than the mobilization of February.

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**23-03-19**

**EQUIPMENT AND SPEED ENFORCEMENT MOBILIZATION - TE PRPD**

Project didn't complete project proposal as required.

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**23-03-10**

**EQUIPMENT AND SPEED ENFORCEMENT MOBILIZATION - TE CAGUAS**

Project didn't complete project proposal as required.

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**23-03-00**

**SPEED AND AGGRESSIVE DRIVING MEDIA SURVEY**

During FFY 2023 the aptitude survey to measure the speed and aggressive driving was not carried out, since the media campaign was conducted during the period from February 13<sup>th</sup> to 26 2023 and July 17<sup>th</sup> to 30<sup>th</sup> 2023, in accordance with the regulation parameters for the Public Awareness Survey Recommendations of the NHTSA-GHSA Working Group 2009 the survey must be carry out 4 to 6 weeks after the end of the period, so the conduct of the survey and the report of results would not be completed on or before September 30, 2023, completion date of this project.





## FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
23-03-00	Speed, Agg, DD Survey - 0300	CST - 00	\$ 18,000.00	\$ 18,000.00	\$ -
23-03-03	LEL - 0303	CST - 00	83,000.00	74,683.61	8,316.39
23-03-03	LEL - 0303	CST - 00	72,000.00	72,000.00	-
23-03-04	TE Speed - 0304	San Juan - 098	17,619.41	14,089.51	3,529.90
23-03-04	TE Speed - 0304	San Juan - 098	9,096.75	5,815.57	3,281.18
23-03-05	TE Speed - 0305	Guaynabo - 305	21,499.97	19,900.67	1,599.30
23-03-05	TE Speed - 0305	Guaynabo - 305	17,390.15	16,443.68	946.47
23-03-06	TE Speed - 0306	Toa Baja - 154	10,540.14	10,083.15	456.99
23-03-06	TE Speed - 0306	Toa Baja - 154	9,378.46	6,774.69	2,603.77
23-03-08	TE Speed - 0308	Cidra - 135	5,822.36	5,531.93	290.43
23-03-09	TE Speed - 0309	Bayamon - 011	11,140.07	10,217.16	922.91
23-03-10	TE Speed - 0310	Caguas - 66	8,863.69	8,181.49	682.20
23-03-11	TE Speed - 0311	Vega Alta - 54	3,033.98	1,693.10	1,340.88
23-03-12	TE Speed - 0312	Isabela - 84	7,932.54	5,072.86	2,859.68
23-03-12	TE Speed - 0312	Isabela - 84	7,765.00	6,501.21	1,263.79
23-03-13	TE Speed - 0313	Morovis - 313	2,060.76	1,961.22	99.54
23-03-15	TE Speed - 0315	Aguadilla - 157	4,715.51	4,275.56	439.95
23-03-15	TE Speed - 0315	Aguadilla - 157	4,715.51	3,512.64	1,202.87
23-03-17	TE Speed - 0317	Vega Baja - 88	8,825.30	6,511.20	2,314.10
23-03-17	TE Speed - 0317	Vega Baja - 88	5,401.47	5,089.36	312.11
23-03-19	TE Speed - 0319	Policia - 10	259,946.00	101,268.44	158,677.56
23-03-26	TE Speed - 0326	Carolina - 94	13,635.99	11,979.95	1,656.04
23-03-26	TE Speed - 0326	Carolina - 94	14,919.81	12,517.08	2,402.73
23-03-31	TE Speed - 0331	Moca - 112	2,209.14	1,976.62	232.52
23-03-31	TE Speed - 0331	Moca - 112	2,364.18	2,170.39	193.79
23-03-33	TE Speed - 0333	Cataño - 145	9,008.83	4,264.59	4,744.24
23-03-39	TE Speed - 0339	Quebradillas - 104	2,010.94	883.42	1,127.52
23-03-40	TE Speed - 0340	Yauco - 105	6,302.10	6,302.10	-
23-03-40	TE Speed - 0340	Yauco - 105	4,803.67	4,084.48	719.19
23-03-42	TE Speed - 0342	San German - 628	5,597.31	2,715.36	2,881.95
23-03-42	TE Speed - 0342	San German - 628	5,597.31	2,135.50	3,461.81
23-03-45	TE Speed - 0345	Florida - 60	2,231.63	2,231.63	-
23-03-48	TE Speed - 0348	Hatillo - 115	11,659.00	11,214.91	444.09
23-03-55	TE Speed - 0355	Manati - 103	4,193.25	3,775.85	417.40
23-03-55	TE Speed - 0355	Manati - 103	7,647.22	7,438.79	208.43
23-03-60	TE Speed - 0360	Ponce - 74	10,398.89	9,286.47	1,112.42
23-03-66	TE Speed - 0366	Naranjito - 629	4,948.29	4,063.62	884.67
23-03-71	TE Speed - 0371	Humacao - 125	8,512.26	7,729.84	782.42
23-03-74	TE Speed - 0374	Barceloneta - 126	13,262.41	9,002.21	4,260.20
23-03-78	TE Coordinator - 0378	CST - 00	46,134.00	39,735.89	6,398.11
23-03-80	TE Speed - 0380	Arecibo - 116	24,589.00	21,864.76	2,724.24
23-03-84	TE Speed - 0384	Salinas - 158	4,650.73	2,191.16	2,459.57
23-03-84	TE Speed - 0384	Salinas - 158	2,386.81	2,191.16	195.65
23-03-88	TE Speed - 0388	Camuy - 388	6,790.60	4,305.41	2,485.19
23-03-94	TE Speed - 0394	Corozal - 167	4,717.46	3,598.84	1,118.62
23-03-94	TE Speed - 0394	Corozal - 167	3,493.49	2,457.21	1,036.28
23-03-95	TE Speed - 0395	Guayama - 70	5,857.54	4,955.61	901.93
<b>Total 03 - Police Traffic Services</b>			<b>\$ 816,668.93</b>	<b>\$ 582,679.90</b>	<b>\$ 233,989.03</b>

## PROGRAM AREA: PLANNING AND ADMINISTRATION

### PROBLEM STATEMENT

The governance of a government agency depends largely on the establishment of strategies that are accurate to face the challenges they currently face. It is about Planning, Organizing, Directing, and adequately controlling human, technological, and financial resources to harmonize effective management.

It is imperative to establish a plan that involves all aspects, taking into account the Government's public policy and harmonizing it with the policies, procedures, and regulations of the regulatory agencies to identify a balance point that is necessary for efficiency in administrative terms.

In addition to this, it is important to take into account the decision-making process that is always in line with the strictest practices of a healthy administration.

Since the Traffic Safety Commission was established, it has gone through different stages in its evolution and development. It has undergone changes to make it what we have today. Several years ago in Puerto Rico, by federal law, a fiscal control board was established (promise H.R.5278, S2328) which established the guidelines in relation to defining the forms and manners in which public money will be spent and also with the purpose of establishing different administrative processes that aim to help the agencies of the executive branch to be more efficient in their spending.

The fiscal control board was initially poorly viewed by citizens, but over time, that perception has changed substantially. This change in perception can be attributed to the fact that our government has been able to approve balanced budgets, lower the level of expenses, increase collections, and establish the necessary internal controls.

Initially, the Traffic Safety Commission recruited two accounting assistants. paid with federal funds. As time went by, it was determined that having a single accounting assistant was enough, and what was necessary was another type of support staff for tracking and preparing requests for funds, and payment receipts, among others. In addition, an application was established through which the requests that are filed are monitored until their disbursement, and in this way, we ensure that the projects have the necessary resources at all times for the execution of their programmatic phase.



The Puerto Rico government agencies are continually regulated and audited by the Office of Government Ethics, the Comptroller of Puerto Rico, and the Office of the General Inspector. The reports they make are corrected quickly and an alternative procedure is established so as not to repeat them. The agency remains in constant communication with the Legislative Assembly to explore new legislative initiatives to curb the incidence of crashes on the highways.

Some of the initiatives that have been implemented for effective management are the following:

- ★ PRTSC-T & A Project: This project is one in which a new time and attendance system will be established with which we will have more certainty of employees' leaves, the time in and out punches they make, the documentation of vacation, leaves, and illness, and compensatory time among others. With the completion and implementation of this project in May-June 2024, we will obtain better management of licenses, attendance, and more real employee balances, and we will also create awareness among employees of the importance of completing their time in and out punches and documentation in a short-established time.
- ★ Second phase of the renovation of the agency's office facilities: We are in the design phase of the second phase. This consists of the installation of glass in the office doors and the installation of the glass door to access the executive director's office, among others.
- ★ Implementation of the new classification and remuneration plan of the government of Puerto Rico: The purpose of this classification plan is to be able to place each employee in the correct position according to the functions they perform. A procedure was established in which the vast majority of our agency staff was reclassified to another position, which meant a salary increase. At the same time, this new plan entails the implementation of a new employee measurement and evaluation system. Through this evaluation process, employees will be able to evolve in their positions and increase their salary.

Installation of new internet: Our office internet was replaced with a 1 Mega speed internet. This is very advantageous especially when it comes to streaming and downloading documents. It was installed in the Central Offices and in the Preset Educational Park.

Migration of servers: Through an intra-agency agreement (MOU) it was agreed that the agency's servers would migrate and be under the control of the Puerto Rico Innovation and Technology Service. This will be beneficial for the agency since the maintenance of the servers will be paid for by PRITS. In addition, a backup system will be created so that in the event of a natural disaster, the servers are properly protected and replicated in a server room located in the city of Ponce, Puerto Rico.

## PERFORMANCE MEASURE

During FFY 2023, the application of the strictest measures to avoid mismanagement of public funds has continued. This has been thanks to the work of the agencies of the Government of Puerto Rico that manage and establish the internal controls of the agencies of the Government of Puerto Rico and ensure their implementation. In addition, the procedure manual of our office continues to be the guide to follow, without ruling out changes that promote agility in administrative processes and that, at the same time, result in greater efficiency.

## LEGISLATIVE TARGETS

The legislative process in Puerto Rico is a very particular one. The island's Republican system promotes broad discussion of the Legislative measures established there. The projects can come from the Executive or the Legislative side. The Traffic Safety Commission is attentive to the discussion that takes place in the House of Laws in terms of projects presented that interfere with everything related to road safety in Puerto Rico through presentations and writings establishing its position in terms of each project. It is important to emphasize that both the Governor's office, the Senate, and the House of Representatives work hand in hand with our office to be more emphatic every day in the promulgation of new laws that impose more severe penalties for drivers who do not comply with the current laws and any newly approved ones.

## PLANNED ACTIVITY

**23-04-03 & 23-04-09**

### ADMINISTER PROGRAM

All areas, both programming and administrative, converge for a final product. The monitoring, planning coordination, and communication divisions require services that are offered by the administration area for the purpose of their projects. The role of this area is the preparation of professional services contracts, the management of requests for funds and the payment to suppliers are some of the support tasks of the administrative area.

The federal funds received by the agency contribute greatly to its fiscal well-being, in terms of but not limited to salaries and fringe benefits, contracts, and purchase of materials, among others. Also, part of the responsibilities of the administrative area of our office are audits, requisition management, and collection of materials, equipment, and technology which Federal participation in P & A activities shall not exceed 50 percent of the total cost of such activities. For FFY 2023 this program will be subsidized with a split funding of sections 402PA (51%) and 154PA (49%).

**Employee training during FFY 2023:**



Training	Month	Employees
UKG Mobile Program Application	January of 2023	5
Gender Violence	March of 2023	1
Party II Program Training (various topics)	March of 2022	3
Civil Service Reform Implementation to Federal Programs	March of 2023	3
Training Module – Effective Management	December of 2022 to January of 2023	7
Mandatory Training (Law #22-2023, Law 217-2006 and Law 17-1988)	November to December of 2023	All Employees
Government Ethics Committees Training Meeting	February of 2023	2
Lives Without Fear Chat	February of 2023	All Employees
Working Woman Summit	March of 2023	2
AEELA Seminar (Orientation Coordinators)	March of 2023	1

★ **Travel Out-Side with federal funds:**

- “Transportation Research Board”, Washington, DC - January 7-12, 2023
- “Region 2 Leadership Workshop, State Highway Safety Offices”, White Plains, NY – March 16-17, 2023.
- Annual Lifesavers National Conference or Highway Safety Priorities, Seattle, Washington – April 1-5, 2023.
- Traffic Records Forum 2023, Nashville, TN – July 9-12, 2023.
- GHSA 2023 Annual Meeting, New York City, NY - August 11-17, 2023.



Executive Director visit to the GHSA 2023 Annual Meeting, New York City, NY

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**23-04-02, 23-04-07 & 23-04-12****EVALUATE HSP TASKS**

In FFY 2023, funds were allocated for the hiring of three project monitors, whose primary role was to conduct daily monitoring of operational and fiscal activities related to the projects. In addition to their monitoring duties, these monitors provided technical assistance, promoted timely bond issuance, conducted site visits, and generated follow-up reports. It is noteworthy that one of the monitors was exclusively dedicated to programs related to Impaired Driving Program. The allocated funds covered salaries, both for local and stateside training, travel expenses, as well as the procurement of necessary materials and equipment.

<b>Summary of Operational and Fiscal Activities FFY 2023</b>	<b>23-04-02</b>	<b>23-04-07</b>	<b>23-04-12</b>
<b>Worked Fund Petitions</b>	366	297	123
<b>Records Monitored</b>	42	1,040 / 60 Mobilizations	788
<b>Field Visits</b>	15	20	5
<b>Worked Quarterly Reports</b>	54	20	63
<b>Reviewed Proposals</b>	25	38	10

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**23-04-13 & 23-04-14ID****FEDERAL PROGRAM MANAGER**

The Federal Funds Development and Compliance Officer assumed her new title in June 2023 but continued to lead the Planning Division with the same functions and responsibilities she had when she was the Federal Programs Manager. Her primary objective remained ensuring compliance with federal and state regulations and guiding PRTSC's leadership and staff to achieve goals and objectives in accordance with procedures and regulations. FFY 2023 presented various challenges, both professional and related to state and federal procedures.

Traffic Safety Planning Division operated in overlapping cycles, involving closing one fiscal year, opening another, and managing daily tasks, generating a significant administrative burden. Skills such as organization, prioritization, and supervision were essential, but handling unforeseen events was also frequently required. Activities and strategies with monitors, LEL, coordinators, and collaboration with financial staff, administrators, executives, and communications demanded a significant daily time commitment. Additionally, traffic patterns, trends, and emerging issues were monitored,





maintaining strong connections with partners and stakeholders to implement countermeasures and address traffic issues.

The Federal Funds Development and Compliance Officer faced challenges in road safety by launching educational campaigns on alcohol-impaired driving, youth impaired driving, speed, and aggressive driving. All scripts and police officer representations required approval and numerous changes to ensure appropriate educational messages on traffic safety. These efforts, along with 10 overtime law enforcement campaigns, allowed PRSC to maintain its proactive focus on road safety.

Furthermore, she promoted activities and strategies from various departments, participating in visits to government officials to provide guidance on traffic safety countermeasures that would enhance the quality of life in their municipalities. She actively participated in the Strategic Highway Safety Plan Committee, Traffic Records Committee and meetings during FY 2023, and work plans, as well as the Impaired Driving Task Force. With satisfaction, she led the preparation of the 3HSP FFY24-26, executed the work plan for Public Participation & Engagement compliance with the Coordinators' team, and delivered 405 Grants and the Annual Grant Application on time, as well as the FFY 2022 Annual Report. Additionally, she reviewed quarterly reports, detailed plan changes, and over 70 project proposals for FFY 2024, providing technical assistance to PRSC projects and management. Meetings and discussions were held with PRSC's Communications and Public Relations staff.



PP&E Meeting

The Federal Funds Development and Compliance Officer participated in travel out-side, including:

- ★ Traffic Records Forum 2023, Nashville, TN – July 9-12, 2023
- ★ GHSA 2023 Annual Meeting, New York City, NY - August 11-17, 2023

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

PRSC developed a comprehensive FFY 24-26 Triennial Highway Safety Plan and submitted it on June 30, 2023. FFY 24-26 3HSP received approval from NHTSA on August 22, 2023, demonstrating compliance with the requirements of 23 CFR Part 1300. The plan encompasses strategies and countermeasures aimed at advancing our efforts to attain the projected traffic safety goals.



## FISCAL REVIEW

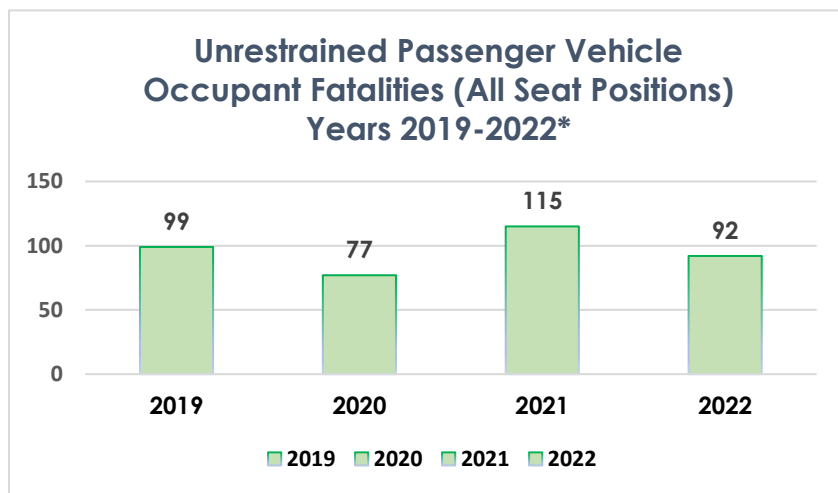
Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
23-04-02	Evaluate HSP task - 0402 Omayra	CST - 00	\$ 55,992.00	\$ 52,306.57	\$ 3,685.43
23-04-03	Administer Program - 0403	CST - 00	171,811.08	124,906.24	46,904.84
23-04-07	Evaluate HST - 0407	CST - 00	98,616.00	43,579.71	55,036.29
23-04-09	Administer Program - 0490	CST - 00	116,610.10	93,652.68	22,957.42
23-04-12	Evaluate HSP task - 0412 Luz Marrero	CST - 00	57,911.00	54,104.03	3,806.97
23-04-13	Federal Program Manager - 0413	CST - 00	75,458.00	48,866.50	26,591.50
23-04-14	Federal Program Manager - 0414	CST - 00	66,915.00	39,109.07	27,805.93
<b>Total 04 - Planning &amp; Administration</b>			<b>\$ 643,313.18</b>	<b>\$ 456,524.80</b>	<b>\$ 186,788.38</b>



**PROGRAM AREA: OCCUPANT PROTECTION**

**PROBLEM STATEMENT**

The Occupant Protection Program was designed to increase seat belt usage by educating the public about the proper use of seat belts and child restraint use, coupled with law enforcement efforts to enforce the occupant protection laws in Puerto Rico. In 2022, there were 92 unrestrained passenger vehicle fatalities. The number of unrestrained passenger fatalities in 2022 decreased compared to 2021 (115 unrestrained fatalities). However, during the fiscal year 2023 we have had a significant decrease in road fatalities due to unrestrained passenger vehicle occupant fatalities (all seat positions) with less than 67 fatalities, in October 2023.



During the FFY 2023, the PRTSC contracted a specialized firm to conduct an observational seat belt survey to determine usage rates for drivers and passengers of all seat position, using the new methodology approved by NHTSA on May 30, 2017, which includes local, primary, and secondary roads to be observed. Also, as part of the new methodology, the rural roads of the municipalities of the center of the island that were included in the sample of the study, are those not patrolled by the police because they concentrate their efforts on the high-crash roads, and these are not. It is likely that all these factors played a role in the recent numbers of the observational rate of 90.60%.

Seat Belt & Child Safety Seat Usage Rates Years 2019-2023					
	2019	2020	2021	2022	2023
<b>Seat Belt</b>	88.30%	84.75%	88.24%	91.77%	90.60%
<b>Child Safety Seat</b>	93.50%	95.10%	90.20%	90.50%	87.30%

Child restraint seat usage reached 87.3% in 2023. 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. Since improper use is a significant problem, measures to increase proper use must be continued to complement the enforcement and educational campaigns.

Our efforts were directed to continue opening fitting stations, training technicians, creating public awareness of the location of these stations, and increasing enforcement. These events became media worthy and were covered by the press; this helped maintain the proper use of child restraint seat issues in the public eye. In 2023, PRTSC conducted two (2) National CPST Certification Training Course. However, for FFY 2024 we will resume the course again.

## PERFORMANCE MEASURES

### **C-4) Reduce unrestrained passenger vehicle occupant fatalities, all seat positions .8 percent from 84.6 (2016-2020 rolling average) to 83.8 (2019-2023 rolling average) by 2023.**

→ *Regrettably, we fell short of achieving the target to reduce fatalities resulting from unrestrained passenger vehicle occupants to 83.8 within the five-year moving average. Nevertheless, in response to this challenge, we are dedicated to implementing innovative and effective strategies to attain this objective by the year 2025. Recognizing the crucial importance of proactively addressing road safety, we are resolute in taking bold measures to ensure a safer on Puerto Rico.*

### **B-1) To Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 0.26 percentage points from 88.24 percent in 2021 to 88.50 percent by 2023.**

→ *In 2023, Puerto Rico achieved and surpassed the established goal with an observed seatbelt usage of 90.60% among occupants of passenger vehicles.*



## PLANNED ACTIVITY

**23-05-43**

### PR FIRE DEPARTMENT FITTING STATIONS – FITTING STATIONS

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



### FFY2023

- ★ Orientations/Inspections in Fire Stations – **8,456**
- ★ Educational activities – **63**
- ★ Conferences - **18**
- ★ Interviews TV/Radio programs - **2**
- ★ Coordination and operation of checkup events - **14**
- ★ Participated in checkup events held by PR TSC – **11**
- ★ Participated in checkup events held by Community Programs - **19**



**23-05-27**

### INCREASE CHILD PROTECTION & EDUCATION

During FFY 2023, PR TSC conducted fourteen (14) massive Child Safety Seat Checkpoints. The result, a total of 125 safety seats were inspected and certified by Child Safety Seat Technicians from the Fire Department and Community Programs.



The National Seat Check Scheduled 2023, was in San Juan, PR. A total of 16 safety seats were inspected and certified by Child Safety Seat Technicians.

For FFY 2023, 156 child safety seats were acquired to the loan program “Préstame un asiento” for low-income families.

For this fiscal year, PRTSC conducted two (2) certification training courses for certified new technicians, twenty (20) new technician was certified in child restraint. Six (6) from the PR Fire Department (PRFD), Four (4) from different Community Programs and ten (10) from San Juan Municipality. These trainings were offered by the two certified instructors from Puerto Rico Traffic Safety Commission (PRTSC), the OP Coordinator, and the Non-Occupant Coordinator.



### 23-05-03

#### OCCUPANT RESTRAINT COORDINATOR

The OP coordinator managed projects and tasks that had to do with occupant protection and distracted driving. As well, participated in mass activities taking along the message of prevention, use of seat belts and child restraint seats, and to avoid distracted driving. In addition, the coordinator had an active participation in the planning of the two (2) seat belt mobilizations. The OP Coordinator is a Certified Instructor and recertifies and renews the licenses for tech's who expired for FFY 2023.

Also, during fiscal year 2023, she participated in the Occupant Protection emphasis area meeting of the Strategic Highway Safety Plan and received continuing education



through different annual conferences; Lifesavers Conference 2023 in Seattle, Washington and in the National Child Passenger Safety Conference Kidz in Motion, in Oklahoma City, Oklahoma. Additionally, participated in the Region 2 Leadership Workshop in White Plains, NY.



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### 23-05-29

#### OCCUPANT PROTECTION OBSERVATIONAL SURVEYS

During FFY 2023, PRTSC commissioned an independent agency to conduct an observational study related to safety belt use and the effects of educational campaigns. For this study, pre- and post- campaign observations were organized. The number of observations per segment was 100 vehicles, for a total of 6,800 observed vehicles and 8,185 occupants (6,560 drivers and 1,625 front passengers). This study concluded the overall seat belt use measure, combining drivers and passengers (once weights were applied as described in the sample design), to be an **90.60%**, with a standard error of 1.65%.

The study conducted in FFY 2023 was Observational Survey of Car Seat Use. In this study seventeen (17) counties were visited, for a total of 6,800 vehicle observations in 68 segments, 109 occupants of 0 to 8 years were observed in 40 segments (in 28 segments no occupants of 0 to 8 years were observed). All the procedures related to the estimated rate of car seat usage followed the sample design of the Puerto Rico Observational Survey Safety Belt Use, 2023. As established in that design, in the rate estimates of the car seat usage, weight was applied to each observation. For the weight criteria, the different sample units were used: counties (region to which it belongs), road segment (road type), time, road direction, total amount of lanes and vehicles (total amount of observed vehicles in relation to passing vehicles). This study concluded that **87.3%** of car seat usage is estimated, with a standard error of 6.4%.

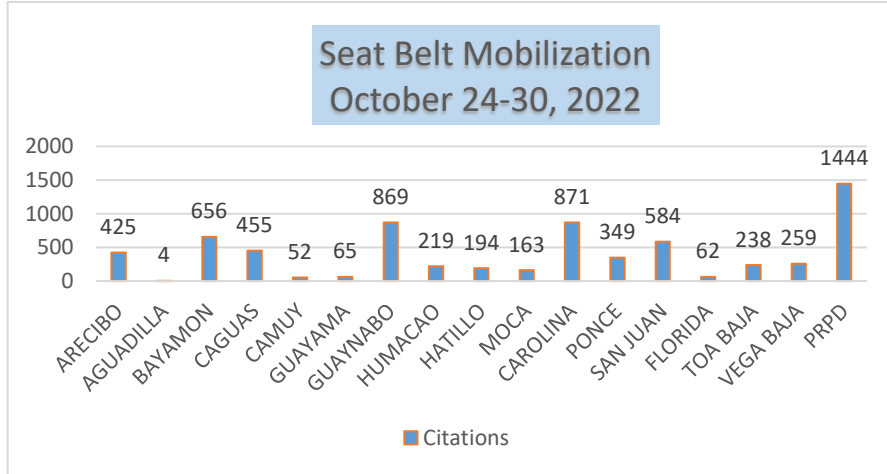
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### 23-05-XX

#### SEAT BELT ENFORCEMENT – MOBILIZATION OVERTIME

The PRTSC, as in previous years, provided overtime funding to the PRPD and the Municipal Police Corps. This mobilization was held October 24-30, 2022, during the hours of 2:00 pm to 10:00 pm, as statistics show that fatalities due to non-use of seat belts occur during this period.



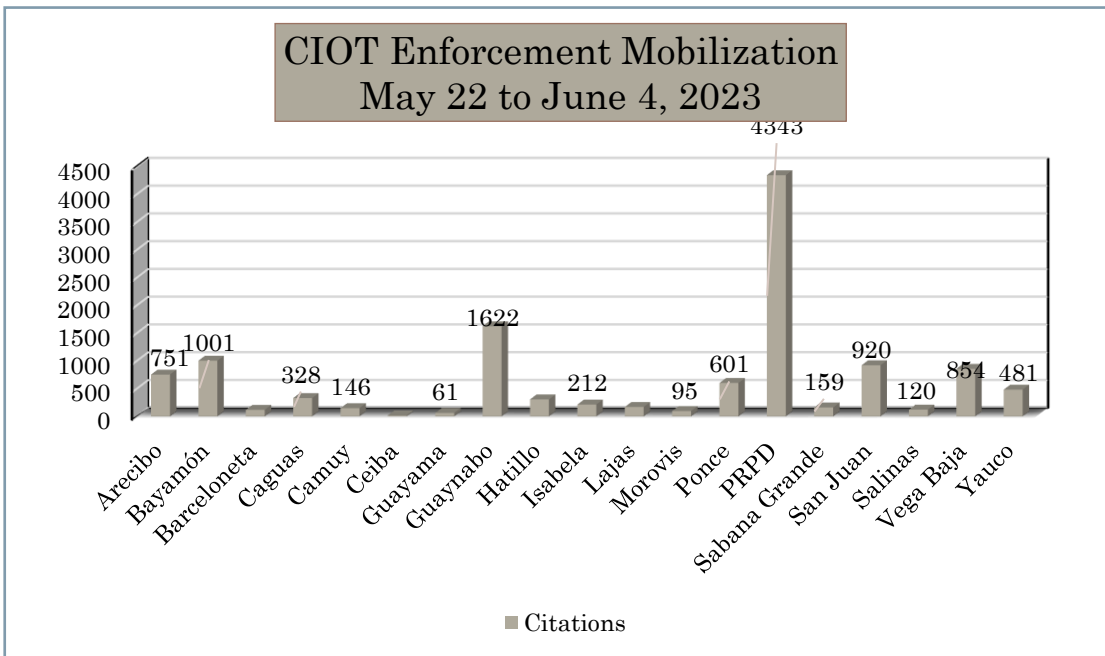


Participating Municipalities and PRPD = 17  
 Total citations (seat belt/child restraint) = 6,911

**23-05-XX**

**CIOT ENFORCEMENT – MOBILIZATION OVERTIME**

From May 22 to June 4, 2023, Click It or Ticket (CIOT) National Campaign was held. PRTSC, as in previous years, granted funds for overtime hours to the PRPD and Municipal Police Corps. This mobilization took place during the hours of 2:00 pm - 10:00 pm, since statistics show that fatalities involving non-use of seat belt occur in this period.



Participating Municipalities and PRPD = 19  
 Total citations (seat belt/child restraint) = 12,311



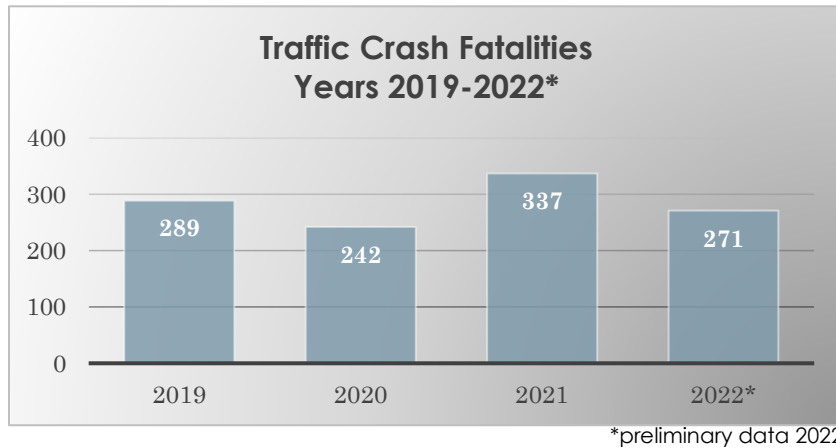
## FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
23-05-03	OP Coordinator - 0503	CST - 00	\$ 55,697.00	\$ 50,005.75	\$ 5,691.25
23-05-09	TE Seat Belt - 0509	Guaynabo - 305	54,964.33	50,509.46	4,454.87
23-05-12	TE Seat Belt - 0512	Vega Baja - 88	13,886.11	12,867.36	1,018.75
23-05-14	TE Seat Belt - 0514	Aguadilla - 157	2,357.78	104.08	2,253.70
23-05-15	TE Seat Belt - 0515	Ponce - 74	8,634.96	7,273.19	1,361.77
23-05-16	TE Seat Belt - 0516	Morovis - 313	945.08	945.08	-
23-05-17	TE Seat Belt - 0517	San Juan - 098	19,258.33	15,580.63	3,677.70
23-05-18	TE Seat Belt - 0518	Bayamon - 011	20,651.76	19,565.07	1,086.69
23-05-19	TE Seat Belt - 0519	Toa Baja - 154	4,853.61	3,284.65	1,568.96
23-05-27	Increase Child Protection and education - 0527	CST - 00	33,771.52	23,606.49	10,165.03
23-05-27	Increase Child Protection and education - 0527	CST - 00	1,486.48	-	1,486.48
23-05-29	OP Survey - 0529	CST - 00	107,366.65	107,366.65	-
23-05-29	OP Survey - 0529	CST - 00	6,633.35	6,633.35	-
23-05-43	Fitting Station - 0543	Bomberos de PR - 35	20,172.00	2,260.11	17,911.89
23-05-46	TE Moca - 0546	Moca - 112	1,487.99	1,331.59	156.40
23-05-47	TE Seat Belt - 0547	Yauco - 105	5,242.98	5,031.75	211.23
23-05-50	TE SEAT BELT - 0550	Pol. De PR - 10	146,012.92	87,006.42	59,006.50
23-05-51	TE Seat Belt - 0551	Guayama - 70	4,963.53	2,852.12	2,111.41
23-05-52	TE Seat Belt - 0552	Barceloneta - 126	2,364.18	2,112.25	251.93
23-05-53	TE Seat Belt - 0553	Hatillo - 115	8,367.00	8,030.43	336.57
23-05-54	TE Seat Belt - 0554	Caguas - 66	14,870.31	9,210.04	5,660.27
23-05-57	TE Seat Belt - 0557	Arecibo - 116	21,937.00	16,479.18	5,457.82
23-05-58	TE Seat Belt - 0558	Carolina - 94	7,843.16	7,814.64	28.52
23-05-61	TE Seat Belt - 0561	Camuy - 388	5,756.82	3,489.72	2,267.10
23-05-62	TE Seat Belt - 0562	Ceiba - 109	2,371.68	305.44	2,066.24
23-05-67	TE Seat Belt - 0567	Florida - 60	1,471.11	1,107.86	363.25
23-05-69	TE Seat Belt - 0569	Isabela - 84	6,375.75	4,279.57	2,096.18
23-05-74	TE Seat Belt - 0574	Salinas - 158	2,424.74	2,191.16	233.58
23-05-79	TE Seat Belt - 0579	Humacao - 125	4,787.94	2,925.60	1,862.34
23-05-81	TE Seat Belt - 0581	Lajas - 141	3,911.10	2,573.13	1,337.97
23-05-82	TE Seat Belt - 0582	Sabana Grande - 131	3,277.16	2,114.74	1,162.42
<b>Total 05 - Occupant Protection</b>			<b>\$ 594,144.33</b>	<b>\$ 458,857.51</b>	<b>\$ 135,286.82</b>

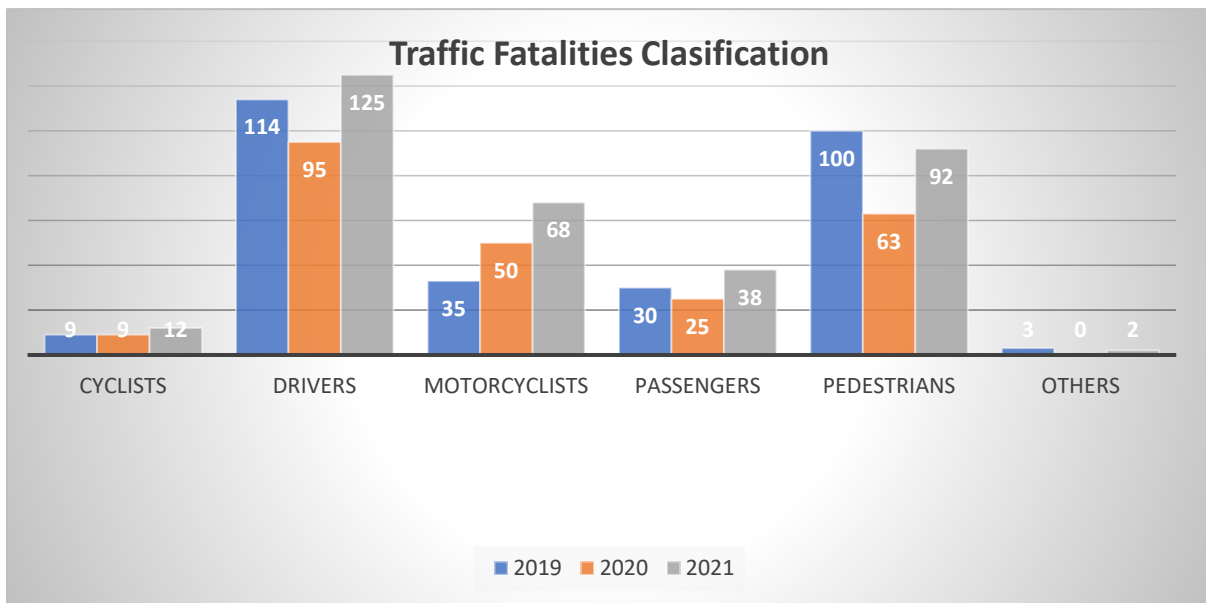
**PROGRAM AREA: COMMUNITY TRAFFIC SAFETY PROGRAM**

**PROBLEM STATEMENT**

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

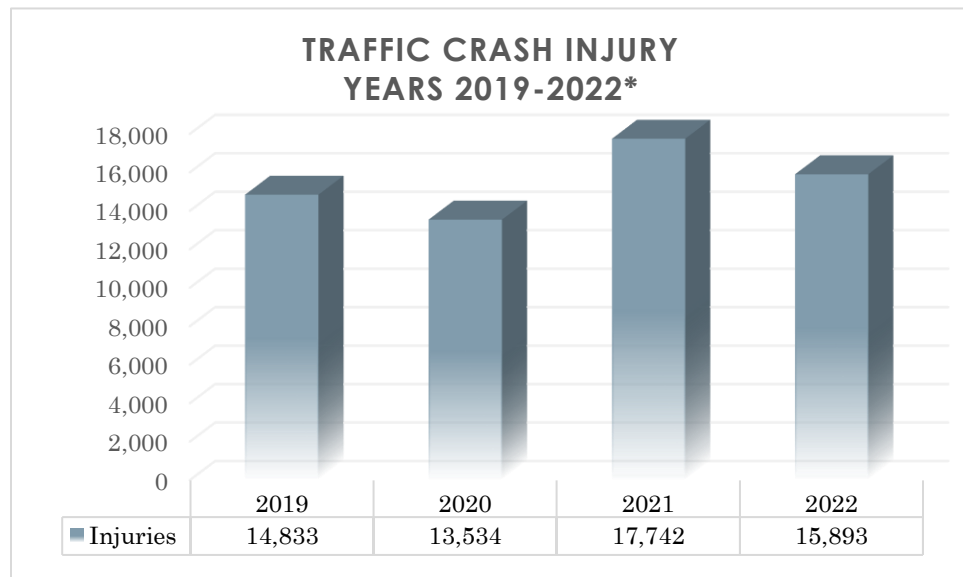


The fatality data provided by FARS (PRTSC) for the years 2019, 2020 and 2021 was 868 fatalities. During the previous years there was a decrease in fatalities, however in the year 2021 there was a significant increase compared to 2020 showing an increase of 95 fatalities, for an increase of 39% compared to 2020. According to preliminary data for 2022 we had a reduction of 66 fatalities compared to 2021.



During 2019 to 2021, 334 driver fatalities were registered, which is the classification with the highest number of fatalities, followed closely by pedestrians who have the second position for the highest fatalities with 255 fatalities during this period. Continuing with motorcyclists with 153 fatalities, passengers with 93 fatalities, cyclists with 30 and 5 more fatalities related to traffic crashes that are not classified.

- ★ Pedestrian fatalities are alarming, as they have 29% of total fatalities during 2019 to 2021 with 255 fatalities registered.
- ★ During the period 2019 to 2021 36% of the total fatalities, indicate blood alcohol content, that equates to 313 fatalities however, 58 or 18.5% of those, fatalities, were below the alcohol limit set by the state for not being legally drunk.
- ★ During the period 2019 to 2021, passengers reflected 10% of the total fatalities on public roads.
- ★ During this three-year period, it is reflected that 32% of all fatalities are involved in the Speed factor.



\*preliminary data 2022

Crash data for injuries provided by Road Safety Observatory for the years 2019, 2020 and 2021. This graph shows the crashes for injuries reported in 2019, 2020 and 2021, and this last report was a total of 17,742 injured. Compared to the 2020 results, it reported a 43% increase, and compared to the 2022 results, it reported a decrease of 1,849 injuries.

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

As in other states, Community Programs coordinates educational efforts with law enforcement, recruits community leaders, provides traffic safety lectures to schools, industry, community

civic and other groups. Prepare and distribute educational materials and actively participate in activities organized by the PRISC. CSTP's have demonstrated they play a key role when the time comes to mobilize police and other resources to participate in national "campaigns" and "crackdowns".

CTSP's work very closely with the PRISC, they meet quarterly as a group to argue, analyze and receive information from the PRISC on upcoming campaigns, activities and plans and report progress. The CTSP directors also coordinate training for municipal police, child restraint inspections and other activities that involve the PRISC and other CTSPs. All activities will be established and coordinated through the identification of problem areas by each individual program through data analysis of fatalities and fatal and injuries crashes.

The PRISC has established CTSP in over seventy-two (72) municipalities throughout the island, with nine (9) community programs. The projection for fiscal year 2024 is to continue collaboration with nine (9) community programs that directly serve 72 municipalities, which altogether comprise 93.9% of island's population.

## PERFORMANCE MEASURES

### **C-1) Maintain total traffic fatalities to 284.8 by 2023.**

→ *The initial target was to maintain fatalities at 284.8, in accordance with the five-year moving average (2019-2023); however, unfortunately, we experienced an increase to 288 fatalities in the moving average. In response to this challenge, Puerto Rico is committed to adjusting its strategies for the year 2025 with the aim of reversing this upward trend, implementing effective and proactive measures to reduce fatalities and ensure the fulfillment of our targets in road safety.*

### **C-2) Maintain serious injuries in traffic crashes to 554.6 by 2023.**

→ *According to provisional data, the five-year moving average of serious injuries in traffic crashes in Puerto Rico for the period 2019-2023 stands at 542. While we acknowledge that we are approaching this figure, we are aware that, upon completion of the total data registration of serious injuries in traffic crashes, we may not meet the established target. However, this reality does not discourage us; on the contrary, it motivates Puerto Rico to intensify its efforts to reduce the number of serious injuries in traffic crashes. We are committed to adjusting our strategies for the year 2025, implementing effective and sustainable measures that will enable us to overcome this challenge and ensure traffic safety in Puerto Rico.*



**C-4) Reduce unrestrained passenger vehicle occupant fatalities, all seat positions .8 percent from 84.6 (2016-2020 rolling average) to 83.8 (2019–2023 rolling average) by 2023.**

→ Regrettably, we fell short of achieving the target to reduce fatalities resulting from unrestrained passenger vehicle occupants to 83.8 within the five-year moving average. Nevertheless, in response to this challenge, we are dedicated to implementing innovative and effective strategies to attain this objective by the year 2025. Recognizing the crucial importance of proactively addressing road safety, we are resolute in taking bold measures to ensure a safer on Puerto Rico.

**C-5) Reduce alcohol impaired driving fatalities by 2.9 percent from 95.4 (2016-2020 rolling average) to 92.5 (2019-2023 rolling average) by 2023.**

→ The average figure shows significant progress towards the established goal of 92.5 in the five-year moving average (2019-2023). We are encouraged by this advancement and are committed to reaching the set target for alcohol-impaired driving fatalities. Furthermore, we reaffirm our determination to continue implementing effective measures to further reduce fatalities, thus solidifying our commitment to long-term traffic safety.

**C-6) Reduce speeding-related fatalities by .8 percent from 84.4 (2016-2020 rolling average) to 83.6 (2019-2023 rolling average) by 2023.**

→ According to preliminary data, the five-year moving average (2019-2023) reveals an increase in speeding-related fatalities, reaching a total of 96. Despite this concerning rise, Puerto Rico is fully committed to implementing comprehensive and effective strategies to achieve a significant reduction in the subsequent years. We acknowledge the gravity of this situation and will work tirelessly to reverse this trend, prioritizing traffic safety and seeking collaboration of the community to foster positive changes in driving behavior.

**C-7) Reduce motorcyclist fatalities by .4 percent from 40.2 (2016-2020 rolling average) to 39.8 (2019-2023 rolling average) by 2023.**

→ According to preliminary data, the five-year moving average (2019-2023) shows an increase in motorcycle fatalities, reaching a total of 55 deaths on average. While it is concerning that we have experienced a rise in motorcycle deaths in recent years, Puerto Rico is firmly committed to developing comprehensive and targeted strategies to achieve a significant reduction by the year 2025. We recognize the urgency of addressing this issue and will tirelessly work on implementing innovative measures to promote motorcycle safety, relying on active collaboration from the community to achieve this crucial target.

**C-8) Reduce unhelmeted motorcyclist fatalities by .2 percent from 24.8 (2016-2020 rolling average) to 24.6 (2019-2023 rolling average) by 2023.**

→ According to preliminary data, the five-year moving average (2019-2023) reveals an increase in unhelmeted motorcyclist fatalities, totaling an average of 29 deaths. This specific rise underscores the urgent need to develop comprehensive and specific strategies to achieve a significant reduction in these fatalities by the year 2025. The safety of motorcyclists is a priority for Puerto Rico.

**C-10) Reduce pedestrian fatalities by 1.9 percent from 93.2 (2016-2020 rolling average) to 91.3 (2019-2023 rolling average) by 2023.**

→ According to preliminary data, the five-year moving average (2019-2023) reveals a total of 82 pedestrian fatalities on average, demonstrating that we have achieved our target for the fiscal year 2023. This accomplishment is encouraging and reflects our ongoing efforts to improve road safety. However, we recognize the need to maintain a consistent focus and redouble our efforts to further reduce pedestrian fatalities. We will continue to work tirelessly by implementing effective measures and innovative strategies to ensure a safer environment on our roads.

**C-11) Reduce bicyclist fatalities by .2 percent from 9.2 (2016-2020 rolling average) to 9.0 (2019 – 2023 rolling average) by 2023.**

→ Although Puerto Rico did not achieve its goal of reducing cyclist fatalities for the year 2023, it is committed to working diligently to significantly decrease bicyclist deaths by the year 2025. Recognizing the importance of improving road safety for this community, specific strategies and effective measures will be implemented to address this challenge and ensure a safer environment for bicyclists on the roads.

**C-12) Reduce youth alcohol impaired driving fatalities by 5 percent from 18.8 (2016-2020 rolling average) to 17.8 (2019-2023 rolling average) by 2023.** 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%.

→ According to preliminary data, the five-year moving average (2019-2023) reveals a total of 14.6 youth alcohol impaired driving fatalities pedestrian fatalities on average, demonstrating that we have achieved our target for the fiscal year 2023.

**C-13) Increase drug-impaired driving test conducted 100.00 percent from 0 in 2022 to 100 by 2023.**

→ This compliance goal for the year 2023 was not achieved. Delays in implementing the SFST and drug detection program, caused by necessary





*modifications to laws and regulations, along with the lack of funds, have hindered the effective execution of the project. It is crucial to address these barriers urgently to ensure ongoing progress and the effectiveness of the project, as well as to achieve compliance with our goal for the year 2025.*

**B-1) To Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 0.26 percentage points from 88.24 percent in 2021 to 88.50 percent by 2023.**

→ *In 2023, Puerto Rico achieved and surpassed the established goal with an observed seatbelt usage of 90.60% among occupants of passenger vehicles.*

**B-2) To maintain the percentage of people that reported making cell phone calls while driving from 43.00 percent in 2021 to 43.00 percent by 2023.**

→ *During FFY 2023, the Distracted Driving Attitude Survey revealed that 38.9% of individuals reported using their cell phones while driving. The PRTSC has successfully met the target for the year 2023.*

## PLANNED ACTIVITY

### 23-06-XX

#### COMMUNITY TRAFFIC SAFETY PROGRAMS

The Community Traffic Safety Programs (CTSP) continued its public education efforts to raise awareness about safety on the roads, where crashes often occur causing injuries and in some cases fatalities. During this 2019 - 2021 period we averaged 289 fatalities and more than 15,370 injuries on our roadways. The CTSP works with projects managed by municipalities. The CTSPs identify safety problems on the roads in their regions, to attack the problem by educating citizens on road safety through PRTSC programs.

These programs carry out different activities of interest to citizens in order to educate them about safety on our public roads, including: the consequences of drink driving, alcohol in young people, the importance of using seat belts and child safety seats, distracted driving, speeding, pedestrian safety, the charter of cyclists' rights and drivers' obligations, the safety of drunk motorists and motorcyclists, among other road safety issues.

In addition, CTSPs reach segments of our population that were not reached before. Community participation at the municipal level has been very important. Our programs' commitment to citizenship with road safety education, community programs continue to support and work simultaneously to create new strategies that can generate new attitudes in the population.





The nine community programs and the PESET (Road Safety Education Park) form an integral part of our efforts to educate the population and provide technical advice on all issues related to the PRTSC's safety programs. These programs are:

Barceloneta, Cataño, Ceiba, Guaynabo, Guayama, Isabela, Naranjito, Sabana Grande, San German and the PESET. In addition, all of these programs serve as Child Safety Seat Inspection Centers, with 14 certified child safety seat technicians providing service during FFY 2023. Also, PESET staff and community programs provided support in road safety activities such as: Child Seat Checkpoints, Safety Fairs, Educational Impacts, Trainings and Educational Talks. CTSPs have been instrumental in contributing to the ongoing educational effort to reduce traffic crashes, fatalities, injuries and property damage.



**23-06-15  
BARCELONETA COMMUNITY PROGRAM**

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
64	64	64	64	P- 64 C- 64	64	64
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
122	8	22	38	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
4,578	6,245	19,282	19,282	Pedestrians: 4,155 Cyclist: 2,755	1,965	19,282

**Total of people impacted**

Directly: **54,595**

Indirectly: **163,785**

View on social networks) **416,744**

**23-06-46**

**CATAÑO COMMUNITY PROGRAM**

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
104	104	104	104	110	104	104
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
282	3	22	24	n/a	n/a	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
2,748	3,048	3,439	4,504	3,245	3,470	2,151

**Total of people impacted**

Directly: **36,024**

Indirectly: **108,072**

**23-06-47**

**CEIBA COMMUNITY PROGRAM**

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
46	46	46	46	51	47	46
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
9	14	91	25	2	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
4,371	5,909	3,619	6,706	14,439	7,781	4,830

**Total of people impacted**

Directly: **24,288**

Indirectly: **72,864**

Post Facebook: **87**

23-06-11

**GUAYAMA COMMUNITY PROGRAM**

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
29	29	29	29	P:29 C:29	29	29
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
			23	10	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
5,000	4,000	5,000	5,000	P:5,657 C: 5,000	5,000	5,000

**Total of people impacted**

Directly: 33,302

Indirectly: 99,906

23-06-52

**GUAYNABO COMMUNITY PROGRAM**

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
23	34	14	15	P30 / C23	14	14
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
61	2	36	9	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
4,050	1,775	2,356	5,926	P 8,065 C 2,393	2,836	2,866

**Total of people impacted**

Directly: **30,267**

Indirectly: **90,801**



23-06-21

**ISABELA COMMUNITY PROGRAM**

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
40	41	40	41	43	40	40
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
92	8	5	31	1	2	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
5,625	5,679	6,000	8,825	10,912	7,475	5,925

**Total of people impacted**

Directly: **64,710**

Indirectly: **194,130**

Facebook page: (**41,917** view on social networks)

23-06-29

**NARANJITO COMMUNITY PROGRAM**

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
33	33	33	33	37	33	33
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
150	4	0	27	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
6,347	3,747	6,247	6,447	P – 7,489 C -3,287	7,172	6,347

**Total of people impacted**

Directly: **40,254**

Indirectly: **120,762**

View on social network, FB: **87,212**

23-06-22

**SABANA GRANDE COMMUNITY PROGRAM**

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
24	24	24	24	P= 26 C= 24	24	24
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
56	4	10	26	4	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
7,614	7,864	7,714	12,214	P= 8,490 C= 7,287	8,114	8,214

**Total of people impacted**

Directly: **118,254**

Indirectly: **353,762**

Post Facebook: **96** publications (**43,952** view on social networks)

23-06-28

**SAN GERMÁN COMMUNITY PROGRAM**

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
54	51	39	45	P50 C44	37	39
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
67	3	10	70	8	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
13,265	10,316	20,052	31,283	p. 17,453 c. 20,863	18,769	13,802

**Total of people impacted**

Directly: **40,126**

Indirectly: **179,493**

(Indirectly Include) Radio Programs "audience" **40,000**



**23-06-50**

**TRAFFIC SAFETY EDUCATION PARK**

The Traffic Safety Education Park (PESET), located in the municipality of Arecibo, continues with its educational approach on all topics related to road safety. In a controlled environment, participants are educated in the phase of drivers, pedestrians and cyclists.

For Fiscal Year 2023 we offered our services to 458 institutions out of these: 104 were Public Schools, 140 Private Schools, 0 Head Start Centers and 164 Independents Groups, 50 Summer Camps.

Visitors	FFY 2020	FFY 2021	FFY 2022	FFY 2023
	4,876	2,746	3,948	4,665

	FFY 2021	FFY 2022	FFY 2023
Highway Safety Educational Talks offered at PESET	87	168	459
Highway Safety Educational Talks Outside of the Park	38	48	2

CESCO workshop	FFY 2022	FFY 2023
	90	381

Law 22, Art. 3.06 (h) "The use and abuse of controlled substances, alcoholism and its effects on driving".

Law 22, Art. 3.06 (h) "The use and abuse of controlled substances, alcoholism and its effects on driving".

Since July 2019 this course is compulsory for all candidates who wish to take their license for the first time, all persons who wish to change their driver's license category and all persons who wish to make a "Reciprocity" (Exchange U.S. license for P.R. license).

Since the Government of Puerto Rico put into effect on an island-wide basis in all CESCO to offer this course to all the above-mentioned candidates. In PESET it has been offered in conjunction with the regional CESCO of Arecibo, since the authorization to offer this course is of the CESCO and Peset through a collaborative agreement offers it in the facilities in a face-to-face manner.



**23-06-31**

**COMMUNITY TRAFFIC SAFETY PROGRAMS COORDINATOR**

During FFY 2023 the Community Programs Coordinator conducted meetings, project visits, visits in different activities such as: protective seating inspections, educational talks, educational impacts and safety fairs, to monitor programmatic compliance through ongoing operational and administrative oversight of the 9-community program, 2 media projects and the PESET park.

Among the tasks performed during fiscal year 2023:

The CTSP conducted observational surveys on both seat belt usage and distraction at two intersections with the highest vehicle flow in each of the municipalities where they operate. The goal was to meet with the municipal police and provide information about the most problematic locations. This would enable the police to implement law enforcement measures to minimize collisions, injuries, and fatalities in their respective



- ★ 13 formal meetings were held.
- ★ 4 virtual ones to help keep project performance at the highest level.
- ★ Delivered 1 road safety course & training on how to project yourself when giving presentations.
- ★ 1 monitoring and follow-up visits were conducted.
- ★ 12 changes were made to the approved proposals.
- ★ 44 quarterly reports, 2 semiannual and 12 annual reports were evaluated.
- ★ 14 proposals were evaluated.

For FFY 2023 in the months of April and September conducted 2 trainings for new child restraint technicians. Participated in child restraint checkpoint activities in conjunction with some of the Community Programs during FFY 2023 for a total of 877 child restraint inspections conducted at events and in the office. The Community Program Coordinator conducted 17 formal meetings with Community Programs, including PESET. Participated in various road safety education activities.

The Community Program Coordinator conducted 13 formal meetings with the Community Programs, including PESET. Participated in various road safety education activities.



## FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
23-06-11	CP Guayama - 0611	mun guayama - 70	\$ 96,716.08	\$ 57,590.45	\$ 39,125.63
23-06-15	CP Barceloneta - 0615	mun barceloneta - 12	67,301.00	65,711.34	1,589.66
23-06-21	CP Isabela - 0621	mun isabela - 84	87,080.20	54,726.14	32,354.06
23-06-22	CP Sabana Grande - 0622	mun s grande - 131	69,530.00	66,805.96	2,724.04
23-06-28	CP San German - 0628	San German - 628	71,254.00	65,647.02	5,606.98
23-06-29	CP Naranjito - 0629	Naranjito - 629	66,594.00	64,993.64	1,600.36
23-06-31	CP Coordinator - 0631	CST - 00	47,067.00	38,276.46	8,790.54
23-06-46	CP Cataño - 0646	Cataño - 145	99,546.95	64,216.14	35,330.81
23-06-47	CP Ceiba - 0647	Ceiba - 109	69,401.41	47,297.49	22,103.92
23-06-50	PESET - 0650	CST - 00	256,960.00	188,562.85	68,397.15
23-06-52	CP Guaynabo - 0652	Guaynabo - 305	100,392.20	64,490.24	35,901.96
<b>Total 06 - Community Traffic Safety Programs</b>			<b>\$ 1,031,842.84</b>	<b>\$ 778,317.73</b>	<b>\$ 253,525.11</b>



## PROGRAM AREA: TRAFFIC RECORDS

### PROBLEM STATEMENT

Data allows us not only to understand what is happening in the present, but also by having accurate and updated information, we can predict and measure the performance of the decisions made. Traffic Crash Data is the focal point and an essential tool used in the identification of highway safety problems. Timely, accuracy, accessibility and analysis are very important to develop, implement and evaluate the countermeasures that will reduce roadway injuries and fatalities. There are many uses for this data, for example: law enforcement uses data for strategic deployment of enforcement units; engineers use data to identify roadway hazards; judges use data as an aid in sentencing; prosecutors use data to determine appropriate charges to levy against drivers in violation of traffic laws and ordinances.

TOTAL TRAFFIC CRASHES AND FATALITIES YEARS 2019-2021				
Year	2019	2020	2021	Total 3-Years
Crashes	135,167	125,866	158,284	419,317
Fatalities	289	242	337	868

According to the Fatality Analysis Reporting System, FARS, Puerto Rico reported 868 traffic fatalities from years 2019 to 2021 and approximately 419,317 traffic crashes according to databases PR SAFETY and Puerto Rico Road Safety Observatory. In some categories such as alcohol impaired driving fatalities and pedestrian fatalities our jurisdiction

is a high range one. These data present the magnitude of the traffic safety problem similar to other states.

As in the nation, data and its quality have been a challenging process. Although technology has been advancing very fast for the last 20 years, people and agencies haven't been as fast. In Puerto Rico one of the biggest challenges for the traffic records program has been accessing crash data, current and accurate.

The management approach of highway safety program development embraces the concept of countermeasures implementation directed at specific problems identified through analytical processes. Currently, all PRTRCC members agree that the Crash System is the most important system among the six basic traffic system records.

In compliance with the recommendations made during the 2022 Traffic Registry Evaluation, the PRTRCC has achieved the approval of a digital Crash Report to be used by the Puerto Rico Police Bureau. Currently, 95% of the agents assigned to the Highway Patrol Bureau have been trained in the use of the new digital report.

Below are all (14) recommendations from Puerto Rico's most recent NHTSA-led Traffic Records Assessment conducted in FFY2022 with a report date of June 10, 2022.

### Crash Recommendations



- Improve the description and contents of the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

### **Vehicle Recommendations**

- Improve the applicable guidelines for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

### **Driver Recommendations**

- Improve the applicable guidelines for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

### **Roadway Recommendations**

- Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the procedures/ process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

### **Citation and Adjudication Recommendations**

- Improve the data quality control program for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the interfaces with the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

### **Core System: Injury Surveillance**

- Improve the applicable guidelines for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data dictionary for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

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

Traffic Records Program has adopted SHSP goals; however, in order to be specific as HSP requires, program goals are more detailed than the SHSP's.

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## STRATEGIES

Maximize the scope of the six (6) traffic data systems (integration, interface, and storage).

- ★ Support the implementation of PPR-621.4.
- ★ Improve the processes to obtain notification of the results of the Blood. Alcohol Content (BAC).
- ★ Improve the capacities and processes to identify repeat drivers for cases of alcohol.
- ★ Improve the capacities and processes to identify repeat drivers due to negligence.
- ★ Promote the collection of traffic data (ADDT).
- ★ Support activities to achieve the MIRE Action Plan.
- ★ Improve communication among the agencies that make up the TRCC committee.
- ★ Implement de TR assessment recommendations.

## PERFORMANCE MEASURES

**B-3) Increase of crash records with no missing critical data elements (Crash, Fatal and Non-Motorist) in the CARE database by 0.5 percentage points from 90.00 percent in 2021 to 90.5 percent by 2023.**

→ *PRTSC met the 2021 target, we collected 91% of the digital data from the Police Crash Report for calendar year 2023.*

**B-4) Increase of Validation criminal records of impaired driver in the PR-CJIS/RCI database by 3.00 percentage points from 47.00 percent in 2021 to 50.00 percent by the end fiscal year 2023.**

→ *PRTSC met the 2023 target, we validated 50% of criminal record of impaired driver in the PR-CJIS/RCI database.*

## PLANNED ACTIVITY

Funds will be used to implement projects under Section 405 (c) "Traffic Safety Information System Improvement Grant Program" which were evaluated and approved by the TR members.



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**23-07-01**

**TRAFFIC RECORDS COORDINATOR**

During FFY 2023, the TR coordinator worked alongside TRCC members to complete an action plan to carry out the Traffic Record Evaluation Recommendations. Funds were provided to continue representing the interests of the PRTSC in modernizing traffic data gathering and sharing. Agencies and stakeholders within the traffic safety community came together to discuss their data. Meetings were held with the TRCC, the Directors of the different projects approved under the PRTRCC and the different subcommittees that make up the PRTRCC. Data was collected to update the Strategic Plan and prepare the Traffic Records module for the HSP 2024 and 405c grants.



49<sup>th</sup> Annual Traffic Records Forum

Program Coordinator, Federal Program Manager (now Federal Funds Development and Compliance Official) and Executive Director participated in the 49th Annual Traffic Records Forum, July 9-12, 2023, celebrate in Nashville, TN. As always, the forum represents a learning experience of other states that have implemented validation rules in the digital Crash Report.

**Completed Tasks:**

- ★ A total of 4 meetings were held with members of the PRTRCC to review and evaluate new technologies to keep the highway safety data. In addition, to evaluate and approve new proposals.
- ★ A total of 12 meetings with PRTRCC subcommittees.
- ★ A total of 2 meetings with IT Consultant.
- ★ A total of 28 meetings with the Project's Coordinators to supervise the projected tasks.
- ★ Strategic Plan, Charter and Membership were updated.
- ★ A Progress Report to qualify for the 405(c) Grant Fund was prepared and submitted.
- ★ Evaluation of 10 project proposals.
- ★ Approximately 5 changes to Project's Detailed Plans.
- ★ Twenty-two project reimbursement claims.
- ★ Eight project visits.
- ★ Approximately 185 technical assistances provided (email and phone).

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**23-07-13**

**SAFETY/CARE SYSTEM TO PUERTO RICO CRASH DATA 9**

Financial resources were allocated via a project to revamp and update the crash database tool known as the Puerto Rico Road Observatory. This tool was designed to align with the latest PRPD crash report. Noteworthy accomplishments of the project included the creation and launch of a unified Police Crash Report search tool, the



development and execution of protocols for importing daily Police Crash Report data, its thorough review and standardization, and seamless integration into the Police Crash Report dataset. Additionally, the project entailed the design and initial implementation of interactive dashboards.

### **Completed Tasks:**

- ★ It was Implemented 100% of a quarterly quality report that identifies critical missing and invalid data and is distributed among Police units.
- ★ Directly Collaborate with the Police Transit Division to achieve at least 30% accurate data on globalization and alcohol test.
- ★ Resolve at least 90% of problems encountered in the use of the PCR geolocation tool.
- ★ Deploy and provide 100% access to data entry tool to Toxicology Laboratory of the PRDOH.
- ★ Integrated 80% of four new datasets.
- ★ Modify the data dashboard to satisfy at least 60% of the modification requested submitted by registered users.
- ★ Integration of 90% of FARS data to database.
- ★ At least four workshops and Trainings in the use of the portal.
- ★ Deploy and provide 100% access to PCRs.
- ★ Develop and deploy a prototype tool to identify high crash locations on 90%.
- ★ A data request system schema was designed.
- ★ Design of the digital form for Observatory access.
- ★ Work was carried out on the development of a weather module to identify precipitation in crashes and on the roads.
- ★ A simplified infographic-style report was designed to assist municipalities in their statistical analyses.
- ★ Improvements were made to the alert system.
- ★ Dashboards were optimized.
- ★ Duplicates were removed.

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**23-07-10**

### **ANALYSIS AND COLLECTION OF TRAFFIC CRASHES 2019**

In June 2019, the Puerto Rico Police Department (PRPD) fully implemented the Digital Crash Report. However, after its implementation we have faced problems to geolocate the crashes automatically. This is because in some crash reports the address provided is incorrect and we must read the narrative 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 FFY 2023, Project contracted 6 employees to work decoding and entering crash data. Project operates within the Accident Analyses Office of the Department of Transportation and Public Works. To continue geolocating crashes in 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 task:

- ★ Search the report using the tool "Complaint Finder".
- ★ Read the Crash Report
- ★ Search Google Maps for the address provided in the Report
- ★ Use the geolocate tool in the Road Safety Observatory
- ★ Provide the coordinates of the crash

Project received all Crash Reports (PPR-621.4) from PRPD and used have had to use 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 see the route of the State Roads. Currently, we have little data on local roads to make important decisions about them.

### **Completed Tasks:**

For Fiscal Year 2022-2023, the following was observed:

- ★ A goal of 182,000 geolocated cases was established.
- ★ 192,526 cases were geolocated.
- ★ The established goal of geolocated cases was exceeded by 10,526 cases.
- ★ The goal of geolocated cases was exceeded by 6%.

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### **23-07-16**

#### **TRAFFIC RECORDS IT CONSULTANT**

FY 2023 the consultant provided expert support and technical advisory to establish a work plan in which you can work with the recommendations of the Traffic Records Assessment.

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### **23-07-17**

#### **STRENGTHENING THE PROSECUTOR'S CASE MANAGEMENT SYSTEM**

For FFY 2023, project "Strengthening the Prosecutor's Case Management System" aimed to strengthen the handling and management of driving under the influence (DUI) cases, the RCI system of the Department of Justice of Puerto Rico and the Criminal Justice Information System (SIJC-PR). Both are connected through the intranet to share data related to people's criminal records. To control the quality of these records, Project proposed for FFY 2023:

- Update and validate 7,274 criminal records, prioritizing the cases of the Impaired Driving Prosecution Unit and all alcohol and traffic related cases. From October 1<sup>st</sup>, 2022, to September 30<sup>th</sup>, 2023, they have managed to update a total of 9,303 records, surpassing their goal.
- Strengthen the Integrated Criminal Registry (RCI) OF THE Criminal Justice Information System by updating and validating 2,652 criminal records of the cases

of the Drunk Driving Processing Unit. From October 1st, 2022, to September 30th, 2023, they have managed to update a total of 9,303 records, surpassing their goal. They developed a statistical module on drunk drivers.

## FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
23-07-01	Traffic Records Coordinator - 0701	CST - 00	\$ 63,604.00	\$ 47,979.77	\$ 15,624.23
23-07-10	Analysis and Data Collection - 0710	DTOP - 12	132,323.51	129,842.27	2,481.24
23-07-10	Analysis and Data Collection - 0710	DTOP - 12	21,761.24	17,266.92	4,494.32
23-07-13	System to PR Crash Data Tool - 0713	UPR Rio Piedras - 24	37,040.55	37,040.55	-
23-07-13	Observatorio de Seg Vial de PR - 0713	CST - 00	449,684.71	449,684.71	-
23-07-13	Observatorio de Seg Vial de PR - 0713	CST - 00	34,328.64	20,233.64	14,095.00
23-07-16	TR IT Consultant - 0716	CST - 00	30,000.00	552.50	29,447.50
23-07-17	Strengthening Prosecutors Case Management System - 0717	Depto Justicia - 16	115,110.00	96,361.98	18,748.02
23-07-18	SUMAC Criminal Case Automatization -0718	Adm. Tribunales	27,222.41	-	27,222.41
23-07-18	SUMAC- Criminal Case Automatization -0718	Adm. Tribunales- 20	253,129.60	-	253,129.60
23-07-18	SUMAC- Criminal Case Automatization -0718	Adm. Tribunales- 20	32,989.43	-	32,989.43
<b>Total 07 - Traffic Records</b>			<b>\$ 1,197,194.09</b>	<b>\$ 798,962.34</b>	<b>\$ 398,231.75</b>



**PROGRAM AREA: NON-MOTORIZED (PEDESTRIAN AND BICYCLIST)**

**PROBLEM STATEMENT**

During the period from 2019 to 2021, Puerto Rico reported 868 traffic fatalities. These alarming figures show us that 255 or 29% were pedestrians who lost their lives on our roads. An analysis of the profile of pedestrian deaths for this same period (2019-2021) indicates that:

- ★ 59.6% of all pedestrian fatalities were among the age group of more than 50+.
- ★ 80% of pedestrian fatalities were men and the 20% were women.
- ★ 47.8% of pedestrian fatalities occurred between 6:00 pm and 11:59 pm.
- ★ Weekend days: Wednesday, Friday and Saturday represent the majority of Pedestrian fatalities comprising a total of 53.3%.
- ★ Of all pedestrian fatalities, the majority were in the municipalities of San Juan 46, Bayamon 19, Carolina 16, Aguadilla 12 and Caguas 10.

In other analyses conducted we found that out of 135,860 traffic crashes, 1,060 were with pedestrians during 2019, for 2020 out of 125,899 crashes, 892 were with pedestrians and for 2021 out of 158,267 crashes 941 were with pedestrians.

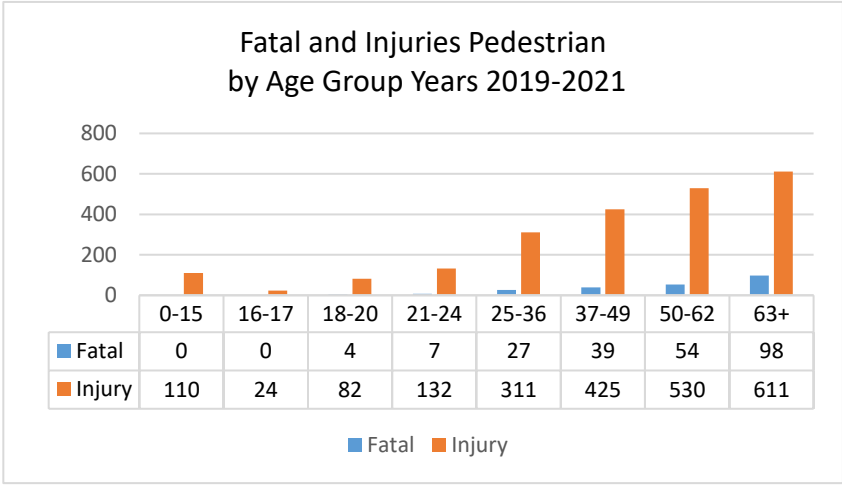
In Other analyses we found that 2,233 pedestrians suffered injuries in the past three years.



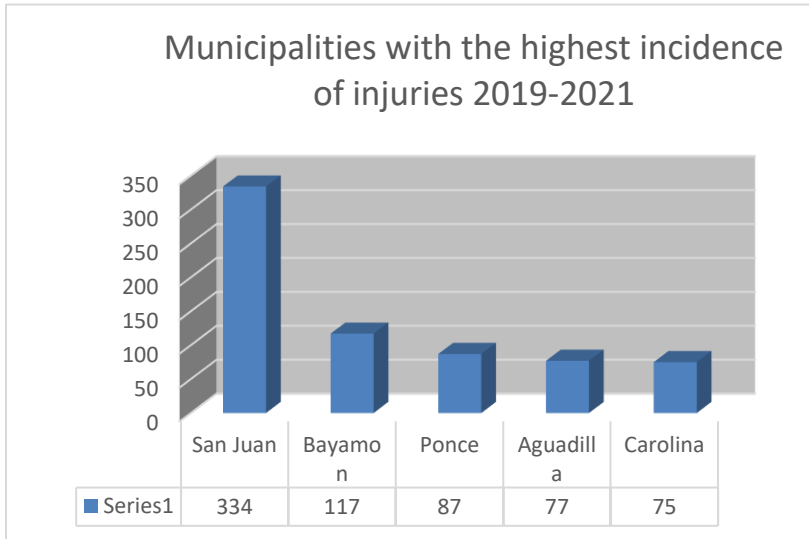
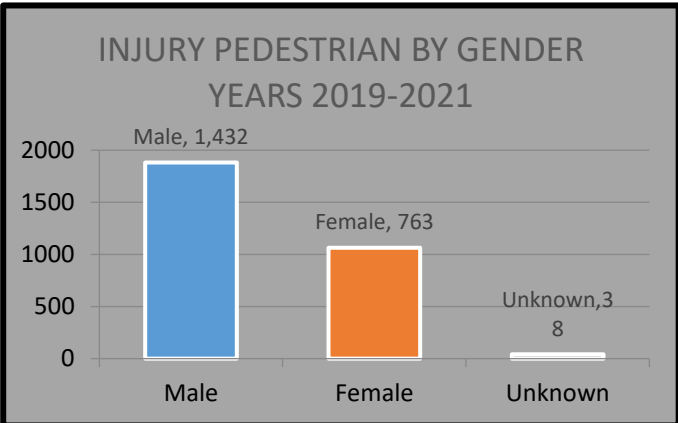
The Analysis Crashes involving pedestrians who were injured for 2019-2021 by age classification:

- ★ The age group of most of the injured pedestrians is 50+, this represents 51.3%.

★ The age group from 37 to 49 years old represents 19.1%.



Analysis of pedestrian injury crashes for 2019-2021 by gender classification illustrates that the 64.1% of pedestrian injury were male, 34.2% were female and 1.7% unknown.



Analysis of pedestrian injury crashes for 2019-2021 by municipalities illustrates that 33% of pedestrian's injury crashes occurred in the Municipalities of San Juan (334), Bayamon (117) Ponce (87), Aguadilla (77), and Carolina (75).

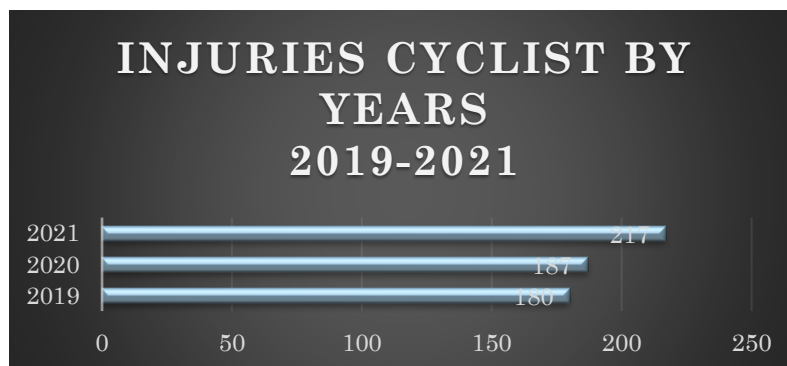
Analysis of pedestrian injury crashes for 2019-2021 on weekdays classification illustrates that:

<i>Day of Week</i>	<i>injury</i>	<i>%</i>
Sunday	236	11.3%
Monday	309	14.6%
Tuesday	261	12.5%
Wednesday	318	15.2%
Thursday	284	13.4%
Friday	342	17.5%
Saturday	287	13.3%
Uncategorized	49	2.2%

## ***Bicyclists Fatalities & Injury Crashes***

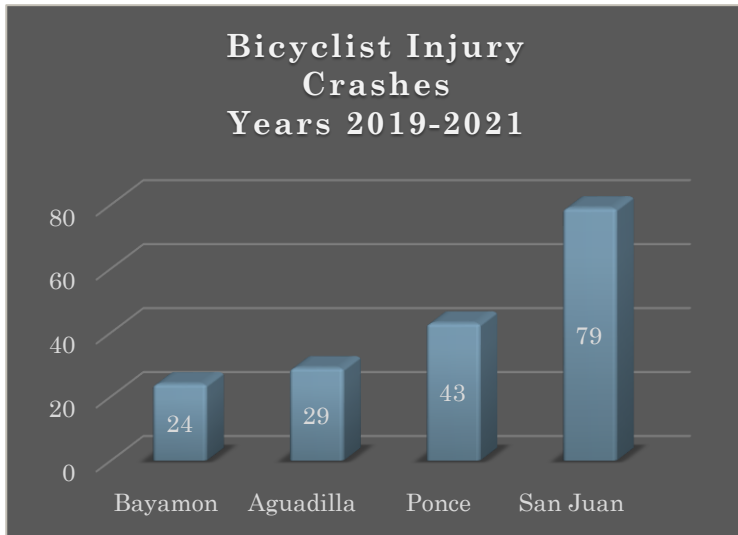
When analyzing cyclist fatalities profile characteristics for the three-year average, 2019-2021, we found that:

- ★ 30 bicyclist deaths accounted for this time represent 3.5% of all traffic fatalities.
- ★ 93.3% of bicyclist fatalities were men.
- ★ 73.3% of all bicyclist fatalities represent 50+ age group, making them the population with the highest risk factor.
- ★ The 37 – 49 age group represented 16.7% of all bicyclist fatalities.
- ★ Thursday and Sunday, with 6 cyclists killed each, are the days with the highest incidence, with 40% of cyclists killed combined.
- ★ 16 bicyclist fatalities or 53.3% of bicyclist fatalities occurred between the hours of 6:00pm and 11:59pm.





Analysis of the total of 574 bicyclist injury crashes reported during 2019-2021 by municipality illustrates the following:



★ San Juan reported a total of 79 injury crashes, comprising 13.7% of the total of bicyclist injury crashes reported during 2019 – 2021.

★ Ponce presents the second municipality with 43 injury crashes, comprising 7.5% of the total of bicyclist injury crashes reported during 2019 – 2021.

★ Aguadilla is in the third position with 29 injury crashes, comprising 5% of the total of bicyclist injury crashes reported during 2019 – 2021.

★ Bayamon is in the four positions with 24 injury crashes, comprising 4.1% of the total of bicyclist injury crashes reported during 2019 – 2021.

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
2019	289	109	37.7%	100	34.6%	9	3.1%
2020	242	72	29.8%	63	26.0%	9	3.7%
2021	337	104	30.9%	92	27.2%	12	3.5%
<b>Total</b>	<b>868</b>	<b>285</b>	<b>32.8%</b>	<b>255</b>	<b>29.4%</b>	<b>30</b>	<b>3.4%</b>

★ Non-Motorized fatalities comprised 32.8% of total traffic fatalities for the three-year period 2019-2021.

★ Pedestrian's fatalities comprised 32.8% of total traffic fatalities for the three-year period 2019-2021.

★ Bicyclist fatalities comprised 3.4% of total traffic fatalities for the three-year period 2019-2021.

### PERFORMANCE TARGETS

**C-10) Reduce pedestrian fatalities by 1.9 percent from 93.2 (2016-2020 rolling average) to 91.3 (2019-2023 rolling average) by 2023.**



→ According to preliminary data, the five-year moving average (2019-2023) reveals a total of 82 pedestrian fatalities on average, demonstrating that we have achieved our target for the fiscal year 2023. This accomplishment is encouraging and reflects our ongoing efforts to improve road safety. However, we recognize the need to maintain a consistent focus and redouble our efforts to further reduce pedestrian fatalities. We will continue to work tirelessly by implementing effective measures and innovative strategies to ensure a safer environment on our roads.

**C-11) Reduce bicyclist fatalities by .2 percent from 9.2 (2016-2020 rolling average) to 9.0 (2019 – 2023 rolling average) by 2023.**

→ Although Puerto Rico did not achieve its goal of reducing cyclist fatalities for the year 2023, it is committed to working diligently to significantly decrease bicyclist deaths by the year 2025. Recognizing the importance of improving road safety for this community, specific strategies and effective measures will be implemented to address this challenge and ensure a safer environment for bicyclists on the roads.

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**23-08-01**

**NON-MOTORIZED PROGRAM COORDINATOR**

The PRISC Non-Motorized Coordinator continues to promote educational programs to raise awareness of pedestrian and bicyclist safety among Community Programs, State Police, Municipal Police and PESET. The main tasks consisted of supervising the continuous programmatic and administrative compliance of all the projects in which it works.

Among the tasks performed during FFY 2023:

We continued to collaborate with the SHSP committee in its areas of emphasis. We also held formal and informal meetings with the advisory group (Metric Engineering, the Highway Authority, Federal Highway and the PRISC) to follow up on the work. collaboration with municipalities to identify funds to correct deficiencies in pedestrian and cyclist safety. We started 2 new projects to educate on pedestrian and cyclist safety. Held meetings with Pedestrian & Bicyclist Safety Zone Mun. Canóvanas and Mun. Camuy project staff to work on pedestrian and bicyclist safety strategies for citizens. Held meetings with mayors, representatives and leaders who have pedestrian and bicyclist safety in common, to discuss new initiatives, create new Non-Motorized program projects and maintain project performance at the highest level, 3 meetings to coordinate logistics for mass road safety events and 5 meetings with the PRISC Communications Director, to work on educational campaign strategies.

Two semi-annual reports and one annual report were evaluated. 12 project proposals and one communication (media) proposal for the PRISC's non-motorized program were evaluated. An Operational Plan was prepared for a police mobilization, which took place from March 6 to 12. From the first mobilization, the performance reports of the PPR

transit units and the municipal police units that also participated were evaluated, audits of the fine issued were conducted to ensure compliance with the mobilization.

**23-08-29**

**MUN. CAMUY, PEDESTRIAN AND BICYCLIST SAFETY ZONE**

The Pedestrian and Bicyclist Safety Zone program of the municipality of Camuy was created to safeguard the safety of vulnerable users, educating citizens about the dangers of not following traffic laws, especially pedestrians and cyclists who are the most vulnerable users of public roads and to safeguard their safety. This program carries out educational talks in schools, universities, public and private agencies and any other organization, we participate in events, educational impacts and all kinds of activities in which we can educate the public by carrying the message of safety.

In addition, our projects provide training to municipal and state police officers on pedestrian and cyclist safety and the applicable laws, as well as how to intervene with them.

Presentations or Virtual Presentations			
Pedestrian 16-20	Pedestrian 25-49	Pedestrian 50+	Pedestrian 5-20
3	4	6	6
Bicyclist 16-20	Bicyclist 25-49	Bicyclist 50+	Bicyclist 5-20
3	4	6	6
Other Activities			
Educational Fairs	Radio Programs	Press Conference	
5	0	0	
Distribution of Educational Material			
Pedestrian	Bicyclist	Training	
6	6	2	

Total of people impacted

Directly: 5,639

Indirectly: 13,356

Post: 250

**23-08-30**

**MUN. CANÓVANAS, PEDESTRIAN AND BICYCLIST SAFETY ZONE**

The Pedestrian and Bicyclist Safety Zone program of the municipality of Canovanas was created to safeguard the safety of vulnerable users, educating citizens about the dangers of not following traffic laws, especially pedestrians and cyclists who are the most



vulnerable users of public roads and to safeguard their safety. This program carries out educational talks in schools, universities, public and private agencies, and any other organization, we participate in events, educational impacts and all kinds of activities in which we can educate the public by carrying the message of safety.

In addition, our projects provide training to municipal and state police officers on pedestrian and cyclist safety and the applicable laws, as well as how to intervene with them.

Directly: 7,245

Indirectly: 21,735

Post: 68

Presentations or Virtual Presentations			
Pedestrian 16-20	Pedestrian 25-49	Pedestrian 50+	Pedestrian 5-20
6	4	5	6
Bicyclist 16-20	Bicyclist 25-49	Bicyclist 50+	Bicyclist 5-20
3	4	5	6
Other Activities			
Educational Fairs	Radio Programs	Press Conference	
4	0	0	
Distribution of Educational Material			
Pedestrian	Bicyclist	Training	
6,345	5,693	2	

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**23-08-15**

**MUN. CAGUAS, PEDESTRIAN AND BICYCLIST SAFETY ZONE**

No proposal was received.

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**23-08-16**

**MUN. CAGUAS, EDUCATIONAL PARK FOR TRAFFIC SAFETY NM**

No proposal was received.

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**23-08-XX**

**NON-MOTORIZED HIGH VISIBILITY ENFORCEMENT**

From March 6-12, 2023, it conducted a campaign on the rights and responsibilities of non-motorized road users. The campaigns combined policing efforts targeting motor vehicle

drivers blocking crosswalks and an educational component aimed at raising awareness of pedestrian rights and how the actions of drivers can affect the most vulnerable. PRTSC used the slogan "Responsible Pedestrian," the message intended to get drivers and pedestrians to recognize the rights, responsibilities, and traffic laws of others to take informed actions. P&E efforts were conducted through social media, television, radio and newspapers. In addition, PRTSC community programs conducted educational activities at intersections, shopping malls, public plazas, and general interest activities.

The enforcement effort included 12 PPRD transit units and 7 municipal police units. These efforts took place in March. The units worked overtime from 6am to 6pm. Thanks to their efforts, a total of 3,887 tickets were issued during the mobilization from 6-12 March 2023. The public response was overwhelming, including the media. A consensus was reached on the need to continue educating drivers on respecting the rights of pedestrians, as well as in different media, such as TV news, radio programs and social networks.

## FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
23-08-01	Non-occupant Protection - 0801	CST - 00	\$ 19,243.00	\$ 14,917.67	\$ 4,325.33
23-08-19	TE PS - 0819	Pol. De PR - 10	59,926.00	37,554.99	22,371.01
23-08-20	TE PS - 0820	San Juan - 098	5,833.87	5,678.55	155.32
23-08-22	TE PS - 0822	Bayamon - 011	5,681.85	4,904.09	777.76
23-08-23	TE PS - 0823	Guaynabo - 305	12,328.31	9,514.26	2,814.05
23-08-24	TE PS - 0824	Hatillo - 115	2,673.00	2,494.81	178.19
23-08-26	TE PS - 0826	Isabela - 84	1,488.94	824.23	664.71
23-08-28	TE PS - 0828	Ponce-74	3,035.47	2,542.80	492.67
23-08-29	Pedestrian and Bicyclist Safety Zone - 0829	Camuy - 388	78,430.85	37,578.02	40,852.83
23-08-30	TE PS - 0830	Canovanas - 161	68,860.20	47,341.24	21,518.96
23-08-31	TE PS - 0831	Camuy - 388	1,805.86	1,155.98	649.88
<b>Total 08 - Non-Motorized</b>			<b>\$ 259,307.35</b>	<b>\$ 164,506.64</b>	<b>\$ 94,800.71</b>



## PROGRAM AREA: MEDIA

### PROBLEM STATEMENT

Puerto Rico (PR) is an island located in the Caribbean with 3,221,789 million in population. The largest city is its capital San Juan which has at least 334,776 habitants; followed by Bayamón with 181,577 people, and thirdly is Carolina with 151,571, all three are components of the Metropolitan Region. Almost one third (29%) of Puerto Rico's population (918,938) is situated in the metropolitan region, which by default results in a very active life with crowded roads and major traffic issues. Other major cities are Mayagüez, Ponce and Caguas. Also, the location of the island makes it a very easy target for atmospheric phenomena, such as hurricanes and storms, causing constant flooding, which combine with a wide-ranging tectonic fault, results into a palpable

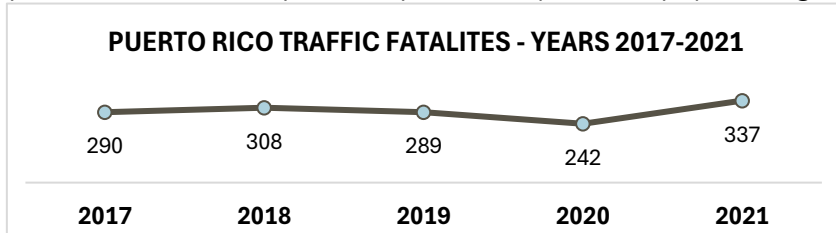
deficient roads condition. The current island's traffic reality leads to bad behavior while driving which includes alcohol, drug or other substances impaired driving, speed and aggressive attitude,



distracted driving, unrestrained drivers and occupants in all seating positions, and motor vehicle drivers not sharing the road with commercial vehicles, pedestrians, bicyclists, and motorcyclists. People are knowingly stepping into their vehicles and doing as they pleased, maybe because they also know that roads are not being properly patrolled, therefore, a visible lack of police enforcement, which has changed the way they conduct themselves towards traffic rules and regulations.

State Police Department Monthly Report of Transit-Related Work data reflects that a total of 351,453 traffic tickets have been issued during the first three months of year 2023 (January to March). This clearly states that drivers do not acknowledge traffic roads regulations, especially the PR Act 22-2000 known as the "Puerto Rico Vehicle and Traffic Act". Traffic behavior is a problem that desperately needs to be prioritized and addressed. Though improvements depend on an integrated approach that involves the 4 E's: Engineering, Enforcement, Education, and Emergency Services, sadly in the meantime continues to claim fatal and injured victims. The Puerto Rico Department of Labor and Human Resources latest unemployment statistics by municipality reflected that the workforce for San Juan-Carolina-Caguas MSA (basically the Metropolitan Region) was 815,252; this means that the metropolitan area, and mayor cities in PR are overcrowded. Most people do not believe or trust the island's collective public transportation systems, so they prefer to drive their own cars. As stated in the 2020 US Census for PR, 29% of population lives 29 minutes from work, making the primary way of transportation owned vehicles.

The following graphic grasps the PR Traffic Fatalities tendency for years 2017 to 2021. When analyzing data, it reflects a sixteen percent (16%) increase over the past five (5) years. Road safety is everyone's responsibility, passenger vehicle drivers, truck drivers,



bus drivers, bicyclists, motorcyclists, and even pedestrians. When traveling on any public road, everyone must remember that everyone will have different safety

challenges, but most importantly, these challenges need to be addressed when it comes to traffic safety.

Drivers do not want to acknowledge traffic roads regulations. The table on the right represents the PR Department of Transportation Registered Vehicle Information. In comparison with the island's population, the amount of registered motor vehicles surpassed population by 25%.

Motor Vehicles*	
Car	3,510,931
Motorcycle	142,888
All Terrain Vehicle	42
	2,101
<b>Total</b>	<b>3,655,962</b>

**Total Registered Vehicles 4,301,809**

**Total Registered Licenses\*\* 2,209,127**

\*Active registration revised on March 2021

\*\*Active registration revised on February 2022

PR State Police Monthly Report of Transit-Related Work January to March 2023				
Month	Tickets	Crashes	Injured	Deaths
January	111,373	914	78	29
February	117,174	922	87	19
March	122,906	1,020	85	21
<b>Total</b>	<b>351,453</b>	<b>2,856</b>	<b>250</b>	<b>69</b>

The table above is the PR State Police Monthly Report of Transit-Related Work January to March 2023 a total of 351,453 tickets were issued during the year calendar trimester. Deaths from vehicle crashes have risen rapidly. Therefore, there is an urgent need to continue educating citizens in road traffic safety and the legal outcomes for not acknowledging traffic law and regulations.

## PERFORMANCE MEASURES

### C-1) Maintain total traffic fatalities to 284.8 by 2023.

→ The initial target was to maintain fatalities at 284.8, in accordance with the five-year moving average (2019-2023); however, unfortunately, we experienced an increase to 288 fatalities in the moving average. In response to this challenge, Puerto Rico is committed to adjusting its strategies for the year 2025 with the aim of reversing this upward trend, implementing effective and proactive measures to reduce fatalities and ensure the fulfillment of our targets in road safety.





**C-2) Maintain serious injuries in traffic crashes to 554.6 by 2023.**

→ According to provisional data, the five-year moving average of serious injuries in traffic crashes in Puerto Rico for the period 2019-2023 stands at 542. While we acknowledge that we are approaching this figure, we are aware that, upon completion of the total data registration of serious injuries in traffic crashes, we may not meet the established target. However, this reality does not discourage us; on the contrary, it motivates Puerto Rico to intensify its efforts to reduce the number of serious injuries in traffic crashes. We are committed to adjusting our strategies for the year 2025, implementing effective and sustainable measures that will enable us to overcome this challenge and ensure traffic safety in Puerto Rico.

**C-4) Reduce unrestrained passenger vehicle occupant fatalities, all seat positions .8 percent from 84.6 (2016-2020 rolling average) to 83.8 (2019-2023 rolling average) by 2023.**

→ Regrettably, we fell short of achieving the target to reduce fatalities resulting from unrestrained passenger vehicle occupants to 83.8 within the five-year moving average. Nevertheless, in response to this challenge, we are dedicated to implementing innovative and effective strategies to attain this objective by the year 2025. Recognizing the crucial importance of proactively addressing road safety, we are resolute in taking bold measures to ensure a safer on Puerto Rico.

**C-5) Reduce alcohol impaired driving fatalities by 2.9 percent from 95.4 (2016-2020 rolling average) to 92.5 (2019-2023 rolling average) by 2023.**

→ The average figure shows significant progress towards the established goal of 92.5 in the five-year moving average (2019-2023). We are encouraged by this advancement and are committed to reaching the set target for alcohol-impaired driving fatalities. Furthermore, we reaffirm our determination to continue implementing effective measures to further reduce fatalities, thus solidifying our commitment to long-term traffic safety.

**C-6) Reduce speeding-related fatalities by .8 percent from 84.4 (2016-2020 rolling average) to 83.6 (2019-2023 rolling average) by 2023.**

→ According to preliminary data, the five-year moving average (2019-2023) reveals an increase in speeding-related fatalities, reaching a total of 96. Despite this concerning rise, Puerto Rico is fully committed to implementing comprehensive and effective strategies to achieve a significant reduction in the subsequent years. We acknowledge the gravity of this situation and will work tirelessly to reverse this trend, prioritizing traffic safety and seeking collaboration of the community to foster positive changes in driving behavior.

**C-7) Reduce motorcyclist fatalities by .4 percent from 40.2 (2016-2020 rolling average) to 39.8 (2019-2023 rolling average) by 2023.**

→ According to preliminary data, the five-year moving average (2019-2023) shows an increase in motorcycle fatalities, reaching a total of 55 deaths on average. While it is concerning that we have experienced a rise in motorcycle deaths in recent years, Puerto Rico is firmly committed to developing comprehensive and targeted strategies to achieve a significant reduction by the year 2025. We recognize the urgency of addressing this issue and will tirelessly work on implementing innovative measures to promote motorcycle safety, relying on active collaboration from the community to achieve this crucial target.

**C-8) Reduce unhelmeted motorcyclist fatalities by .2 percent from 24.8 (2016-2020 rolling average) to 24.6 (2019-2023 rolling average) by 2023.**

→ According to preliminary data, the five-year moving average (2019-2023) reveals an increase in unhelmeted motorcyclist fatalities, totaling an average of 29 deaths. This specific rise underscores the urgent need to develop comprehensive and specific strategies to achieve a significant reduction in these fatalities by the year 2025. The safety of motorcyclists is a priority for Puerto Rico.

**C-10) Reduce pedestrian fatalities by 1.9 percent from 93.2 (2016-2020 rolling average) to 91.3 (2019-2023 rolling average) by 2023.**

→ According to preliminary data, the five-year moving average (2019-2023) reveals a total of 82 pedestrian fatalities on average, demonstrating that we have achieved our target for the fiscal year 2023. This accomplishment is encouraging and reflects our ongoing efforts to improve road safety. However, we recognize the need to maintain a consistent focus and redouble our efforts to further reduce pedestrian fatalities. We will continue to work tirelessly by implementing effective measures and innovative strategies to ensure a safer environment on our roads.

**C-11) Reduce bicyclist fatalities by .2 percent from 9.2 (2016-2020 rolling average) to 9.0 (2019 – 2023 rolling average) by 2023.**

→ Although Puerto Rico did not achieve its goal of reducing cyclist fatalities for the year 2023, it is committed to working diligently to significantly decrease bicyclist deaths by the year 2025. Recognizing the importance of improving road safety for this community, specific strategies and effective measures will be implemented to address this challenge and ensure a safer environment for bicyclists on the roads.

**C-12) Reduce youth alcohol impaired driving fatalities by 5 percent from 18.8 (2016-2020 rolling average) to 17.8 (2019-2023 rolling average) by 2023.** 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%.

→ According to preliminary data, the five-year moving average (2019-2023) reveals a total of 14.6 youth alcohol impaired driving fatalities pedestrian fatalities on average, demonstrating that we have achieved our target for the fiscal year 2023.

**C-13) Increase drug-impaired driving test conducted 100.00 percent from 0 in 2022 to 100 by 2023.**

→ This compliance goal for the year 2023 was not achieved. Delays in implementing the SFST and drug detection program, caused by necessary modifications to laws and regulations, along with the lack of funds, have hindered the effective execution of the project. It is crucial to address these barriers urgently to ensure ongoing progress and the effectiveness of the project, as well as to achieve compliance with our goal for the year 2025.

**B-1) To Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 0.26 percentage points from 88.24 percent in 2021 to 88.50 percent by 2023.**

→ In 2023, Puerto Rico achieved and surpassed the established goal with an observed seatbelt usage of 90.60% among occupants of passenger vehicles.

**B-2) To maintain the percentage of people that reported making cell phone calls while driving from 43.00 percent in 2021 to 43.00 percent by 2023.**

→ During FFY 2023, the Distracted Driving Attitude Survey revealed that 38.9% of individuals reported using their cell phones while driving. The PRTSC has successfully met the target for the year 2023.

**PLANNED ACTIVITY**

**23-12-01  
ALCOHOL IMPAIRED DRIVING MEDIA CAMPAIGN  
23-12-01  
ALCOHOL IMPAIRED DRIVING MEDIA CAMPAIGN**

The strategies for the Alcohol Impaired Driving Media Campaign project were systematically chosen to contribute to the fulfillment of the goal and objectives. Results of these strategies are detailed as follow:

1- **To promote Owned Media Platforms**

To promote the alcohol impaired driving prevention message to engage target market and generate at least 120 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023. **A total of 463 posts were obtained**, which indicates that planned strategy was surpassed. A total of 24,097,170 million impressions were achieved naturally, which translate in citizens are recognizing the PRTSC as a reliable entity towards information and education.

Platform	23-12-01		
	Posts	Likes / Views	Reach/ Engagements
Facebook	160	2,116	578,491
X	143	579	294,295
Instagram	143	713	
YouTube	17	3,396	
<b>Total</b>	<b>463</b>	<b>6,804</b>	<b>872,786</b>
<b>Impressions</b>	<b>24,097,170</b>		

2- **To Produce/Reproduce/Edit Educational Pieces**

a- To distribute at least 30,000 flyers with the alcohol impaired driving message at the end of fiscal year 2023. **The amount of 41,250 promotional material was distributed** to PRTSC Community Programs, PR Police Department, Municipal Police, Public and Private School personnel, educators, Public and Private Sector Institutions, and walk in public, among others. This states that strategy was exceeded.

<b>Educational Material Inventory</b>	<b>Alcohol Impaired Driving 12-01</b>
2022 Previous Balance	1,500
Received*	57,500
Dispatched	41,250
<b>Balance</b>	<b>17,750</b>

b- To produce/reproduce/edit at least fifteen (15) educational pieces with the DUI's message at the end of fiscal year 2023. For this report purpose piece edition refers to creative aspects and dimensions size adjustment, including when requested by media platform. **A total of 234 pieces were produced/reproduced/edited** with the preventive message "Piensa en las Consecuencias" (Think of the Consequences) and this projects slogan and logo "Guiar Borracho es un crimen. Serás arrestado" (driving drunk is a crime. You will be arrested.). Strategy was completed successfully.

**Pieces Production/Reproduction/Editing  
Alcohol Impaired Driving Media Campaign  
Project 23-12-01**

Piece Type	Pre-Winter	Winter	Summer	Labor Day	Total by Media Platform
Brochure	1		2		3
Video	2	3	55	53	113
Audio	3	3	33	31	70
Print	7	7	7	9	30
Internet	4	4	3	6	17
Out Of Home			0	1	1
<b>Total</b>	<b>17</b>	<b>17</b>	<b>100</b>	<b>100</b>	<b>234</b>

**Campaigns Publishing  
Alcohol Impaired Driving Media Campaign  
Project 23-12-01**

Media Platform	Amount	Percent
TV	133,844.48	45%
Radio	78,998.67	26%
Print	21,697.39	7%
Internet	65,378.44	22%
Out Of Home	-	0%
<b>Pre-Holidays Campaign</b>	<b>299,918.98</b>	<b>100%</b>
TV	124,811.69	39%
Radio	103,023.17	32%
Print	16,279.52	5%
Internet	75,845.54	24%
Out Of Home	-	0%
<b>Holidays Campaign</b>	<b>319,959.92</b>	<b>100%</b>
TV	164,249.33	43%
Radio	60,622.08	16%
Print	11,924.23	3%
Internet	145,984.72	38%
Out Of Home	2,192.67	1%
<b>Summer Campaign</b>	<b>384,973.03</b>	<b>100%</b>
TV	98,358.06	38%
Radio	68,108.53	26%
Print	11,883.70	5%
Internet	49,280.33	19%
Out Of Home	33,790.83	13%
<b>Labor Day Campaign</b>	<b>261,421.45</b>	<b>100%</b>



**3- To Publish Paid Media in PR's Media Platforms**

- a- To review and publish in one hundred percent (100%) all educational DUI's ads and pieces, according to the target market. The process of specific media platform and purchase amount was determined with each Media Buy Plan. **A total of 4 campaigns were published, which indicates that the strategy was completed in 80%.** Although 5 publications were programmed, only 4 were made. This because allocation of funds to publish the preventive campaigns depends on other government agencies, which is a lengthy process and for the pre-summer campaign the approval came after the publication period. Nevertheless, funds were redistributed between the remaining publications for succeeding results in accomplishing objective #2 for this project.
- b- To discuss and approve in one hundred percent (100%) final report data and Media Buy results for all DUI's Campaigns 2023 and obtain at least 12 million impressions from campaign media publishing at the end of federal fiscal year 2023.

**Post-Campaigns Publishing Results  
Alcohol Impaired Driving Media Campaign  
Project 23-12-01**

Media Platform	Impressions /			
	Spots	Audience	Cost	Percent
TV	1,847	18,536,560	521,263.56	41%
Radio	4,467	19,675,000	310,752.45	25%
Print	46	0	61,784.84	5%
Internet	43	99,922,470	336,489.03	27%
Out Of Home	97	0	35,983.50	3%
<b>Total</b>	<b>6,500</b>	<b>138,134,030</b>	<b>1,266,273.38</b>	<b>100%</b>



**A total of 138,134,030 million of impressions were obtained, which indicates that the strategy was overseeded,** also accomplishing successfully Objective #2 for this project.

**Bonuses from Campaign Publishing  
Alcohol Impaired Driving Media Campaign  
Project 23-12-01**

Media	Spots	Impressions*	Amount
TV	301		118,625.00
Radio	342		22,357.00
Digital*		23,410	2,406.31
<b>Total</b>	<b>643</b>	<b>23,410</b>	<b>\$ 143,388.31</b>

**4- To Obtain Eared Media in All Media Platforms**

- a- To broadcast the DUI awareness, prevention and educational messages through Public Relations and obtain at least thirty (30) interviews and/or media coverage at the end of fiscal year 2023. A total of 8 Press Release were generated broadcasting the awareness, preventive and educational alcohol impaired

driving message. Out of this effort and campaign promotion and publishing, **127 interviews/media coverage were achieved**, which indicates that planned strategy was completed effectively.

- b- To gain at least \$100,000 on earned media from promoting the DUI's Prevention content at the end of year 2023. **A total of \$1,246,615.55 was gained during the year.** Which means that 104% of the media buy investment for this project was regained through earned media. Below is the table with all earned media results.

Public Relations and Publicity Results								
Alcohol Impaired Driving Media Campaign								
23-12-01								
Month	Spots	ROI*	Month	Spots	Publicity	Campaign	Spots	Bonus
Oct-22	0	-	Oct-22	0	-			
Nov-22	0	-	Nov-22	0	-			
Dec-22	36	127,533.49	Dec-22	4	85,815.31			
Jan-23	18	49,693.00	Jan-23	0	2,262.20			
Feb-23	6	47,771.24	Feb-23	2	58,772.23			
Mar-23	11	53,962.52	Mar-23	1	147,359.97			
Apr-23	6	\$ 63,260.00	Apr-23	3	\$ 29,263.40			
May-23	17	98,654.57	May-23	3	68,207.11			
Jun-23	12	23,024.75	Jun-23	1	6,385.00			
Jul-23	12	17,672.00	Jul-23	1	4,534.75	Summer	241	59,463.27
Aug-23	3	5,944.00	Aug-23	3	61,277.97	Labor Day	402	83,925.04
Sep-23	6	108,200.00	Sep-23	1	43,633.73			
<b>Total</b>	<b>127</b>	<b>\$ 595,715.57</b>	<b>Total</b>	<b>19</b>	<b>\$ 507,511.67</b>	<b>Total</b>	<b>643</b>	<b>\$ 143,388.31</b>

\* Return On Investment

Spots	789
Publicity	\$1,246,615.55

5- **To Participate and/or Develop Massive Impact Event(s)**

To participate and/or develop at least one (1) Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for this project (near or during Labor Day period). **The PRTSC participated in 50 mass impact events reaching approximately 34,205 people, specially target market, men, ages 25-36.** This implies that planned strategy was completed.

**Project Number 23-12-01**

Semester	Events	People
October-March		
April-September	50	34,205
<b>Total</b>	<b>50</b>	<b>34,205</b>

At the at the time of the report's completion for this project of Alcohol Impaired Driving Media, the 2022-2023 Final Budget was \$1,319,431.08 that has been claimed in 33 petitions, submitted successfully to the PRTSC Finance Department.

In summary, the objectives for this project were:





Objective #1- to reach at least 80% of target audience (186,494 out of 233,118 men, age group 25-36) with the message of drunk driving prevention, consequences of and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023; and Objective #2- to increase awareness and engagement of the educational message to reduce alcohol impaired driving fatalities and injuries by obtaining at least 12 million impressions from campaign media publishing at the end of federal fiscal year 2023. **Both objectives were proudly achieved with an audience of 19,675,000 million and a total of 138,134,030 million impressions for this project contributing significantly to The Goal of reducing alcohol impaired driving fatalities by three percent (3%); from 95.4 (2016-2020 rolling average) to 92.56 (2019-2023 rolling average).**

**23-12-02**

**YOUTH IMPAIRED DRIVING MEDIA CAMPAIGN**

Strategies for the Youth Impaired Driving Media Campaign project were thoroughly chosen to contribute to the accomplishment of the goal and objective. Results of these strategies are detailed as follow:

1- **To promote Owned Media Platforms**

To promote the youth impaired driving prevention message to engage target market and generate at least 260 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023. **A total of 366 posts were achieved**, which reveals that planned strategy was exceeded. A total of 24,097,170 million impressions were accomplished naturally, which translate in citizens are recognizing the

Platform	23-12-02		
	Posts	Likes / Views	Reach/ Engagements
Facebook	127	2,956	239,259
X	111	663	133,658
Instagram	116	389	
YouTube	12	1,534	
<b>Total</b>	<b>366</b>	<b>5,542</b>	<b>372,917</b>
<b>Impressions</b>	<b>24,097,170</b>		

PRTSC as a trustworthy entity

2- **To Produce/Reproduce/Edit Educational Pieces**

a- To distribute at least 20,000 flyers with DUI's message at the end of fiscal year 2023. **A total of 48,250 promotional material was distributed** to PRTSC Community Programs, PR Police Department, Municipal Police, Public and Private School personnel, educators, Public and Private Sector Institutions, and walk in public, among others. This states that strategy was surpassed.

<i>Educational Material Inventory</i>	<b>Youth Impaired Driving 12-02</b>
2022 Previous Balance	1,500
Received*	55,000
Dispatched	48,250
<b>Balance</b>	<b>8,250</b>



- b- To produce/reproduce/edit at least twelve (12) educational pieces with the DUI's message at the end of fiscal year 2023. **A total of 44 pieces were produced/reproduced/edited** with the preventive message "Si vas a beber #PasaLaLlave" (If you are going to drink pass the car keys) and the impaired driving logo "Güiar Borracho es un crimen. Serás arrestado" (driving drunk is a crime. You will be arrested.). Strategy was reached successful y.

Piece Type	San Se	Justas	Total by Media Platform
Brochure	1	2	3
Video	2	6	8
Audio	1	8	9
Print			0
Internet	7	4	11
Out Of Home		13	13
<b>Total</b>	<b>11</b>	<b>33</b>	<b>44</b>

3- **To Participate and/or Develop Massive Impact Event(s)**

To participate and/or develop at least three (3) Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for this project. **The PRISC participated in 32 mass impact events reaching approximately 709,930 people, specially target market, men, ages 16-24.** This denotes that planned strategy was completed successfully.

Semester	Events	People
October-March	1	400,000
April-September	31	309,930
<b>Total</b>	<b>32</b>	<b>709,930</b>

4- **To Publish Paid Media in PR's Media Platforms**

a- To review and publish in one hundred percent (100%) all educational DUI's ads and pieces, according to the target market. The process of specific media platform and purchase amount was determined with each Media Buy Plan. **A total of 3 campaigns were published, which reveals that the strategy was completed in 60%.** Although 5 publications were programmed, only 2 were made. This is because the approval of the allocation of funds to publish the preventive campaigns depends on other government agencies, which is a lengthy process, and the approval came after the publication period. Nevertheless, funds were redistributed between the two (2) publications for prosperous results in accomplishing objective #2 for this project.

Media Platform	Spots	/ Audience	Cost	Percent
TV	12		20,245.76	51%
Radio	28	84,800	3,063.60	8%
Print	0		-	0%
Internet	3	2,931,903	10,940.07	27%
Out Of Home			5,750.00	14%
<b>San Se A, E &amp; P Effort</b>	<b>43</b>	<b>3,016,703</b>	<b>39,999.43</b>	<b>100%</b>
TV			-	0%
Radio			-	0%
Print			-	0%
Internet	5	1,310,178	4,973.75	100%
Out Of Home			-	0%
<b>St. Valentine A, P &amp; E Effort</b>	<b>5</b>	<b>1,310,178</b>	<b>\$ 4,973.75</b>	<b>100%</b>
TV	12		4,398.75	10%
Radio	54	631,850	24,104.58	56%
Print	0		-	0%
Internet	6	1,078,738	10,465.00	24%
Out Of Home	1		4,025.00	9%
<b>Justas A, E &amp; P Effort</b>	<b>73</b>	<b>1,710,588</b>	<b>42,993.33</b>	<b>100%</b>

- b- To discuss and approve in one hundred percent (100%) final report data and Media Buy results for all DUI's Campaigns 2023 and obtain at least 3.5 million impressions from campaign media publishing at the end of federal fiscal year 2023.

**Post-Campaigns Publishing Results  
Youth Impaired Driving Media Campaign**

**Project 23-12-02  
Impressions**

Media Platform	Spots	/ Audience	Cost	Percent
TV	24	0	24,644.51	28%
Radio	82	716,650	27,168.18	31%
Print	0	0	-	0%
Internet	14	5,320,819	26,378.82	30%
Out Of Home	1	0	9,775.00	11%
<b>Total</b>	<b>121</b>	<b>6,037,469</b>	<b>87,966.51</b>	<b>100%</b>



A total of 6,037,469 million of impressions were obtained, which indicates that the strategy was overseeded, also accomplishing successfully Objective #2 for this project.

**Bonuses from Campaign Publishing  
Youth Impaired Driving Media Campaign**

**Project 23-12-02**

Media	Spots	Impressions*	Amount
TV			
Radio	15		1,835.00
Digital*		0	-
<b>Total</b>	<b>15</b>	<b>0</b>	<b>\$ 1,835.00</b>

5- **To Obtain Eared Media in All Media Platforms**

To broadcast the awareness, prevention and educational messages through Public Relations and obtain at least six (6) interviews and/or media coverage at the end of fiscal year 2023. A total of 5 Press Release were generated broadcasting the youth impaired driving awareness, preventive and educational message. Out of this effort and campaign promotion and publishing, **61 interviews/media coverage were achieved**, which indicates that planned strategy was completed.

Youth Impaired Driving Media Campaign								
23-12-02								
Month	Spots	ROI*	Month	Spots	Publicity	Campaign	Spots	Bonus
Oct-22	0	-	Oct-22	0	-			
Nov-22	0	-	Nov-22	0	-			
Dec-22	3	6,500.00	Dec-22	2	28,972.62			
Jan-23	23	35,707.00	Jan-23	0	(1,306.02)	San Se	4	600.00
Feb-23	5	15,740.00	Feb-23	3	6,790.49			
Mar-23	4	6,670.00	Mar-23	0	(1,690.54)			
Apr-23	1	12,110.00	Apr-23	2	13,126.80	Justas	11	1,235.00
May-23	6	19,215.73	May-23	0	-			
Jun-23	7	8,424.75	Jun-23	0	-			
Jul-23	0	-	Jul-23	0	-			
Aug-23	0	-	Aug-23	0	-			
Sep-23	5	72,700.00	Sep-23					
<b>Total</b>	<b>54</b>	<b>\$ 177,067.48</b>	<b>Total</b>	<b>7</b>	<b>\$ 45,893.35</b>	<b>Total</b>	<b>15</b>	<b>\$ 1,835.00</b>

\* Return On Investment

Spots 76  
Publicity \$224,795.83

The table above resumes the earned media results. A total of \$224,795.83 was gained during the year. Which means that 242% of the media buy investment for this project was regained through earned media.

At the at the time of the report's completion for this project of Youth Impaired Driving Media, the 2022-2023 Final Budget was \$139,045.34 that has been claimed in 19 petitions, submitted successfully to the PRTSC Finance Department.

In summary, the objectives for this project were:

Obtective#1- to reach at least 90% of target audience (174,390 out of 193,767 men, age group 16-24) with the message of drunk driving prevention, consequences of and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023; and Objective #2- to increase awareness and engagement of the educational message to reduce youth impaired driving fatalities and injuries by obtaining at least 3.5 million impressions from campaign media publishing at the end of federal fiscal year 2023. **Both objectives were impressively achieved with an audience of 716,650 and a total of 6,037,469 million impressions for this project contributing to The Goal of reducing alcohol (group age 16-24) impaired driving fatalities by five percent (5%); from 18.8 (2016-2020 rolling average) to 17.8 (2019-2023 rolling average) by year 2023.**



**23-12-03**

**SPEED AND AGGRESSIVE DRIVING MEDIA CAMPAIGN**

The strategies for the Speed and Aggressive Driving Media Campaign project were systematically chosen to contribute to the fulfillment of the goal and objectives. Results of these strategies are detailed as follow:

1- **To promote Owned Media Platforms**

To promote the speed and aggressive driving prevention message to engage target market and generate at least 200 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023. **The amount of 463 posts were obtained**, which indicates that planned strategy was surpassed. A total of 24,097,170 million impressions were achieved naturally, which translate in citizens are recognizing the PRTSC as a reliable entity towards information and education.

Platform	23-12-03		
	Posts	Likes / Views	Reach/ Engagements
Facebook	86	1,308	93,459
X	86	305	117,145
Instagram	86	296	
YouTube	5	5,957	
<b>Total</b>	<b>263</b>	<b>7,866</b>	<b>210,604</b>
<b>Impressions</b>	<b>24,097,170</b>		

2- **To Produce/Reproduce/Edit Educational Pieces**

a- To distribute at least 25,000 flyers with the speed and aggressive driving awareness, prevention and educational message at the end of fiscal year 2023. **A total of 50,500 promotional material was distributed** to PRTSC Community Programs, PR Police Department, Municipal Police, Public and Private School personnel, educators, Public and Private Sector Institutions, and walk in public, among others. This states that strategy was exceeded.

Educational Material Inventory	Speed & Aggressive Driving 12-03	
	Speed	Aggressive
2022 Previous Balance	-	-
Received*	55,000	5,000
Dispatched	50,000	500
<b>Balance</b>	<b>5,000</b>	<b>4,500</b>
	<b>Balance</b>	<b>9,500</b>

b- To produce/reproduce/edit at least fifteen (15) educational pieces with the speed and aggressive driving prevention message at the end of fiscal year 2023. **A total of 70 pieces were produced/reproduced/edited** with the preventive message “Guía sin prisa, tienes una vida por delante” (Don't drive in a hurry, you have your life ahead of you) and this projects slogan and logo “Respetar los límites de velocidad. Si no obedeces, pagas” (obey the sign or pay the fine). Strategy was completed.

**Project 23-12-03**

Piece Type	Speed	Speed Summer	Aggressive	Total by Media Platform
Brochure	1	2	2	5
Video	1	3	2	6
Audio	1	3	2	6
Print		1	2	3
Internet	7	14	25	46
Out Of Home	2	1	1	4
<b>Total</b>	<b>12</b>	<b>24</b>	<b>34</b>	<b>70</b>

3- **To Participate and/or Develop Massive Impact Event(s)**

To participate and/or develop at least one (1) Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for this project. **The PRISC participated in 77 mass impact events reaching approximately 37,975 people, specially target market, men, ages 25-36.** This means that planned strategy was completed.

Semester	Events		Impacted People
	Speed	Aggressive	
October-March			
April-September	68	9	37,975
<b>Total</b>	<b>68</b>	<b>9</b>	<b>37,975</b>

4- **To Publish Paid Media in PR's Media Platforms**

- a- To review and publish in one hundred percent (100%) the approved budget on all Media, according to the target market. The process of specific media platform and purchase amount was determined with each Media Buy Plan. **Three (3) campaigns were published, which indicates that the strategy was completed by 100%.**
- b- To discuss and approve in one hundred percent (100%) final report data and Media Buy results for all speed and aggressive campaigns 2023 and obtain at least 3 million impressions from campaign media publishing at the end of federal fiscal year 2023.

**Campaigns Publishing  
Speed and Aggressive Driving Media Campaign  
Project 23-12-03**

TV	71,018.24	42%
Radio	48,301.73	28%
Print	-	0%
Internet	42,709.08	25%
Out Of Home	8,970.00	5%
<b>Speed Campaign</b>	<b>170,999.05</b>	<b>100%</b>

TV	98,853.13	38%
Radio	52,397.80	20%
Print	9,507.34	4%
Internet	43,372.86	17%
Out Of Home	55,867.00	21%
<b>Speed Summer Campaign</b>	<b>259,998.13</b>	<b>100%</b>

TV	62,116.96	37%
Radio	45,892.48	27%
Print	5,774.10	3%
Internet	22,023.05	13%
Out Of Home	34,193.33	20%
<b>Aggressive Campaign</b>	<b>169,999.92</b>	<b>100%</b>

**Post-Campaigns Publishing Results  
Speed and Aggressive Driving  
Project 23-12-03**

Media Platform	Impressions		Cost	Percent
	Spots	/ Audience		
TV	886	7,603,417	231,988.33	39%
Radio	1,879	9,410,621	146,592.01	24%
Print	15	0	15,281.44	3%
Internet	29	24,431,042	108,104.99	18%
Out Of Home	36	628,929	99,030.33	16%
<b>Total</b>	<b>2,845</b>	<b>42,074,009</b>	<b>600,997.10</b>	<b>100%</b>

A total of 42,074,009 million of impressions were obtained, which results in the fulfillment of the strategy, also accomplishing successfully Objective #2 for this project.

**Bonuses from Campaign Publishing  
Speed and Aggressive Driving Media Campaign  
Project 23-12-03**

Media	Spots	Impressions*	Amount
TV	150		115,920.00
Radio	349		25,434.00
Print	1		2,472.00
Digital*		6,502	584.20
<b>Total</b>	<b>500</b>	<b>6,502</b>	<b>\$ 144,410.20</b>



**5- To Obtain Eared Media in All Media Platforms**

- a- To broadcast the the awareness, prevention and educational messages through Public Relations and obtain at least five (5) interviews and/or media coverage at the end of fiscal year 2023. A total of 6 Press Release were generated broadcasting the speed and aggressive awareness, preventive and educational message. Out of this effort and campaign promotion and publishing, **79 interviews/media coverage were achieved**, which indicates that planned strategy was completed effectively.
- b- To gain at least \$100,000 on earned media from promoting the speed and aggressive content at the end of year 2023. **A total of \$538,581.20 was gained during the year.** Which means that 74% of the media buy investment for this

**Speed and Aggressive Driving Media Campaign  
23-12-03**

Month	Spots	ROI*	Month	Spots	Publicity	Campaign	Spots	Bonus
Oct-22	0		Oct-22	0	-			
Nov-22	0	-	Nov-22	0	-			
Dec-22	1	500.00	Dec-22	2	28,972.62			
Jan-23	11	16,693.00	Jan-23		(1,950.00)			
Feb-23	10	23,888.00	Feb-23	3	6,790.49	Speed	249	119,657.00
Mar-23	6	9,420.00	Mar-23		1,489.46			
Apr-23	1	12,110.00	Apr-23	2	25,985.00			
May-23	6	19,215.93	May-23		(592.89)			
Jun-23	5	7,424.75	Jun-23	1	6,385.00			
Jul-23	10	16,820.00	Jul-23	1	4,573.54	Speed	123	16,982.00
Aug-23	3	1,500.00	Aug-23	1	9,552.08			
Sep-23	13	147,524.00	Sep-23	3	57,870.02	Agresive	128	7,771.20
<b>Total</b>	<b>66</b>	<b>\$ 255,095.68</b>	<b>Total</b>	<b>13</b>	<b>\$ 139,075.32</b>	<b>Total</b>	<b>500</b>	<b>\$ 144,410.20</b>

**Spots 579  
Publicity \$538,581.20**

\* Return On Investment

project was regained through earned media. Below is the table with all earned media results.

At the at the time of the report's completion for this project of Speed and Aggressive Driving Media, the 2022-2023 Final Budget was \$730,129.67 that has been claimed in 25 petitions, submitted successfully to the PR TSC Finance Department.

In summary, the objectives for this project were:

Objective #1- to reach at least 50% of target audience (116,559 out of 233,118 men, age group 25-36) with the message of prevention and consequences of speed and aggressive driving and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023; and Objective #2- to increase awareness and engagement of the educational message to reduce speed and aggressive driving fatalities and injuries by obtaining at least 3 million impressions from campaign media publishing at the end of federal fiscal year 2023. **Both objectives were proudly achieved with an audience of 9,410,621 million and a total of 42,074,009 million impressions for this project contributing significantly to The Goal of reducing speed-related fatalities by 10.5%; from 93.4 (2015-2019 rolling average) to 83.6 (2018-2022 rolling average).**

**23-12-07**

**OCCUPANT PROTECTION MEDIA CAMPAIGN**

The strategies for the Occupant Protection Media Campaign project were systematically chosen to contribute to the fulfillment of the goal and objectives. Results of these strategies are detailed as follow:

1- **To promote Owned Media Platforms**

To promote the occupant protection message to engage target market and generate at least 150 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023. **A total of 364 posts were obtained**, which indicates that planned strategy was surpassed. A total of 24,097,170 million impressions were achieved naturally, which translate in citizens are recognizing the PR TSC as a reliable entity towards information and education.

Platform	23-12-07		
	Posts	Likes / Views	Reach/ Engagements
Facebook	134	1,476	158,796
X	110	432	235,307
Instagram	113	634	
YouTube	7	127,727	
<b>Total</b>	<b>364</b>	<b>130,269</b>	<b>394,103</b>
<b>Impressions</b>	<b>24,097,170</b>		

2- **To Produce/Reproduce/Edit Educational Pieces**



- a- To distribute at least 25,000 flyers with the occupant protection message at the end of fiscal year 2023. **The amount of 80,250 promotional material was distributed** to PRTSC Community Programs, PR Police Department, Municipal Police, Public and Private School personnel, educators, Public and Private Sector Institutions, and walk in public, among others. This states that strategy was exceeded.

Educational Material Inventory	Occupant Protection 12-07				Total
	Seat Belt	Child Restraint			
		Car Seat	Heatstroke	Heatstroke Posters	
2022 Previous Balance	4,950	-	-	-	4,950
Received*	25,000	55,000	15,000	1,000	96,000
Dispatched	27,950	43,750	8,000	550	80,250
<b>Balance</b>	<b>2,000</b>	<b>11,250</b>	<b>7,000</b>	<b>450</b>	<b>20,700</b>

- b- To produce/reproduce/edit at least twelve (12) educational pieces with the occupant protection message at the end of fiscal year 2023. **A total of 243 pieces were produced/reproduced/edited** with each program preventive message, slogans and logo. Strategy was completed successfully.  
**New Campaign Production 2023. Three (3) campaigns were produced during this year. These are the details:**

- i. **Seatbelt-Distracted-** according the Planning Division and included in this project's proposal a new campaign was developed with the seatbelt-distracted combined awareness, prevention and educational message. A total of 120 pieces were produced with the message "A veces no hay segunda oportunidades" (sometimes there is no second chance) that included both program slogan "De día y de noche si no te amarras pagas" and "Si guías y texteeas pagas" with both campaign logos. Pieces produced:



- 1 comercial 30 second video for TV and Social Media
- 1 comercial 30 second audio
- 108 digital images with different sizes and adaptations, such as social media covers, standard banners, push ads, interscrollers and pre-roll

- ii. **Seatbelt-** a new campaign was developed per proposed in this project. with the seatbelt awareness, prevention and educational message. An amount of 21 pieces were produced with the message "Recuerda que no le puedes dar rewind al tiempo ¡Cumple con la Ley!" (remember you can't rewind time ¡Obey the Law!) that included seatbelt program slogan "De día y de noche si no te amarras pagas" and logo. Pieces produced:



- 1 comercial 30 second video for TV and Social Media

- 1 comercial 30 second audio
  - 1 brochure size 5"x7" with a production of 10,000 copies
  - 6 print in diferent sizes for press inserts
  - 9 digital images with different sizes and adaptations, such as social media covers, standard banners, push ads, interscrollers and pre-roll
  - 3 Out of Home pieces for billboards and gaspums
- iii. **Child Restraint (Car Seat)-** a new campaign was developed per proposed in this project with the child restraint awareness, prevention and educational message. A total of 21 pieces were produced with the message "Recuerda que no le puedes dar rewind al tiempo ¡Cumple con la Ley!" (remember you can't rewind time ¡Obey the Law!) that included ca seat program slogan "Asiento Proector úsalo correctamente" and logo. Pices produced:
- 1 comercial 30 second video for TV and Social Media
  - 1 comercial 30 second audio
  - 1 brochure size 5"x7" with a production of 10,000 copies
  - 6 print in diferent sizes for press inserts
  - 9 digital images with different sizes and adaptations, such as social media covers, standard banners, push ads, interscrollers and pre-roll
  - 3 Out of Home pieces for billboards and gaspums



Following the table that summarizes produced/reproduced/edited pices:

**Project 23-12-07**

Piece Type	Seatbelt		Child Restraint		Total by Media Platform
	Seatbelt-Distracted	Seatbelt	Heatstroke	Car Seat	
Brochure		1	3	4	8
Adaptations	11	6			17
Video	1	4	1	8	14
Audio	1	2	1	2	6
Print		6	5	6	17
Internet	108	34	17	16	175
Out Of Home		3		3	6
<b>Total</b>	<b>121</b>	<b>56</b>	<b>27</b>	<b>39</b>	<b>243</b>



**ASIENTO PROECTOR**  
ÚSALO CORRECTAMENTE

### 3- To Participate and/or Develop Massive Impact Event(s)



To participate and/or develop at least one (1) Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for this project. **The PRISC participated in 72 mass impact events reaching approximately 37,975 people, specially target market for each program (men and women age group 25-36).** This implies that planned strategy was completed.

Semester	Events		Impacted People
	Seatbelt	Child Restraint	
October-March			
April-September	72	72	37,975
<b>Total</b>	<b>72</b>	<b>72</b>	<b>37,975</b>

4- **To Publish Paid Media in PR's Media Platforms**

a- To review and publish in one hundred percent (100%) all educational DUI's ads and pieces, according to the target market. The process of specific media platform and purchase amount was determined with each Media Buy Plan. **A total of 4 campaigns were published, which indicates that the strategy was completed in 100%.**

b- To discuss and approve in one hundred percent (100%) final report data and Media Buy results for all Occupant Protection Campaigns 2023 and obtain at least 3.5 million impressions from campaign media publishing at the end of federal fiscal year 2023.

**Campaigns Publishing  
Occupant Protection Media Campaign  
Project 23-12-07**

TV	36,892.58	49%
Radio	24,394.09	33%
Print	-	0%
Internet	13,652.80	18%
Out Of Home	-	0%
<b>Seatbelt-Distraction Campaign</b>	<b>74,939.47</b>	<b>100%</b>

TV	113,209.73	48%
Radio	54,798.37	23%
Print	-	0%
Internet	61,033.70	26%
Out Of Home	6,957.50	3%
<b>Seatbelt CIOT Campaign</b>	<b>235,999.30</b>	<b>100%</b>

**Post-Campaigns Publishing Results  
Occupant Protection  
Project 23-12-07  
Impressions /**

Media Platform	Spots	Audience	Cost	Percent
TV	685	8,237,200	237,573.90	49%
Radio	1,816	13,695,521	128,540.97	26%
Print	5		6,979.18	1%
Internet	45	23,701,369	105,223.77	22%
Out Of Home	92		7,628.33	2%
<b>Total</b>	<b>2,643</b>	<b>45,634,090</b>	<b>485,946.15</b>	<b>100%</b>

TV	42,273.43	45%
Radio	29,180.96	31%
Print	6,979.18	7%
Internet	15,103.59	16%
Out Of Home	670.83	1%
<b>Child Restraint-Heatstroke Campaign</b>	<b>94,207.99</b>	<b>100%</b>

TV	45,198.16	56%
Radio	20,167.55	25%
Print	-	0%
Internet	15,433.68	19%
Out Of Home	-	0%
<b>Child Restraint Campaign</b>	<b>80,799.39</b>	<b>100%</b>

A total of 45,634,090 million of impressions were obtained, which indicates that the strategy was overseeded, also accomplishing successfully Objective #2 for this project.

**Bonuses from Campaign Publishing  
Occupant Protection Media Campaign  
Project 23-12-07**

Media	Spots	Impressions*	Amount
TV	122		110,200.00
Radio	405		29,088.00
Digital*		12,104	1,256.04
<b>Total</b>	<b>527</b>	<b>12,104</b>	<b>\$ 140,544.04</b>

5- **To Obtain Eared Media in All Media Platforms**

- a- To broadcast the DUI awareness, prevention and educational messages through Public Relations and obtain at least eight (8) interviews and/or media coverage at the end of fiscal year 2023. A total of 7 Press Release were generated broadcasting the occupant protection awareness, preventive and educational message. Out of this effort and campaign promotion and publishing, **71 interviews/media coverage were achieved**, which indicates that planned strategy was completed effectively.
  
- b- To gain at least \$75,000 on earned media from promoting the occupant protection content at the end of year 2023. **A total of \$517,450.89 was gained during the year.** Which means that 690% of the media buy investment for this project was regained through earned media. Below is the table with all earned media results.

**Occupant Protection Media Campaign  
23-12-07**

Month	Spots	ROI*	Month	Spots	Publicity	Campaign	Spots	Bonus
Oct-22	0		Oct-22	0	-			
Nov-22	0	-	Nov-22	0	-			
Dec-22	1	500.00	Dec-22	2	28,972.62			
Jan-23	11	16,693.00	Jan-23		(1,950.00)			
Feb-23	2	4,100.00	Feb-23	3	6,790.49			
Mar-23	6	14,370.00	Mar-23		(936.59)	Seatbelt-	107	71,256.00
Apr-23	1	12,110.00	Apr-23	2	25,985.00	Distraction		
May-23	6	19,215.83	May-23		(592.89)	Heartstroke	129	17,557.00
Jun-23	5	7,424.75	Jun-23	1	6,385.00	Seatbelt	220	43,365.00
Jul-23	10	16,820.00	Jul-23	1	4,573.54			
Aug-23	3	1,500.00	Aug-23	1	9,552.08			
Sep-23	13	147,524.00	Sep-23	3	57,870.02	Car Seat	71	8,366.04
<b>Total</b>	<b>58</b>	<b>\$ 240,257.58</b>	<b>Total</b>	<b>13</b>	<b>\$ 136,649.27</b>	<b>Total</b>	<b>527</b>	<b>\$ 140,544.04</b>

\* Return On Investment

<b>Spots</b>	<b>598</b>
<b>Publicity</b>	<b>\$517,450.89</b>

At the at the time of the report's completion for this project of Alcohol Impaired Driving Media, the 2022-2023 Final Budget was \$757,292.44 that has been claimed in 27 petitions, submitted successfully to the PRTSC Finance Department.

In summary, the objectives for this project were:

**Objective#1-** to reach at least 80% of target audience (233,118 men, group age 25-36) with the awareness, prevention and educational message for occupant protection in all vehicle positions and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023, **Objective #2-** to reach at least 75% of target audience (189,872 women, group age 25-36) with the awareness, prevention and educational message for the use of car seats and/or booster, according to proper stages, for children ages 0 to 8 and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023; and **Objective#3-** to increase awareness and engagement of the educational message to reduce motor vehicle unrestraint traveling in all seating position fatalities and injuries by obtaining at least 5 million impressions from campaign media publishing at the end of federal fiscal year 2023. **All objectives were proudly achieved with an audience of 10,425,656 million of men age group 25-36 and 3,269,865 million of women age group 25-36 with a total of 45,634,090 million impressions for this project contributing significantly to both goals; Goal 1** of reducing unrestrained vehicle fatalities in all seating positions by 1%; from 84.6 (2015-2019 rolling average) to 83.8 (2018-2022 rolling average) by year 2023, and **Goal 2** of increasing observed seatbelt use for passenger vehicles, front seat outboard occupants by 1%; from 88.24% in year 2021 to 88.50% by year 2023.

**23-12-10**

**NON-MOTORIZED VEHICLE SAFETY MEDIA CAMPAIGN**

The strategies for the Non-motorized Vehicle Safety Media Campaign project were systematically chosen to contribute to the fulfillment of the goal and objectives. Results of these strategies are detailed as follow:

1- **To promote Owned Media Platforms**

To promote the non-motorized vehicle safety message to engage target market and generate at least 200 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023. **The amount of 325 posts were obtained**, which indicates that planned strategy was surpassed. A total of 24,097,170 million impressions were achieved naturally, which translate in citizens are recognizing the PRSC as a reliable entity towards information and education.

Platform	23-12-10		
	Posts	Likes / Views	Reach/ Engagements
Facebook	115	3,494	336,739
X	102	740	395,615
Instagram	102	888	
YouTube	6	1,266	
<b>Total</b>	<b>325</b>	<b>6,388</b>	<b>732,354</b>
<b>Impressions</b>	<b>24,097,170</b>		

2- **To Produce/Reproduce/Edit Educational Pieces**

a- To distribute at least 30,000 flyers with the non-motorized vehicle safety awareness, prevention and educational message at the end of fiscal year 2023. **A total of 121,100 promotional material was distributed** to PRSC Community Programs, PR Police Department, Municipal Police, Public and Private School personnel, educators, Public and Private Sector Institutions, and walk in public, among others. This states that strategy was exceeded.

Educational Material Inventory	Non-Motorized Vehicle Safety				Total
	12-10				
	Pedestrian			Bicyclist Safety	
Pedestrian Safety	Pedestrian-Driver	Pedestrian-Alcohol			
2022 Previous Balance	9,600	-	-	-	9,600
Received*	45,000	49,000	10,000	45,000	149,000
Dispatched	40,600	43,000	-	37,500	121,100
<b>Balance</b>	<b>14,000</b>	<b>6,000</b>	<b>10,000</b>	<b>7,500</b>	<b>37,500</b>

b- To produce/reproduce/edit at least twenty (20) educational pieces with the non-motorized vehicle safety prevention message at the end of fiscal year 2023. **A total of 159 pieces were produced/reproduced/edited** with each program preventive message, slogans and logo. Strategy was completed effectively.

**New Campaign Production 2023. Three (3) campaigns were produced during this year. These are the details:**

- i. **Pedestrian-Driver-** according to this project's proposal a new campaign was developed with the pedestrian-driving awareness, prevention and educational message. A total of 40 pieces were produced with the message "Conductor no seas una más. Ponte en sus zapatos y evita ser multado " (Driver don't be one more place yourself in their shoes and avoid





the fine) that included program slogan “Somos Responsables” (we are responsible) and logo.

Pieces produced:

- 1 comercial 30 second video for TV and Social Media
- 1 comercial 30 second audio
- 5 print in diferent sizes for press inserts
- 29 digital images with different sizes and adaptations, such as social media covers, standard banners, push ads, interscrollers and pre-roll
- 1 brochure size 5"x7" with a production of 24,000 copies
- 1 Out of Home piece for gaspumps
- 2 DBoard 4"x4" for PESET reception area

ii. **Pedestrian-alcohol-** a new campaign was developed per proposed in this project. with the pedestrian-alcohol awareness, prevention and educational message. An amount of 26 pieces were produced with the message “Peatón Sobrio Llega Seguro” (sober pedestrian arrive safely).

Pieces produced:

- 1 campaign logo “Peatón Sobrio Llega Seguro” (sober pedestrian arrive safely)
- 1 comercial 30 second video for TV and Social Media
- 1 comercial 30 second audio
- 1 brochure size 5"x7" with a production on 10,000 copies
- 5 print in diferent sizes for press inserts
- 17 digital images with different sizes and adaptations, such as social media covers, standard banners, push ads, interscrollers and pre-roll



iii. **Bicyclist Safety-** a new campaign was developed per proposed in this project with bicyclist safety awareness, prevention and educational message. A total of 13 pieces were produced with the message “¡Comparte la Carretera” (Share The Road) that included this program’s slogan “Asiento Proector úsalo correctamente” and logo. Pieces produced:

- 1 comercial 30 second video for TV and Social Media
- 1 comercial 30 second audio
- 1 brochure size 5"x7" with a production of 10,000 copies
- 2 print in diferent sizes for press inserts
- 5 digital images with different sizes and adaptations, such as social media covers, standard banners, push ads, interscrollers and pre-roll
- 3 Out of Home pieces for billboards and gaspumps



Following the table that summarizes produced/reproduced/edited pieces and each program logo for this project. Strategy was completed successfully.





**Project 23-12-10**

Piece Type	Pedestrian Safety			Bicyclist Safety	Total by Media Platform
	Pedestrian	Pedestrian-Driver	Pedestrian-Alcohol		
Brochure	3	3	1	5	12
Adaptations					0
Video	8	1	1	8	18
Audio	1	1	1	1	4
Print	5	7	5	3	20
Internet	6	29	17	12	64
Out Of Home	40	1			41
<b>Total</b>	<b>63</b>	<b>42</b>	<b>25</b>	<b>29</b>	<b>159</b>



**3- To Participate and/or Develop Massive Impact Event(s)**

To participate and/or develop at least one (1) Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for this project. **The PRISC participated in 74 mass impact events reaching approximately 25,745 people, specially target market, men, ages 50+.** This means that planned strategy was completed.

Semester	Events		Impacted People
	Pedestrian	Bicyclist	
October-March			
April-September	74	73	25,745
<b>Total</b>	<b>74</b>	<b>73</b>	<b>25,745</b>

**4- To Publish Paid Media in PR's Media Platforms**

a- To review and publish in one hundred percent (100%) the approved budget on all Media, according to the target market. The process of specific media platform and purchase amount was determined with each Media Buy Plan. **Three (3) campaigns were published, which indicates that the strategy was completed by 100%.**

b- To discuss and approve in one hundred percent (100%) final report data and Media Buy results for all non-motorized vehicle safety campaigns 2023 and

**Campaigns Publishing  
Non-Motorized Vehicle Safety Media Campaign  
Project 23-12-10**

TV	33,837.88	40%
Radio	25,515.86	30%
Print	10,084.18	12%
Internet	8,182.75	10%
Out Of Home	7,379.16	9%
<b>Pedestrian-Driver Campaign</b>	<b>84,999.83</b>	<b>100%</b>
TV	47,936.88	69%
Radio	-	0%
Print	-	0%
Internet	14,085.95	20%
Out Of Home	6,957.50	10%
<b>Bicyclist Safety Campaign</b>	<b>68,980.33</b>	<b>100%</b>
TV	26,588.00	35%
Radio	17,415.60	23%
Print	7,583.62	10%
Internet	12,025.04	16%
Out Of Home	11,385.00	15%
<b>Pedestrian Safety Campaign</b>	<b>74,997.26</b>	<b>100%</b>

**Post-Campaigns Publishing Results  
Non-motorized Vehicle Safety  
Project 23-12-10**

Media Platform	Spots	Impressions		Cost	Percent
		/ Audience			
TV	145	6,708,636		109,466.76	48%
Radio	875	3,137,677		41,827.46	18%
Print	14			17,667.80	8%
Internet	20	10,592,018		34,293.74	15%
Out Of Home	72			25,721.66	11%
<b>Total</b>	<b>1,126</b>	<b>20,438,331</b>		<b>228,977.42</b>	<b>100%</b>

obtain at least 6 million impressions from campaign media publishing at the end of federal fiscal year 2023.

**A total of 20,438,331 million impressions were obtained, which results in the fulfillment of the strategy**, also accomplishing successfully Objective #2 for this project.

**Bonuses from Campaign Publishing  
Non-motorized Vehicle Safety Media Campaign  
Project 23-12-10**

Media	Spots	Impressions*	Amount
TV	50		65,625.00
Radio	144		7,936.00
Digital*		2,985	380.59
OOH	15		8,438.00
<b>Total</b>	<b>209</b>	<b>2,985</b>	<b>\$ 82,379.59</b>

**5- To Obtain Eared Media in All Media Platforms**

- a- To broadcast the the non-motorized vehicle safety awareness, prevention and educational messages through Public Relations and obtain at least eight (8) interviews and/or media coverage at the end of fiscal year 2023. A total of 6 Press Release were generated broadcasting the speed and aggressive awareness, preventive and educational message. Out of this effort and campaign promotion and publishing, **86 interviews/media coverage were achieved**, which indicates that planned strategy was completed effectively.
- b- To gain at least \$100,000 on earned media from promoting the speed and aggressive content at the end of year 2023. **A total of \$497,542.21 was gained during the year.** Which means that 159% of the media buy investment for this

23-12-10								
Month	Spots	ROI*	Month	Spots	Publicity	Campaign	Spots	Bonus
Oct-22	0		Oct-22	0	-			
Nov-22	0	-	Nov-22	0	-			
Dec-22	3	6,500.00	Dec-22	2	28,972.62			
Jan-23	11	16,693.00	Jan-23		2,850.00			
Feb-23	3	4,600.00	Feb-23	3	6,790.49			
Mar-23	17	68,648.68	Mar-23		1,489.46	Pedestrian-	79	52,724.00
Apr-23	2	16,785.00	Apr-23	3	23,116.60	Driver		
May-23	14	62,692.73	May-23	1	21,743.02	Bicyclist	19	13,600.00
Jun-23	7	12,346.45	Jun-23	4	34,579.90			
Jul-23	0		Jul-23		38.79			
Aug-23	7	16,093.28	Aug-23	1	9,790.48	Pedestrian	111	16,055.59
Sep-23	4	46,950.00	Sep-23	4	34,482.12			
<b>Total</b>	<b>68</b>	<b>\$ 251,309.14</b>	<b>Total</b>	<b>18</b>	<b>\$ 163,853.48</b>	<b>Total</b>	<b>209</b>	<b>\$ 82,379.59</b>

\* Return On Investment

**Spots 295  
Publicity \$497,542.21**



project was regained through earned media. Below is the table with all earned media results.

At the at the time of the report's completion for this project of Speed and Aggressive Driving Media, the 2022-2023 Final Budget was \$535,382.04 that has been claimed in 28 petitions, submitted successfully to the PR TSC Finance Department.

In summary, the objectives for this project were:

Objective#1- to reach at least 40% of target audience (291,888 out of 729,720 men, group age 50+) with the awareness, prevention and educational message for non-motorized safety and its legal outcomes for not compliance with PR Act 22-2000 by the end of year 2023; and Objective #2- to increase awareness and engagement of the educational message to reduce non-motorized vehicle fatalities and injuries by obtaining at least 6 million impressions from campaign media publishing at the end of federal fiscal year 2023. **Both objectives were proudly achieved with an audience of 3,137,677 million and a total of 20,438,331 million impressions for this project contributing significantly to The Goal of reducing non-motorized vehicle fatalities by 2% by year 2023: a. pedestrian fatalities- from 93.2 (2015-2019 rolling average) to 91.3 (2018-2022 rolling average); bicyclist fatalities- from 9.2 (2015-2019 rolling average) to 9.0 (2018-2022 rolling average).**

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### 23-12-12 MOTORCYCLIST AWARENESS MEDIA CAMPAIGN (SHARE THE ROAD)

Strategies for the Motorcyclist Awareness Media Campaign project were thoroughly chosen to contribute to the accomplishment of the goal and objective. Results of these strategies are detailed as follow:

1- **To promote Owned Media Platforms**

To promote the motorcyclist awareness prevention message to engage target market and generate at least 30 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023. **A total of 93 posts were achieved**, which reveals that planned strategy was exceeded. A total of 24,097,170 million impressions were accomplished naturally, which translate in citizens are recognizing the PR TSC as a trustworthy entity towards information and education.

Platform	23-12-12		
	Posts	Likes / Views	Reach/ Engagements
Facebook	31	125	19,443
X	37	29	44,367
Instagram	24	132	
YouTube	1	468	
<b>Total</b>	<b>93</b>	<b>754</b>	<b>63,810</b>
<b>Impressions</b>	<b>24,097,170</b>		

2- **To Produce/Reproduce/Edit Educational Pieces**



a- To distribute at least 3,500 flyers with the motorcyclist awareness message at the end of fiscal year 2023. **A total of 5,800 promotional material was distributed** to PR TSC Community Programs, PR Police Department, Municipal Police, Public and Private School personnel, educators, Public and Private Sector Institutions, and walk in public, among others. This states that strategy was completed.

<b>Educational Material Inventory</b>	<b>Motorcycle Share The Road 12-12</b>
2022 Previous Balance	-
Received*	15,000
Dispatched	5,800
<b>Balance</b>	<b>9,200</b>

b- To produce/reproduce/edit at least five (5) educational pieces with the motorcyclist awareness message at the end of fiscal year 2023. **A total of 21 pieces were produced/reproduced/edited** with the preventive message Share The Road. Strategy was reached successfully.

**Pieces Production/Reproduction/Editing  
Motorcyclist Awareness Media Campaign  
Project 23-12-12**

<b>Piece Type</b>	<b>Share The Road</b>	<b>Total by Media Platform</b>
Brochure	1	1
Adaptations	6	6
Video	1	1
Audio	0	0
Print	0	0
Internet	12	12
Out Of Home	1	1
<b>Total</b>	<b>21</b>	<b>21</b>

**3- To Publish Paid Media in PR's Media Platforms**

a- To review and publish in one hundred percent (100%) all educational motorcyclist awareness ads and pieces, according to the target market. The process of specific media platform and purchase amount was determined with each Media Buy Plan. **A total of 1 campaign was published, which reveals that the strategy was completed in 100%** for successful results in accomplishing objective #2 for this project.

**Campaigns Publishing  
Motorcyclist Awareness (STR) Media Campaign  
Project 23-12-12**

TV	29,012.20	53%
Radio	-	0%
Print	-	0%
Internet	11,549.00	21%
Out Of Home	13,800.00	25%
<b>Share The Road Campaign</b>	<b>54,361.20</b>	<b>100%</b>

b- To discuss and approve in one hundred percent (100%) final report data and Media Buy results for all campaigns 2023 and obtain at least 500,000 impressions from campaign media publishing at the end of federal fiscal year 2023.



**Conductor toma en consideración al motociclista.**



COMANDO EN JEFE  
**SEGURIDAD EN EL TRÁNSITO**



**A total of 5,371,489 million of impressions were obtained, which indicates that the Post-Campaigns Publishing Results Motorcyclist Awareness (STR) Media Campaign Project 23-12-12**

Media Platform	Impressions /			
	Spots	Audience	Cost	Percent
TV	26	1,838,600	29,012.20	53%
Radio	0		-	0%
Print			-	0%
Internet	8	3,532,889	11,549.00	21%
Out Of Home	6		13,800.00	25%
<b>Total</b>	<b>40</b>	<b>5,371,489</b>	<b>\$ 54,361.20</b>	<b>100%</b>

**strategy was overseeded**, also accomplishing successfully Objective #2 for this project.

**Bonuses from Campaign Publishing Motorcyclist Awareness (STR) Media Campaign Project 23-12-12**

Media	Spots	Impressions*	Amount
TV	6		7,000.00
Digital*		17,223	2,309.00
<b>Total</b>	<b>6</b>	<b>17,223</b>	<b>\$ 9,309.00</b>

**Other Performed Strategies**

- 1- **To participate in Mass Impact Activities- the PR TSC participated in 54 mass impact events with the Share The Road awareness message reaching approximately 36,355 people, specially target market, men, ages 25-36.**

**Mass Impacts Participation Motorcyclist Awareness (STR) Project Number 23-12-12**

Semester	Events	Impacted
		People
October-March		
April-September	54	36,355
<b>Total</b>	<b>54</b>	<b>36,355</b>



**23-12-13**

The strategies for the Motorcycle Safety Media Campaign project were systematically chosen to contribute to the fulfillment of the goal and objectives. Results of these strategies are detailed as follow:

1- **To promote Owned Media Platforms**

To promote the motorcycle safety message to engage target market and generate at least 90 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023. **The amount of 100 posts were obtained**, which indicates that planned strategy was completed. A total of 24,097,170 million impressions were achieved naturally, which translate in citizens are recognizing the PRTSC as a reliable entity towards information and education.

Platform	23-12-13		
	Posts	Likes / Views	Reach/ Engagements
Facebook	30	1,016	55,071
X	34	166	40,080
Instagram	34	133	
YouTube	2	69	
<b>Total</b>	<b>100</b>	<b>1,384</b>	<b>95,151</b>
<b>Impressions</b>	<b>24,097,170</b>		

2- **To Produce/Reproduce/Edit Educational Pieces**

a- To distribute at least 15,000 flyers with the motorcycle safety message at the end of fiscal year 2023. **A total of 34,470 of the educational material was distributed** to PRTSC Community Programs, PR Police Department, Municipal Police, Public and Private School personnel, educators, Public and Private Sector Institutions, and walk in public, among others. This states that strategy was exceeded.

<i>Educational Material Inventory</i>	Motorcycle Safety
	12-13
2022 Previous Balance	9,570
Received*	34,000
Dispatched	34,470
<b>Balance</b>	<b>9,100</b>

b- To produce/reproduce/edit at least fifteen (15) educational pieces with the speed and aggressive driving prevention message at the end of fiscal year 2023.

**A total of 30 pieces were produced/ reproduced/edited** with message “Su Uso Tiene una razón de Ser” (Its usage has a reason) and this projects slogan and logo “Motociclista Seguro” (safe motorcyclist). Strategy was completed.

Pieces Production/Reproduction/Editing  
Motorcycle Safety Media Campaign  
Project 23-12-13

Piece Type	Motorcyclist Safety	Total by Media Platform
Brochure	3	3
Adaptations	8	8
Video	1	1
Audio	1	1
Print		0
Internet	17	17
Out Of Home		0
<b>Total</b>	<b>30</b>	<b>30</b>





- 3- **To Participate and/or Develop Massive Impact Event(s)**  
 To participate and/or develop at least one (1) Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for this project. **The PRTSC participated in 109 mass impact events reaching approximately 56,405 people, specially target market, men, ages 25-36.** This means that planned strategy was completed.

**Mass Impacts Participation  
 Motorcycle Safety  
 Project Number 23-12-13**

<i>Semester</i>	<i>Events</i>	<i>Impacted People</i>
October-March	55	20,000
April-September	54	36,405
<b>Total</b>	<b>109</b>	<b>56,405</b>

- 4- **To Publish Paid Media in PR's Media Platforms**  
 a- To review and publish in one hundred percent (100%) the approved budget on all Media, according to the target market. The process of specific media platform and purchase amount was determined with each Media Buy Plan. **One (1) campaign was published, which indicates that the strategy was completed 100%.**

**Campaigns Publishing  
 Motorcycle Safety Media Campaign  
 Project 23-12-13**

TV	50,626.45	48%
Radio	27,080.09	26%
Digital	4,292.85	4%
Social Media	23,000.00	22%
Out Of Home	-	0%
<b>Motorcycle Safety Campaign</b>	<b>104,999.39</b>	<b>100%</b>

- b- To discuss and approve in one hundred percent (100%) final report data and Media Buy results for all speed and aggressive campaigns 2023 and obtain at least 3 million impressions from campaign media publishing at the end of federal fiscal year 2023.

**Post-Campaigns Publishing Results  
 Motorcycle Safety Media Campaign  
 Project 23-12-13**

<b>Media Platform</b>	<b>Impressions</b>		<b>Cost</b>	<b>Percent</b>
	<b>Spots</b>	<b>/ Audience</b>		
TV	145	1,848,211	50,626.45	48%
Radio	474	955,400	27,080.09	26%
Print	15	6,566,991	4,292.85	4%
Internet			23,000.00	22%
Out Of Home				0%
<b>Total</b>	<b>634</b>	<b>9,370,602</b>	<b>104,999.39</b>	<b>100%</b>

A total of 9,370,602 million impressions were obtained, which results in the fulfillment of the strategy, also accomplishing successfully Objective #2 for this project.

**Bonuses from Campaign Publishing  
Motorcycle Safety Media Campaign  
Project 23-12-13**

Media	Spots	Impressions*	Amount
TV	17		42,100.00
Radio	104		47,727.00
<b>Total</b>	<b>121</b>	<b>0</b>	<b>\$ 89,827.00</b>



5- **To Obtain Eared Media in All Media**

**Platforms**

- a- To broadcast awareness, prevention and educational messages through Public Relations and obtain at least four (4) interviews and/or media coverage at the end of fiscal year 2023. A total of four (4) Press Release were generated broadcasting the motorcycle safety, preventive and educational message. Out of this effort and campaign promotion and publishing, **17 interviews/media coverage were reached**, which indicates that planned strategy was completed effectively.
- b- To gain at least \$50,000 earned media from promoting the speed and aggressive content at the end of year 2023. **A total of \$197,166.76 was gained during the year.** Which means that 188% of the media buy investment for this project was regained through earned media. Below is the table with all earned media results.



Motorcycle Safety Media Campaign 23-12-13								
Month	Spots	ROI	Month	Spots	Publicity	Campaign	Spots	Bonus
Oct-22			Oct-22					
Nov-22			Nov-22					
Dec-22			Dec-22					
Jan-23			Jan-23					
Feb-23			Feb-23			Motorcycle	121	\$ 89,827.00
Mar-23			Mar-23					
Apr-23	1	\$ 12,110.00	Apr-23	3	\$ 30,336.50			
May-23	6	19,215.83	May-23		700.60			
Jun-23	5	7,424.75	Jun-23					
Jul-23			Jul-23					
Aug-23			Aug-23	1	9,552.08			
Sep-23	1	28,000.00	Sep-23					
<b>Total</b>	<b>13</b>	<b>\$ 66,750.58</b>	<b>Total</b>	<b>4</b>	<b>\$ 40,589.18</b>	<b>Total</b>	<b>121</b>	<b>\$ 89,827.00</b>

\* Return On Investment

**Spots 138**  
**Publicity \$197,166.76**

At the at the time of the report's completion for this project of Motorcycle Safety, the 2022-2023 Final Budget was \$118,569.00 that has been claimed in 27 petitions, submitted successfully to the PRTSC Finance Department.

In summary, the objectives for this project were:

Objective #1- to reach at least 80% of target audience (186,494 out of 233,118 men, age group 25-36) with the message of prevention of motorcycle safety and consequences and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023; and Objective #2- to increase awareness and engagement of the educational message to reduce motorcyclist fatalities and injuries by obtaining at least 1 million impressions from campaign media publishing at the end of federal fiscal year 2023. **Both objectives were proudly achieved with an audience of 9,410,621 million and a total of 42,074,009 million impressions for this project contributing significantly to The Goals (1) of reducing motorcyclist fatalities by 1%; from 40.2 (2016-2020 rolling average) to 39.8 (2019-2023 rolling average) by the end of year 2023; and (2) to reduce un-helmeted motorcyclist fatalities by 1%; from 24.8 (2016-2020 rolling average) to 24.6 (2019-2023 rolling average) by the end of year 2023.**

**23-12-14**

**DISTRACTED DRIVING MEDIA CAMPAIGN**

The strategies for the Distracted Driving Media Campaign project were systematically chosen to contribute to the fulfillment of the goal and objectives. Results of these strategies are detailed as follow:

1- **To promote Owned Media Platforms**

To promote the alcohol impaired driving prevention message to engage target market and generate at least 120 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023. **A total of 463 posts were obtained**, which indicates that planned strategy was surpassed. A total of 24,097,170 million impressions were achieved naturally, which translate in citizens are recognizing the PRTSC as a reliable entity towards information and education.

Platform	23-12-14		
	Posts	Likes / Views	Reach/ Engagements
Facebook	56	692	110,999
X	54	211	74,213
Instagram	56	270	
YouTube	7	1,398	
<b>Total</b>	<b>173</b>	<b>2,571</b>	<b>185,212</b>
<b>Impressions</b>	<b>24,097,170</b>		

2- **To Produce/Reproduce/Edit Educational Pieces**

a- To distribute at least 15,000 flyers with the distracted driving message at the end of fiscal year 2023. **The amount of 37,750 promotional material was distributed** to PRTSC Community Programs, PR Police Department, Municipal Police, Public and Private School personnel, educators, Public and Private Sector Institutions, and walk in public, among others. This states that strategy was exceeded.

<i>Educational Material Inventory</i>	Distracted Driving 12-14
2022 Previous Balance	-
Received*	49,000
Dispatched	37,750
<b>Balance</b>	<b>11,250</b>

b- To produce/reproduce/edit at least nine (9) educational pieces with the distracted message at the end of fiscal year 2023. **A total of 27 pieces were produced/reproduced/edited**. According to this project's proposal a new campaign was developed with the distractive driving awareness, prevention and educational message. A total of 25 pieces were produced with the message "Cuando usas el celular, no solo es tu vida la que está en juego" (When you use your cellphone it's not only your life that is at game) that included program slogan "si guías y textas pagas" (U Text U Pay) and logo. Strategy was completed successfully. Pieces produced:

- 1 comercial 30 second video for TV and Social Media
- 1 comercial 30 second audio
- 7 print in diferent sizes for press inserts
- 15 digital images with different sizes and adaptations, such as social media covers, standard banners, push ads, interscrollers and pre-roll

Piece Type	U Text U Pay	Total by Media Platform
Brochure	3	3
Adaptations		0
Video	1	1
Audio	1	1
Print	7	7
Internet	15	15
Out Of Home		0
<b>Total</b>	<b>27</b>	<b>30</b>



- 1 brochure size 5"x7" with a production of 24,000 copies

- 3- **To Participate and/or Develop Massive Impact Event(s)**  
 To participate and/or develop at least one (1) Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for this project. **The PRTSC participated in 125 mass impact events reaching approximately 60,345 people, specially target market, men, ages 25-36.** This implies that planned strategy was completed.

**Mass Impacts Participation  
 Distracted Driving  
 Project Number 23-12-14**

Semester	Events	Impacted People
October-March	55	20,000
April-September	70	40,345
<b>Total</b>	<b>125</b>	<b>60,345</b>

- 4- **To Publish Paid Media in PR's Media Platforms**  
 a- To review and publish in one hundred percent (100%) all media, according to the target market. The process of specific media platform and purchase amount was determined with each Media Buy Plan. **Campaign was published, which indicates that the strategy was completed 100%.**

**Campaigns Publishing  
 Distracted Driving Media Campaign  
 Project 23-12-14**

TV	35,431.50	42%
Radio	27,831.15	33%
Print	5,430.82	6%
Internet	16,121.65	19%
Out Of Home	-	0%
<b>Distracted Driving Campaign</b>	<b>84,815.12</b>	<b>100%</b>

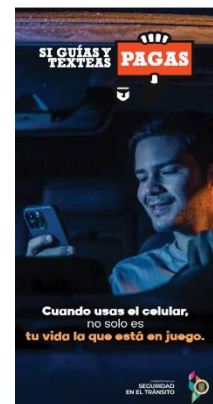
**Bonuses from Campaign Publishing  
 Distracted Driving Media Campaign  
 Project 23-12-14**

Media	Spots	Impressions*	Amount
Radio	73		4,121.00
<b>Total</b>	<b>73</b>	<b>0</b>	<b>\$ 4,121.00</b>

- b- To discuss and approve in one hundred percent (100%) final report data and Media Buy results for all distracted driving campaigns 2023 and obtain at least

**Post-Campaigns Publishing Results  
 Distracted Driving Media Campaign  
 Project 23-12-14**

Media Platform	Impressions		Cost	Percent
	Spots	/ Audience		
TV	82	2,203,265	35,431.50	42%
Radio	417	2,312,900	27,831.15	33%
Print	3		5,430.82	6%
Internet	10	1,544,418	16,121.65	19%
Out Of Home			-	0%
<b>Total</b>	<b>512</b>	<b>6,060,583</b>	<b>\$ 84,815.12</b>	<b>100%</b>



1 million impressions from campaign media publishing at the end of federal fiscal year 2023.

**A total of 6,060,583 million impressions were obtained, which indicates that the strategy was overseeded,** also accomplishing successfully Objective #2 for this project.

5- **To Obtain Eared Media in All Media Platforms**

- a- To broadcast the awareness, prevention and educational messages through Public Relations and obtain at least four (4) interviews and/or media coverage at the end of fiscal year 2023. A total of 4 Press Release were generated broadcasting distracted driving prevention content. Out of this effort and campaign promotion and publishing, **57 interviews/media coverage were achieved**, which indicates that planned strategy was completed effectively.
- b- To gain at least \$50,000 on earned media from promoting the distracted driving content at the end of year 2023. **A total of \$257,961.29 was gained during the year.** Which means that 304% of the media buy investment for this project was regained through earned media. Below is the table with all earned media results.

Distracted Driving Media Campaign 23-12-14								
Month	Spots	ROI*	Month	Spots	Publicity	Campaign	Spots	Bonus
Oct-22			Oct-22					
Nov-22			Nov-22					
Dec-22	3	6,500.00	Dec-22	2	28,972.62			
Jan-23	11	16,693.00	Jan-23		(1,950.00)			
Feb-23	2	4,100.00	Feb-23	3	10,786.49			
Mar-23	4	6,670.00	Mar-23		(936.59)			
Apr-23	12	61,744.00	Apr-23	3	37,276.00	U Text U Pay	73	4,121.00
May-23	7	30,215.83	May-23		1,407.11			
Jun-23	6	7,924.75	Jun-23	1	6,385.00			
Jul-23	0		Jul-23					
Aug-23	0		Aug-23	1	9,552.08			
Sep-23	2	28,500.00	Sep-23					
<b>Total</b>	<b>47</b>	<b>\$ 162,347.58</b>	<b>Total</b>	<b>10</b>	<b>\$ 91,492.71</b>	<b>Total</b>	<b>73</b>	<b>\$ 4,121.00</b>

\* Return On Investment

<b>Spots</b>	<b>130</b>
<b>Publicity</b>	<b>\$257,961.29</b>

At the at the time of the report's completion for this project of Alcohol Impaired Driving Media, the 2022-2023 Final Budget was \$206,399.28 that has been claimed in 23 petitions, submitted successfully to the PRTSC Finance Department.

In summary, the objectives for this project were:

Objective #1- to reach at least 80% of target audience (186,494 out of 233,118 men, age group 25-36) with the message of prevention and consequences of distracted driving and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023; and Objective #2- to increase awareness and engagement of the educational message to reduce distracted driving fatalities and injuries by obtaining at least 1 million impressions from campaign media publishing at the end of federal fiscal year 2023. **Both objectives were proudly achieved with an audience of 4,516,165 and a total of 6,060,583 million impressions for this project contributing significantly to The Goal of maintaining the number of people that reported making cell phone calls while driving by percent 1%; from 67% in year 2021 to 43% by year 2023.**

**23-12-15**

**PESET\* EDUCATIONAL MEDIA CAMPAIGN (\*PARQUE EDUCATIVO SEGURIDAD EN EL TRÁNSITO)**

Strategies for the PESET Promotional Media Campaign project were thoroughly chosen to contribute to the accomplishment of the goal and objective. Results of these strategies are detailed as follow:

1- **To promote Owned Media Platforms**

a- To promote the youth impaired driving prevention message to engage target market and generate at least 12 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023.

b- To promote PESET's Saturdays visits to engage target market and generate at least 12 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023. **A total of 103 posts were achieved**, which reveals that planned strategy was exceeded. A total of 24,097,170 million impressions were accomplished naturally, which translate in citizens are recognizing the PRSC as a trustworthy entity towards information and education.

Platform	23-12-15		
	Posts	Likes / Views	Reach/ Engagements
Facebook	33	512	133,743
X	33	201	88,958
Instagram	35	184	
YouTube	2	738	
<b>Total</b>	<b>103</b>	<b>1,635</b>	<b>222,701</b>
<b>Impressions</b>	<b>24,097,170</b>		

2- **To Produce/Reproduce/Edit Educational Pieces**

a- To distribute at least 10,000 flyers with PESET's promotional message at the end of fiscal year 2023. **A total of 41,000 promotional material was distributed** to PRSC Community Programs, PR Police Department, Municipal Police, Public and Private School personnel, educators, Public and Private Sector Institutions, and walk in public, among others. This states that strategy was surpassed.

Educational Material Inventory	PESET		Total
	Postcard	Activity Book	
	12-15		
2022 Previous Balance	3,500	-	3,500
Received*	25,000	40,000	65,000
Dispatched	22,000	19,000	41,000
<b>Balance</b>	<b>6,500</b>	<b>21,000</b>	<b>27,500</b>





- b- To produce/reproduce/edit at least six (6) educational pieces with the PESET's promotional message at the end of fiscal year 2023. **A total of 34 pieces were produced/reproduced/edited** with the PESET's promotional message “para que los niños sean conductores responsables en el futuro, tráelos aquí” (for children to become responsible drivers in the future, bring them here). Strategy was reached successfully.

Piece Type	PESET	Total by Media Platform
Brochure	25	25
Adaptations	2	2
Video	1	1
Audio	1	1
Print	1	1
Internet	4	4
Out Of Home		0
<b>Total</b>	<b>34</b>	<b>30</b>

los niños sean conductores responsables en el futuro, tráelos aquí” (for children to become responsible drivers in the future, bring them here). Strategy was reached successfully.



### 3- To Publish Paid Media in PR's Media Platforms

- a- To review and publish in one hundred percent (100%) the approved budget on all PESET awareness and promotional media accordingly to target market. **The campaign was published, which reveals that the strategy was completed in 100%**, which also contributes to accomplishing objective #2 for this project.

#### Campaigns Publishing PESET Promotional Media Project 23-12-15

TV	15,591.13	46%
Radio	8,071.97	24%
Print	2,127.96	6%
Internet	7,311.24	22%
Out Of Home	897.00	3%
<b>Total</b>	<b>33,999.30</b>	<b>100%</b>

#### Bonuses from Campaign Publishing PESET Promotional Media Project 23-12-15

Media	Spots	Impressions*	Amount
TV	4		2,000.00
Radio	54		1,618.00
Digital*		3,042	206.86
<b>Total</b>	<b>58</b>	<b>3,042</b>	<b>\$ 3,824.86</b>

- b- To discuss and approve in one hundred percent (100%) final report data and Media Buy results for PESET promotional campaign and obtain at least 500,000 impressions from campaign media publishing at the end of federal fiscal year.

#### Post-Campaigns Publishing Results PESET Promotional Media Project 23-12-15 Impressions /

Media Platform	Spots	Audience	Cost	Percent
TV	40	327,841	15,591.13	46%
Radio	178	274,500	8,071.97	24%
Print	2		2,127.96	6%
Internet	6	1,384,259	7,311.24	22%
Out Of Home	24		897.00	3%
<b>Total</b>	<b>250</b>	<b>1,986,600</b>	<b>\$ 33,999.30</b>	<b>100%</b>



**A total of 1,986,600 million of impressions were obtained, which indicates that the strategy was overseeded,** also accomplishing successfully Objective #2 for this project.

4- **To Obtain Eared Media in All Media Platforms**

To broadcast the PESET awareness and promotional message through Public Relations and obtain at least two (2) interviews and/or media coverage at the end of fiscal year 2023. A total of 4 Press Release were generated broadcasting the road safety awareness, preventive and educational message. Out of this effort and campaign promotion and publishing, **46 interviews/media coverage were achieved,** which indicates that planned strategy was completed.

The table below resumes the earned media results. A total of \$186,596.19 was gained during the year. Which means that 549% of the media buy investment for this project was regained through earned media.

PESET Educational Media Campaign 23-12-15								
Month	Spots	ROI*	Month	Spots	Publicity	Campaign	Spots	Bonus
Oct-22			Oct-22					
Nov-22			Nov-22					
Dec-22	3	6,500.00	Dec-22	2	28,972.62			
Jan-23	11	16,693.00	Jan-23		(1,950.00)			
Feb-23	2	4,100.00	Feb-23	3	10,786.49			
Mar-23	4	6,670.00	Mar-23		(1,690.54)			
Apr-23	1	12,110.00	Apr-23	3	30,336.50			
May-23	6	19,215.83	May-23		700.60			
Jun-23	6	7,924.75	Jun-23					
Jul-23	0		Jul-23					
Aug-23	3	4,850.00	Aug-23	1	9,552.08			
Sep-23	1	28,000.00	Sep-23			PESET	58	\$ 3,824.86
<b>Total</b>	<b>37</b>	<b>\$ 106,063.58</b>	<b>Total</b>	<b>9</b>	<b>\$ 76,707.75</b>	<b>Total</b>	<b>58</b>	<b>\$ 3,824.86</b>
				<b>Spots</b>	<b>104</b>			
				<b>Publicity</b>	<b>\$186,596.19</b>			

\* Return On Investment

5- **To Participate and/or Develop Massive Impact Event(s)**

To participate and/or develop at least one (1) Mass Impact Activity to directly influence attendees to broadcast The PESET awareness and promotional message for this project by the end of fiscal year 2023. **The PRISC participated in 124 mass impact events reaching approximately 42,895 people, specially target market, women, ages 25-36.** This denotes that planned strategy was completed successfully.

**Mass Impacts Participation  
PESET Promotional Media  
Project Number 23-12-15**

Semester	Events	Impacted People
October-March	55	20,000
April-September	69	22,895
<b>Total</b>	<b>124</b>	<b>42,895</b>

At the at the time of the report's completion for this project of PESET Promotional Media, the 2022-2023 Final Budget was \$58,995.75 that has been claimed in 20 petitions, submitted successfully to the PRTSC Finance Department.

In summary, the objectives for this project were:

Objective#1- to reach at least 75% of target audience (189,872 women, age group 25-36) with the awareness, educational and promotional message increase visit to PESET by federal fiscal year 2023; and Objective #2- to increase awareness and engagement of the educational message to reduce fatalities and injuries of child ages 0 to 15 by obtaining at least 500,000 impressions from campaign media publishing at the end of federal fiscal year 2023. **Both objectives were achieved with an audience of 602,341 and a total of 1,986,600 million impressions for this project contributing to The Goal of increasing the numbers of participants in PESET by 3.89%: from 4,813 attendees (2018-2020 rolling average) to 5,000 attendees by fiscal year 2023.**

## 23-12-16

### DRUG IMPAIRED DRIVING MEDIA CAMPAIGN

The strategies for the Drug Impaired Driving Media Campaign project were systematically chosen to contribute to the fulfillment of the goal and objectives. Results of these strategies are detailed as follow:

#### 1- To promote Owned Media Platforms

To promote the drug impaired driving message to engage target market and generate at least 80 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023. **A total of 64 posts were obtained**, which indicates that planned strategy was completed by 80%. A total of 24,097,170 million impressions were achieved naturally, which translates to citizens recognizing the PRTSC as a reliable entity towards information and education.

Platform	23-12-16		
	Posts	Likes / Views	Reach/ Engagements
Facebook	21	421	48,361
X	21	57	134,694
Instagram	21	101	
YouTube	1	450	
<b>Total</b>	<b>64</b>	<b>1,029</b>	<b>183,055</b>
<b>Impressions</b>	<b>24,097,170</b>		

#### 2- To Produce/Reproduce/Edit Educational Pieces

a- To distribute at least 5,000 flyers with the the DUID message at the end of fiscal year 2023. **The amount of 15,750 educational material was distributed** to PRTSC Community Programs, PR Police Department, Municipal Police, Public and Private School personnel, educators, Public and Private Sector Institutions, and walk in public, among others. This states that strategy was exceeded.

<i>Educational Material Inventory</i>	Drug Impaired Driving 12-16
2022 Previous Balance	13,000
Received*	5,000
Dispatched	15,750
<b>Balance</b>	<b>2,250</b>

b- To produce/reproduce/edit at least nine (9) educational pieces with the distracted message at the end of fiscal year 2023. **A total of 27 pieces were produced/reproduced/edited** with the message and program's slogan "Si te sientes diferente, guías diferente" (If You Feel Different, You Drive Different) and logo. Strategy was completed successfully.

**Pieces Production/Reproduction/Editing  
Drug Impaired Driving Media Campaign  
Project 23-12-16**

Piece Type	DUID	Total by Media
		Platform
Brochure	1	1
Video	49	49
<b>Total</b>	<b>50</b>	<b>50</b>



3- **To Participate and/or Develop Massive Impact Event(s)**

To participate and/or develop at least one (1) Mass Impact Activity to directly influence attendees to broadcast and promote the DUID awareness, prevention and educational message for this project. **The PRTSC participated in 41 mass impact events reaching approximately 31,155 people, specially target market, men, ages 25-36.** This implies that planned strategy was completed.

**Mass Impacts Participation  
Drug Impaired Driving  
Project Number 23-12-16**

Semester	Events	Impacted People
October-March		
April-September	41	31,155
<b>Total</b>	<b>41</b>	<b>31,155</b>

4- **To Publish Paid Media in PR's Media Platforms**

a- To review and publish in one hundred percent (100%) all media, according to the target market. The process of specific media platform and purchase amount was determined with each Media Buy Plan. **No paid media was published which indicates that the strategy was completed 0%.** Due to the existing impasse between the agencies that handle the SFST, the mobilization could not be realized. Therefore, the advertising campaign was cancelled.

b- To discuss and approve in one hundred percent (100%) final report data and Media Buy results for all distracted driving campaigns 2023 and obtain at least 1 million impressions from campaign media publishing at the end of federal fiscal year 2023. The advertising campaign was cancelled, therefore there are no publication results.

Nevertheless, the awareness, prevention and educational message was publicized through social networks and mass events, successfully reaching the target market.

5- **To Obtain Eared Media in All Media Platforms**

To broadcast awareness, prevention and educational messages through Public Relations and obtain at least four (4) interviews and/or media coverage at the end of fiscal year 2023. A total of 3 Press Release were generated broadcasting DUID prevention content. Out of this effort and campaign promotion and publishing, **48 interviews/media coverage were achieved**, which indicates that planned strategy was completed effectively. **A total of \$177,923.33 for publicity was gained during the year.**

with all results.

Drug Impaired Driving Media Campaign 23-12-16					
Month	Spots	ROI*	Month	Spots	Publicity
Oct-22			Oct-22		
Nov-22			Nov-22		
Dec-22	3	6,500.00	Dec-22	2	28,972.62
Jan-23	11	16,693.00	Jan-23		(1,950.00)
Feb-23	2	4,100.00	Feb-23	3	10,786.49
Mar-23	4	6,670.00	Mar-23		(1,690.54)
Apr-23	1	12,110.00	Apr-23	3	30,336.50
May-23	6	19,215.83	May-23		700.60
Jun-23	6	7,924.75	Jun-23		
Jul-23	0		Jul-23		
Aug-23	0		Aug-23	1	9,552.08
Sep-23	1	28,000.00	Sep-23		
<b>Total</b>	<b>34</b>	<b>\$ 101,213.58</b>	<b>Total</b>	<b>9</b>	<b>\$ 76,707.75</b>
				<b>Spots</b>	<b>43</b>
				<b>Publicity</b>	<b>\$177,921.33</b>

Below is the table earned media

\* Return On Investment

At the at the time of the report's completion for this project of Alcohol Impaired Driving Media, the 2022-2023 Final Budget was \$4,136.82 that has been claimed in 9 petitions, submitted successfully to the PRTSC Finance Department.

In summary, the objectives for this project were:

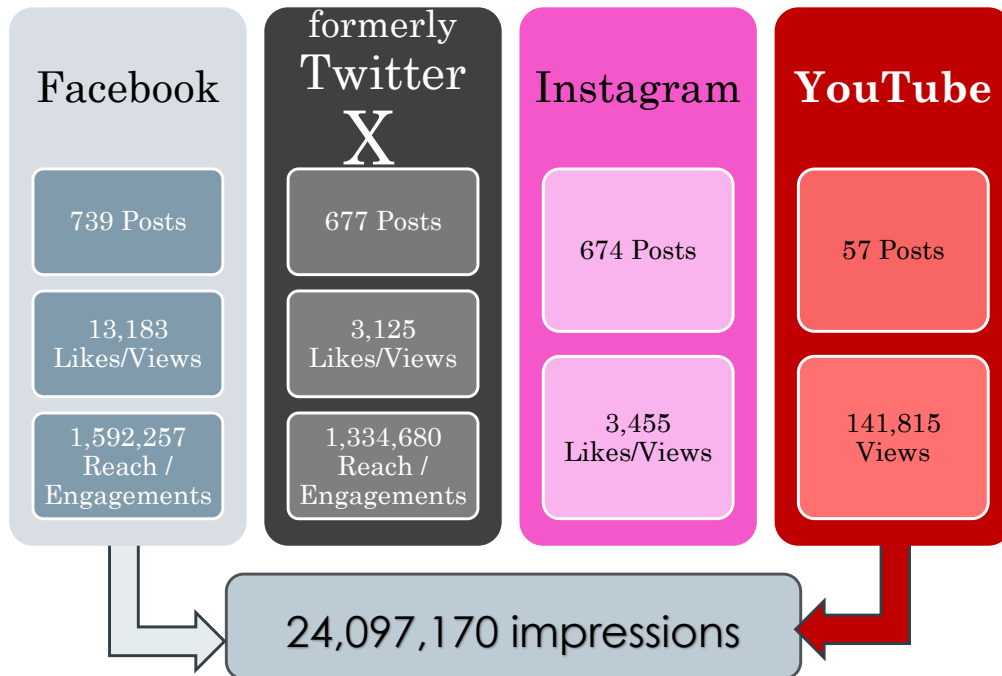
Objective#1- to reach at least 80% of target audience (a total of 233,118 men, group age 25-36) with the message of drug driving prevention, consequences and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023; and Objective #2- to increase awareness and engagement of the educational message to reduce drug impaired driving fatalities and injuries by obtaining at least 2 million impressions from campaign media publishing at the end of federal fiscal year 2023. **Both objectives were conducted through the strategies of publication on digital platforms, participation in events and public relations impacting an audience of 31,155, reaching target market and raising awareness about the consequences of drugged driving.**

**SUMMARY**

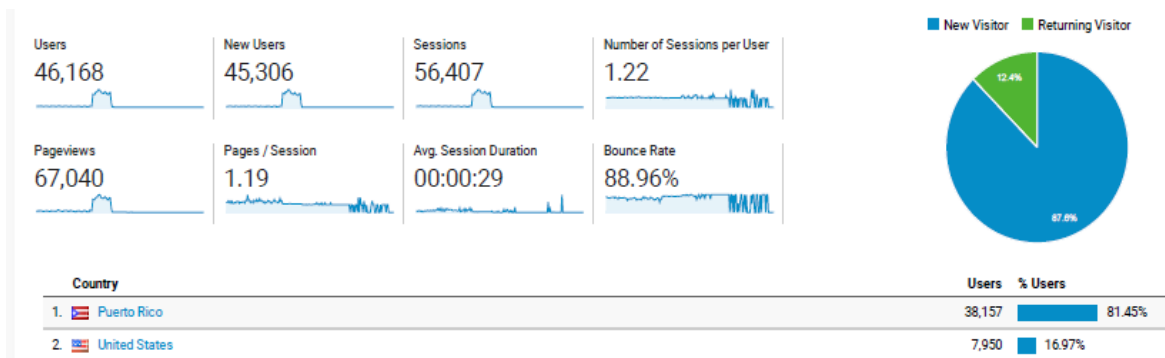
**PRISC Owned Media Platforms**



The following graphic represents the PRISC overall posted content through all media platforms.



The next graphic represents the PRISC website [www.seguridadeneltransito.com](http://www.seguridadeneltransito.com) traffic. A total of 67,040 people has entered the website generating 46,168 users.



### Massive Impact Event(s)

During this year the PRISC coordinated and participated in more than 125 activities where over 709,930 persons were impacted by orienting them on the awareness, educational and preventive road safety message and legal outcomes for not compliance with PR Act 22-2000 "Puerto Rico Vehicle and Traffic Act". Also, each program's educational flyer was distributed in these events. Among these activities, it's



noteworthy the ones created and developed by the PRSC, "Seguridad en el Tránsito 100x35" (Traffic Safety 100x35). Two events were created and the communities of Trujillo Alto and Corozal hosted each event.



### Paid Media versus Publicity

Creative Concept for the PRSC campaigns and advertisements positioning have been remarkable. As a result, it has been accomplished a reassuring feedback. Interviews, press releases coverage, news reports, and exposition received, as well as bonuses obtained as result of media buy have become an ally for Publicity. The table below represents the outstanding work from the PRSC communications team, and personnel, contractors, non-profit organizations, and government agencies, among others that share the social commitment of road safety.

Paid Media versus Publicity  
by Communications Division Media Campaigns Projects  
October 2022 to September 2023

Number	Project Name	Paid Media	Publicity			Earned Exposure
			Bonuses	ROI	Publicity	
12-01	Alcohol Impaired Driving	\$ 1,266,273.38	\$ 143,388.31	\$ 595,715.57	\$ 507,511.67	98%
12-02	Youth Impaired Driving	87,992.76	1,835.00	177,067.48	45,893.35	255%
12-03	Speed and Aggressive Driving	429,998.05	144,410.20	255,095.68	139,075.32	125%
12-07	Occupant Protection	485,946.15	140,544.04	240,257.58	136,649.27	106%
12-10	Non-motorized Vehicle Safety	228,977.42	82,379.59	251,309.14	163,853.48	217%
12-12	Motorcyclist Awareness (STR)	54,361.20	9,309.00	100,713.58	53,304.17	300%
12-13	Motorcycle Safety	104,999.39	89,827.00	66,750.58	40,589.18	188%
12-14	Distracted Driving	84,815.12	4,121.00	162,347.58	91,492.71	304%
12-15	PESET Promotional	33,999.30	3,824.86	106,063.58	76,707.75	549%
12-16	Drug Impaired Driving	0.00	-	101,213.58	76,707.75	177921330000%
<b>Total</b>		<b>\$ 2,777,362.77</b>	<b>\$ 619,639.00</b>	<b>\$ 2,056,534.35</b>	<b>\$ 1,331,784.65</b>	<b>177921332144%</b>

Summary Results	
Paid Media	\$ 2,777,362.77
Earned Media	\$ 4,007,958.00
<b>Earned Exposure</b>	<b>144%</b>

In summary, 144% of the media buy investment from the communications paid media projects was regained through earned media.





## Budget

The following table represents the budget allocated to the Communications' Office. **In summary, 84% of the requested budget was allocated.**

Communications Division Media Campaigns Projects  
Budget  
October 2022 to September 2023

Project		Budget			Usage
Number	Name	Budget	Expenses	Balance	Percent
12-01	Alcohol Impaired Driving	\$ 1,500,000.00	\$ 1,319,431.08	\$ 180,568.92	88%
12-02	Youth Impaired Driving	200,000.00	139,045.34	60,954.66	70%
12-03	Speed and Aggressive Driving	770,000.00	730,129.67	39,870.33	95%
12-07	Occupant Protection	800,000.00	757,292.44	42,707.56	95%
12-10	Non-motorized Vehicle Safety	641,000.00	535,282.04	105,717.96	84%
12-12	Motorcyclist Awareness (STR)	60,437.36	57,863.15	2,574.21	96%
12-13	Motorcycle Safety	131,000.00	118,569.00	12,431.00	91%
12-14	Distracted Driving	222,000.00	206,399.28	15,600.72	93%
12-15	PESET Promotional	67,000.00	58,995.75	8,004.25	88%
12-16	Drug Impaired Driving	282,000.00	4,136.82	277,863.18	1%
<b>Total</b>		<b>\$ 4,673,437.36</b>	<b>\$ 3,927,144.57</b>	<b>\$ 746,292.79</b>	<b>84%</b>

The approval of funds to publish the awareness, preventive and educational campaigns was submitted on time; however, the approval was received almost two (2) months post submission. It is necessary to emphasize that the process of allocating funds is internal as opposed to approving the budget for proposal administration and development. In other words, the process of granting funds for project development is obtained with the approval of the proposal at the beginning of the federal fiscal year, versus funds assignments that are received sporadically from NHTSA.

Unfortunately, the assignment process is also taken externally to the PR Office Management and Budget (OMB), as is required for each government agency to submit for approval usage and distribution of funds, whether is state or federal funds. The request for amendments to the OMB each time funds are assign greatly affects the fulfillment of project strategies, as they do not consider amendments as a continuity, so the evaluation process is done as a new request, going through the full cycle of the Interagency process, as is also required to submit this funds request for approval to the Secretary of the Governor's Office as well, each time an allocation of funds is received, therefore affecting gravely the timetable for campaign publishing, in some cases, omitting paid advertising strategies and only completing only public relations strategies for projects. In

summary, it is needed to present the OMB approved grant budget rather than the assigned funds.

## FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
23-12-01	ID Media Campaign - 1201	CST - 00	\$ 1,169,663.37	\$ 999,401.37	\$ 170,262.00
23-12-01	ID Media Campaign - 1201	CST - 00	330,336.63	320,029.71	10,306.92
23-12-02	Youth ID Media Campaign - 1202	CST - 00	200,000.00	139,045.34	60,954.66
23-12-03	speed, aggressive and distractive PM - 1203	CST - 00	178,850.62	178,850.62	-
23-12-03	speed, aggressive and distractive PM - 1203	CST - 00	591,149.38	551,279.05	39,870.33
23-12-07	PM Occupant protection - 1207	CST - 00	800,000.00	757,292.44	42,707.56
23-12-10	PM pedestrian - 1210	CST - 00	66,862.02	66,862.02	-
23-12-10	PM pedestrian - 1210	CST - 00	445,000.00	339,382.04	105,617.96
23-12-10	PM pedestrian - 1210	CST - 00	129,137.98	129,137.98	-
23-12-12	MC Safety Media Campaign - 1212	CST - 00	5,612.42	3,710.42	1,902.00
23-12-12	MC Safety Media Campaign - 1212	CST - 00	51,216.74	51,216.74	-
23-12-12	MC Safety Media Campaign - 1212	CST - 00	3,608.20	2,935.99	672.21
23-12-13	MC Media Campaign - 1213	CST - 00	57,438.50	53,748.50	3,690.00
23-12-13	MC Media Campaign - 1213	CST - 00	73,561.50	64,820.50	8,741.00
23-12-14	DD Media Campaign - 1214	CST - 00	222,000.00	206,399.28	15,600.72
23-12-15	PESET Educational Campaign - 1215	CST - 00	27,822.00	27,822.00	-
23-12-15	PESET Educational Campaign - 1215	CST - 00	39,178.00	31,173.75	8,004.25
23-12-16	Drug Impaired Driving Media Campaign - 1216	CST - 00	282,000.00	4,136.82	277,863.18
<b>Total 12 - Media</b>			<b>\$ 4,673,437.36</b>	<b>\$ 3,927,244.57</b>	<b>\$ 746,192.79</b>



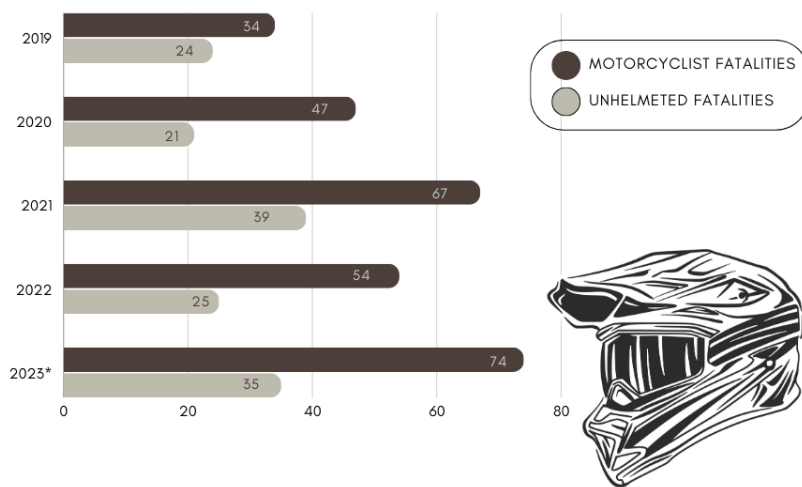
## PROGRAM AREA: MOTORCYCLE SAFETY

### PROBLEM STATEMENT

Traffic safety issues remain a major concern among motorcyclists. During the period from 2019 to 2023, a concerning trend is observed in motorcycle fatalities, with a gradual increase each year. In 2019, there were 34 fatalities, a number that rose to 47 in 2020 and peaked in 2023 with 74 cases. This consistent rise reflects a growing risk to the safety of motorcyclists in the region, emphasizing the need to implement effective measures to prevent accidents and mitigate their severity.

The year 2021 stood out as a critical period, witnessing a marked increase in motorcycle fatalities, reaching a total of 67. This significant uptick may necessitate a more detailed analysis of the circumstances and factors contributing to motorcycle fatalities.

### MOTORCYCLIST AND UNHELMETED FATALITIES YEARS 2019-2023\*



Regarding fatalities of motorcyclists without the use of a protective helmet, the data shows variability over the years. In 2019, there were 24 fatalities, and although this figure decreased to 21 in 2020, it increased again in 2021, reaching 39 cases. This upswing may indicate the need to reinforce awareness campaigns about

the importance of helmet usage to prevent severe and fatal injuries.

Despite the decrease in 2020, fatalities of motorcyclists without a protective helmet remained at concerning levels in subsequent years, reaching 35 in 2023. These data underscore the persistent vulnerability of motorcyclists who do not use helmets and highlight the importance of addressing this issue through legislative, educational, and enforcement measures to enhance road safety in the motorcycling community.

In addition, motorcyclists are getting licenses and training, but there is a lack in the number of endorsements given by the DOT through DISCO, the amount of motorcycle registrations is 199,854 and out of those 172,732 are active. Data shows that 143,751 or 80% are riding without the endorsement and 28,981 or 20% have the endorsement, the use of protective gear is compulsory with Law 107.

## PERFORMANCE MEASURES

### **C-7) Reduce motorcyclist fatalities by .4 percent from 40.2 (2016-2020 rolling average) to 39.8 (2019-2023 rolling average) by 2023.**

→ According to preliminary data, the five-year moving average (2019-2023) shows an increase in motorcycle fatalities, reaching a total of 55 deaths on average. While it is concerning that we have experienced a rise in motorcycle deaths in recent years, Puerto Rico is firmly committed to developing comprehensive and targeted strategies to achieve a significant reduction by the year 2025. We recognize the urgency of addressing this issue and will tirelessly work on implementing innovative measures to promote motorcycle safety, relying on active collaboration from the community to achieve this crucial target.

### **C-8) Reduce unhelmeted motorcyclist fatalities by .2 percent from 24.8 (2016-2020 rolling average) to 24.6 (2019-2023 rolling average) by 2023.**

→ According to preliminary data, the five-year moving average (2019-2023) reveals an increase in unhelmeted motorcyclist fatalities, totaling an average of 29 deaths. This specific rise underscores the urgent need to develop comprehensive and specific strategies to achieve a significant reduction in these fatalities by the year 2025. The safety of motorcyclists is a priority for Puerto Rico.

## PLANNED ACTIVITY

### **23-13-06**

#### **MOTORCYCLE SAFETY COORDINATOR**

Enforcement in motorcycle laws has been directed mostly on helmet, proper gear use and impaired riding. However, new trends in education and road safety awareness have emerged. The PRTSC and the no longer Motorcycle Safety Coordinator now (Program Services and Coordination Officer) have made some recommendations regarding training and the endorsement or licensing for motorcyclist to maintain them with updated law information and amendments in the Law 107 and motorcycle techniques when riding. Also, the DMV began to consider all the recommendations that the coordinator made, and DTPW and PRTSC are working together to make these possible.

The implementation of new practice ranges is necessary; Law 107 specifies that the DTPW is obligated to have eight ranges around the island. Currently, there is only three ranges in operation Toa Baja, Fajardo and Aibonito. Following the no longer Motorcycle Safety Coordinator now (Program Services and Coordination Officer) expertise, the DMV decides to add at least one more range, this one is going to be in the western side of the island in San German, that's going to be mark and painted during December 2022. Right



now, has pass some time and areas are deteriorating, if necessary, the coordinator will re-paint the areas to put them in condition.

The DOT and DISCO must open those ranges, that way more endorsements and education can be offered to motorcyclists. There is a problem with municipality officers and state police officers that are motorcyclist because they don't have the motorcycle endorsement, that's because the DMV don't let then take the motorcycle endorsement in the police motorcycles. The program coordinator is going to coordinate different activities to attend the problem in coordination with the DMV.

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

The Program Services and Coordination Officer of the Motorcyclist Safety Program conducts various activities, providing orientation focused on the requirements of Law 107 and motorcyclist safety. Additionally, the program offers MSF Basic Rider Courses and Experienced Riders Courses to military forces, State Police, and Prosecutors.

In addition, the no longer made a collaboration agreement with Evinmotors, Moto Dream Tours & Riding Academy and Bella Riders Academy and is offering education and training with the MSF curriculum once a month to keep bringing quality education to motorcyclist and safe life's and reduction of motorcyclists fatalities in our roads.



**FISCAL REVIEW**

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
23-13-06	MC Coordinator - 1306	CST - 00	\$ 26,566.00	\$ 18,332.05	\$ 8,233.95
<b>Total 13 - Motorcycle Safety</b>			<b>\$ 26,566.00</b>	<b>\$ 18,332.05</b>	<b>\$ 8,233.95</b>

## PROGRAM AREA: DISTRACTED DRIVING

### PROBLEM STATEMENT

Currently there are about 3.7 million inhabitants in Puerto Rico. According to data provided by the Telecommunications Regulatory Board of the Commonwealth of Puerto Rico (TRB) there are over 3.9 million cellular service subscribers reported in December 2022, which corresponds to an average of 1.2 per persons.

The Study Road Safety, Distracted Driving and Cell Phone Usage 2023 realized in Puerto Rico showed, that 98.6% own a cellular phone and only 38.9% use it while driving. For those who did use their cellular phones while driving, 39.6% use it "always" or "almost always". Almost half of the participants (36.5%) use it "sometimes", while 23.4% use it "rarely". Of the participants that did use their cell phone while driving, a little more than seven out of ten (76.1%) use it to make or receive calls while driving "very often" or "sometimes". The remaining 23.9% use it "almost never" or "never" for those purposes. In terms of the use of cell phones for sending or receiving text messages, 63.9% of the participants indicated that they "never" or "rarely" use their phones for those purposes while driving. However, 16.8% of the participants reported that they use their phones for text messages "always" or "almost always", while almost two out of ten (19.4%) use it sometimes.

Almost 8 out of 10 participants (82.3%) think they are at risk when they use their cell phones while driving. Most of the participants (92.7%) have hands-free devices that allow them to talk on their cell phones without using their hands. "Bluetooth installed in the car or separated" is the most popular device among the participants, indicated by 66.3% of them. The second most used device for this purpose is "Bluetooth earbuds (without cables)", indicated by 20.2% of participants and "Headphones with a cable", mentioned by 6.2%. Almost 9 out of 10 participants (92.1%) "always" or "almost always" use these hands-free devices, while 3.9% use it "rarely" when driving. Most of the participants, 96.2%, indicated that driving and texting is illegal.

Understanding the dangers of using a cell phone while driving; on January 1, 2013, Law 201 took effect. This Law prohibits the use of cell phones while driving a motor vehicle, making use of hands-free devices mandatory, and, most importantly, prohibits texting.

For the years 2019-2022, the Puerto Rico Police Department (PRPD) reported a total of 2,818 crashes where cell phone use was related to the crash. The year 2019 reported 881 crashes due to cell phone use while driving, followed by 2021 with 820 crashes and 2020 with 804 crashes. As of today, we have 313 reported crashes due to cell phone use while driving. The data on crashes due to distracted driving or cell phone use, as reported by the Puerto Rico Police Department, is difficult to compile, since drivers tend not to say that they were using their cell phones. However, we recognize that cell phone use while driving is a big problem in Puerto Rico.

With the purpose of expanding our message PRTSC, together with other law and order agencies, created a massive educational campaign and took it to the media. It focused on raising awareness on how texting while driving requires visual, manual and cognoscitive attention.





The most common forms of distraction are:

- ★ Cell phone use
- ★ Texting
- ★ Eating or drinking
- ★ Fixing or brushing hair looking at the mirror
- ★ Reading
- ★ Use of navigation systems
- ★ Changing radio stations
- ★ Putting on makeup or shaving looking at the mirror
- ★ Watching TV/Videos/Movies

## PERFORMANCE MEASURE

**B-2) To maintain the percentage of people that reported making cell phone calls while driving from 43.00 percent in 2021 to 43.00 percent by 2023.**

→ *During FFY 2023, the Distracted Driving Attitude Survey revealed that 38.9% of individuals reported using their cell phones while driving. The PRTSC has successfully met the target for the year 2023.*

## PLANNED ACTIVITY

### 23-14-02

#### DISTRACTED DRIVING ATTITUDE SURVEY

During FFY 2023, PRTSC hired a specialist to conduct a study to better understand driving habits in Puerto Rico and, measure the effectiveness of media campaigns on several issues, and for this program distractive driving. A total of 500 person to person interviews were conducted among licensed drivers, 16 years of age or older, with an active driver's license.

The most significant findings revealed that the greatest concerns expressed by interviewees are the use of Road Safety, Distracted Driving and Cell Phone Usage. A total of 98.6% of all participants owned cell phones, and of those, 38.9% admitted using their cell phone while driving, 2.6 % indicated they have received a traffic ticket for using it in the past twelve months. In addition, in terms of the use of cell phones for sending or receiving text messages, 63.9% of the participants indicated that they "never" or "rarely" use their phones for those purposes while driving. On the other hand, one out six participants (15.8%) remember having seen, read, or heard messages about a campaign related to the use of the cell phone while driving, during the 30 days prior to the study. Also, most of the participants (96.2%) understand that driving and talking on a cell phone without a hands-free device in Puerto Rico is illegal. Also, 96.2% indicated that texting while driving is illegal.





**23-14-03**

**DISTRACTED DRIVING COORDINATOR**

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

During FFY 2023, the coordinator participated in webinars, training, and worked on the Distracted Driving Mobilization. Also, she collaborated in the distracted driving educational campaign with the Communications Area.

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



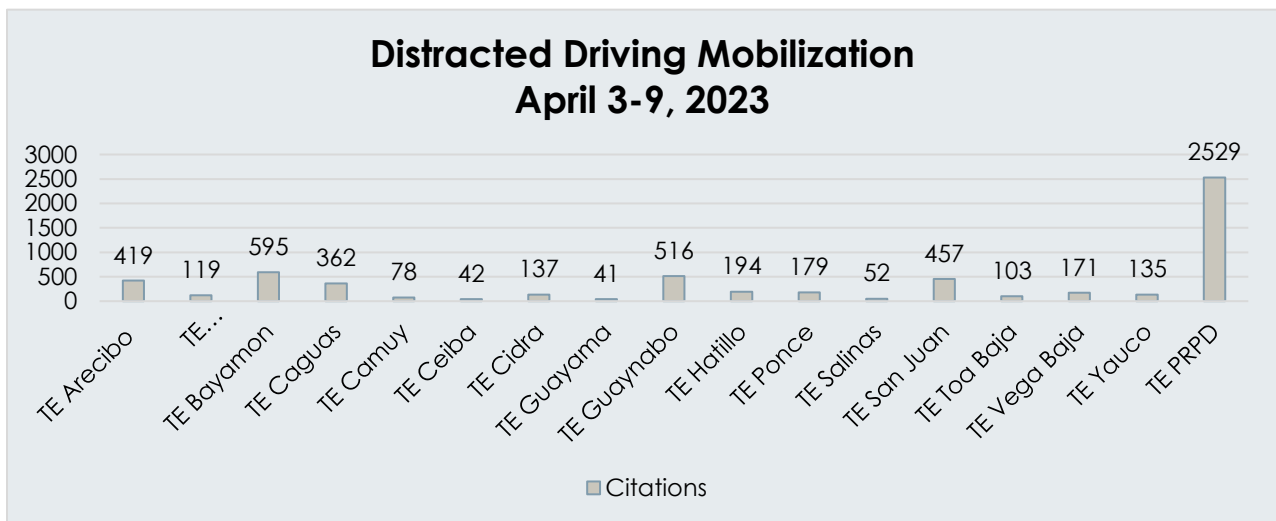
**23-14-XX**

**DISTRACTED DRIVING MOBILIZATION**

For FFY 2023, PRISC was held one (1) National Mobilization as established by NHTSA. This mobilization was conducted in April 3-9, 2023 @ 6:00 am to 6:00 pm.

PRISC granted funds for overtime hours to State Police and to Municipal Police Corps. During this mobilization, HVE and preventive patrol were increased to issue citations to distracted drivers (cell-phone use). This mobilization had the purpose of creating awareness among all citizens on the dangers of texting or using a cell phone while driving, and on Law 201. Police funds were granted through mini grants for effectiveness. This mobilization took place during the hours of 6:00 am to 6:00 pm. The total amount of distracted driving citations given by the State Police and the 16 Municipal Police Corps during this mobilization was 6,129.

See graphic below:



## 23-14-48

### DISTRACTED DRIVING HIGH VISIBILITY COMBINED ENFORCEMENT MOBILIZATION

From March 20-25, 2023, Combined Enforcement (Distracted Driving and Seat Belt Mobilization) was held. The PRTSC, conducted one (1) combined mobilization in coordination with PRPD, granted funds for overtime. This mobilization took place during the hours of 6:00 am - 6:00 pm. 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 the cellular is in use when occurred the crash. The main purpose for this mobilization was to intervene with drivers who were driving with use the cellular phone (distracted) or without a seat belt. For this mobilization only the Puerto Rico Police Department (PRPD) participated, and the results indicated, **942 tickets** were issued for distracted driving, **3,118 for seat belt, and 14 for non-use the car seats**. The PRPD issued a ticket for the use of cellular phone or not use a seatbelt, **every 18 minutes**, according on the overtime hours worked and tickets issued.

### FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
23-14-02	DD Survey - 1402	CST - 00	\$ 63,000.00	\$ 28,000.00	\$ 35,000.00
23-14-03	Distractive Coordinator - 1403	CST - 00	9,828.00	8,347.94	1,480.06
23-14-10	TE DD Guayama - 1410	Guayama - 70	1,503.90	1,025.33	478.57
23-14-11	TE DD Guaynabo - 1411	Guaynabo - 305	13,728.49	13,080.53	647.96
23-14-13	TE DD Hatillo - 1413	Hatillo - 115	3,234.00	3,047.77	186.23
23-14-14	TE DD Caguas - 1414	Caguas - 66	5,975.85	5,620.50	355.35
23-14-17	TE DD San Juan - 1417	San Juan - 098	9,207.24	7,507.39	1,699.85
23-14-19	TE DD Bayamon - 1419	Bayamon - 011	8,371.80	7,713.35	658.45
23-14-20	TE DD Pol de PR - 1420	Pol. De P.R. - 10	88,720.00	43,597.54	45,122.46
23-14-21	TE DD Yauco - 1421	Yauco - 105	3,243.34	1,822.78	1,420.56
23-14-22	TE DD Ponce - 1422	Ponce - 74	3,088.68	2,573.84	514.84
23-14-23	TE DD Barceloneta - 1423	Barceloneta - 126	2,347.98	2,072.60	275.38
23-14-26	TE DD Arecibo - 1426	Arecibo - 116	8,993.00	6,493.92	2,499.08
23-14-33	TE DD Camuy - 1433	Camuy - 388	2,355.34	1,437.20	918.14
23-14-34	TE DD Vega Baja - 1434	Vega Baja - 88	2,170.40	2,170.40	-
23-14-36	TE DD Salinas - 1436	Salinas - 158	2,582.44	978.20	1,604.24
23-14-37	TE DD Cidra - 1437	Cidra - 135	3,008.69	2,729.27	279.42
23-14-41	TE DD Toa Baja - 1441	Toa Baja - 154	3,366.74	2,032.35	1,334.39
23-14-48	TE DD Ceiba - 1448	Ceiba - 109	2,640.02	592.93	2,047.09
23-14-49	COMBINED DD ans ST - 1449	Pol. De P.R. - 10	79,990.00	44,339.12	35,650.88
<b>Total 14 - Distracted Driving</b>			<b>\$ 317,355.91</b>	<b>\$ 185,182.96</b>	<b>\$ 132,172.95</b>

## FINANCIAL SUMMARY FEDERAL FISCAL YEAR 2023

Grant	Carry Forward from 2022	Current 2023	2023 obligation limitation total	Expended 2023	Reprogrammed to 2024	% Expended
BIL 154	\$ 907,619.00	\$ 1,190,338.00	\$ 2,097,957.00	\$ 194,914.09	\$ 1,903,042.91	9%
BIL 164	907,619.00	1,190,338.00	2,097,957.00	833,770.88	1,264,186.12	40%
BIL NHTSA 402	2,262,692.14	3,016,089.90	5,278,782.04	3,656,160.01	1,622,622.03	69%
Supplemental BIL NHTSA 402	165,758.43	168,015.43	333,773.86	251,786.22	81,987.64	75%
BIL 405b OP Low	326,644.92	468,241.03	794,885.95	402,218.41	392,667.54	51%
Supplemental BIL 405b OP Low	6,633.35	29,729.58	36,362.93	6,633.35	29,729.58	18%
BIL 405c Data	525,072.25	519,583.66	1,044,655.91	466,951.63	577,704.28	45%
Supplemental BIL 405c Data	34,328.64	32,989.43	67,318.07	20,233.64	47,084.43	30%
BIL 405d ID High	1,800,589.49	1,850,836.44	3,651,425.93	959,644.18	2,691,781.75	26%
Supplemental BIL 405d ID High	118,054.68	117,837.30	235,891.98	-	235,891.98	0%
BIL 405h non-motorized	189,197.76	267,439.50	456,637.26	278,726.95	177,910.31	61%
Supplemental BIL 405h non-motorized	17,491.08	16,980.28	34,471.36	-	34,471.36	0%
BIL 405f Motorcyclist	-	56,829.16	56,829.16	51,216.74	5,612.42	90%
Supplemental BIL 405f Motorcyclist	-	3,608.20	3,608.20	2,935.99	672.21	81%
154AL	1,272,654.15	-	1,272,654.15	433,672.08	838,982.07	34%
164AL	1,169,663.37	-	1,169,663.37	999,401.37	170,262.00	85%
FAST Act NHTSA 402	264,111.12	-	264,111.12	260,421.12	3,690.00	99%
FAST Act 405b OP Low	76,037.14	-	76,037.14	-	76,037.14	0%
FAST Act 405c Data Program	341,696.47	-	341,696.47	263,797.30	77,899.17	77%
FAST Act 405d ID High	2,127,704.70	-	2,127,704.70	1,543,915.33	583,789.37	73%
FAST Act 405f MC	5,612.42	-	5,612.42	3,710.42	1,902.00	66%
FAST Act 405h Nonmotorized Safety	66,862.02	-	66,862.02	66,862.02	-	100%
<b>Total</b>	<b>\$ 12,586,042.13</b>	<b>\$ 8,928,855.91</b>	<b>\$ 21,514,898.04</b>	<b>\$ 10,696,971.73</b>	<b>\$ 10,817,926.31</b>	<b>50%</b>

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