

Government of Puerto Rico
Puerto Rico Traffic Safety Commission
Annual Report FY 2018



Hon. Ricardo A. Rosselló Nevares

Governor of Puerto Rico

Darelis López Rosario, Esq.

Executive Director

Hon. Carlos Contreras Aponte

Chairman of the Board



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GOVERNMENT OF PUERTO RICO
Puerto Rico Traffic Safety Commission

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Hon. Carlos Contreras Aponte
Secretary of the Department of Transportation & Public Works
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Puerto Rico Traffic Safety Commission

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Puerto Rico Traffic Safety Commission
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Highways & Transportation Authority
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Puerto Rico Police Department
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Automobile Accident Compensation Administration (ACAA)
Administration of Mental Health and Anti-Addiction Services (ASSMCA)
Public Service Commission
Representative of Public Interest
Youth Representative

Acknowledgments

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

Message from Executive Director
of the Puerto Rico Traffic Safety Commission
Darelis López Rosario, Esq.

The fiscal year 2018 represented a huge challenge in the face of the recovery of the country, especially the road infrastructure after the onslaught of catastrophic hurricanes Irma and María. Even so, for all the employees of the Puerto Rico Traffic Safety Commission (PRTSC), we were able to face these challenges by creating new, more creative educational campaigns with more contact with citizens. This allowed to achieve a decrease in fatalities of the drivers, passengers, and cyclist’s classifications.

Continuing with our mission to prevent and reduce fatalities, injuries and property damage caused by traffic crashes, a work plan was drawn up in planning along with the communications area, the eight community programs, the ten projects established in different university campuses, the state police, municipal police, government agencies, non-governmental institutions and non-governmental profit. This plan was directed to carry out different educational events of impact to the citizenship in mass events, universities, head starts, private companies, hospitals, elderly houses, government centers, shopping centers, road intersections of greater vehicular traffic and in the recovery centers of Hurricane Maria.

These efforts to disseminate the different educational messages were combined with advertising guidelines in national and regional media, cinemas and social media networks, uniting both efforts to increase the reach to our target audiences. To maximize the outreach effort, the public relations area coordinated different media tours throughout the year where I served as the official spokesperson and where I had the opportunity to provided updated information with the statistics that the PRTSC works daily, helping to clarify the questions of the journalists and guide the citizens to a new attitude towards road safety.

Our main priorities continue to be: Alcohol and Impaired Driving, Youth Impaired Driving, Police Traffic Services and Speeding & Reckless Driving, Occupant and Non- Occupant Protection, Distracted Driving and Motorcyclist Safety. In addition, it is our daily task the Prevention and Education using all media outlets available to deliver the message of road safety to all Puerto Ricans, ensuring that people understand its importance.

During FY 2018 the PRTSC integrated non-traditional activities with non-traditional and traditional media to reach a population with different demographic profiles and interests. These activities and initiatives were based on the Strategic Highway Safety Plan (SHSP). In FY 2018, six specialized prosecutors graduated to work with cases of drunk drivers, reinforcing our

educational message. We are convinced that this project will allow us to eradicate the bad behavior of driving under the influence of alcohol through public roads.

It was a year of many challenges, but within days of the start of the new year 2019, our commitment to road safety is an unwavering one. We will continue to work with great care and dedication to make our roads safer for all citizens.

Preface

This report is for the Federal Fiscal Year 2018 from October 1, 2017, through September 30, 2018. It contains a variety of crash data statistical references. The latest crash data currently available from the NHTSA FARS database (Fatality Analysis Reporting System) is the calendar year 2017, except for rates related to vehicle miles traveled (VMT) of which 2015 is the latest data available. The latest crash/fatalities data available from the State of Puerto Rico crash database is the calendar year 2017. Due to corrections made in the FARS database which are not reflected in the Puerto Rico database, there are often significant statistical differences related to use rates and percentages between FARS and State data. Therefore, any data provided and identified as Puerto Rico data should be considered, for comparison purposes in goals and targets, as preliminary in nature only.

Introduction

The Puerto Rico Traffic Safety Commission (PRTSC) is the state government agency that focuses on traffic safety by planning, developing and executing strategic educational programs aimed to prevent and reduce traffic crashes, injuries and fatalities.

The PRTSC works with these priorities:

- ★ Alcohol related traffic safety issues, to reduce impaired driving.
- ★ Reduce fatalities caused by speeding and distracted driving.
- ★ Reduce motorcyclist fatalities.
- ★ Increase the use of seat belt and child passenger safety.
- ★ Pedestrian and bicyclist safety.
- ★ Up-to-date and sharing traffic data.
- ★ P&E on road safety issues, traffic crash prevention and enforcement.
- ★ Alliances and community programs to strengthen highway safety prevention.

The PRTSC with the active support of the PRPD, municipal police, and other road safety partners, has been key in the development of the educational programs and initiatives to reduce crashes and deaths on the roads of Puerto Rico.

In Puerto Rico, there are over 3 million drivers with a driver's license and approximately 3.3 million registered vehicles. On average, 200,000 traffic crashes occur every year. Our roads are very busy with heavy traffic for almost 12 hours a day, therefore, education for the prevention of traffic crashes and to improve driver's behavior and share the roads with vulnerable users are extremely important.

Legislative Update

Law Num.: 7 – January 20, 2018 – To amend subsection (e) of article 2.40 of Act. No. 22-2000, as amended, known as the “Puerto Rico Vehicle and Traffic Act,” to allowing consents for the sale of motor vehicles to access the System DAVID PLUS to verify if the vehicles accepted in Trade In have fines or encumbrances in the system.

Traffic Safety Core Performance Measures

Progress Report in Meeting NHTSA Core Performance Measures identified in the FY 2018 HSP				
	Performance Target from FY 2018 HSP	Current Final 2017 (NHTSA FARS database)	Status (As of December 27, 2018)	Comments
Total Traffic Fatalities (FARS)	293	290	301	In 2017, Puerto Rico had 290 traffic fatalities. YTD, there were 11 more traffic fatalities than in 2017.
Serious Traffic Injuries (ACAA)*	4,074	2,987*	Data Not Available	Data is not available but PR is expecting to achieve the target.
Traffic Fatalities VMT (FARS & FHWA)	1.69	Data Not Available	Data Not Available	Data is not available but PR is expecting to achieve the target.
Unrestrained Occupant Fatalities	77	88	42	PR hopes to achieve the target by the end of 2018.
Impaired Driving Fatalities	98	96	33	PR has made strong efforts in impaired driving activities and working to achieve the target by the end of 2018.
Speed-Related Fatalities	118	77	49	PR hopes to achieve the target by the end of 2018.
Motorcyclist Fatalities	41	28	38	In 2017, Puerto Rico had 28 motorcyclist fatalities. YTD, there were 10 more motorcyclist fatalities than in 2017.
Unhelmeted Motorcyclist Fatalities	26	15	20	In 2017, Puerto Rico had 15 unhelmeted motorcyclist fatalities. YTD, there were 5 more motorcyclist fatalities than in 2017.
Drivers Age 20 or Younger Involved in Fatal Crashes	30	28	17	PR hopes to achieve the target by the end of 2018.
Pedestrian Fatalities	88	98	112	In 2017, Puerto Rico had 98 pedestrian fatalities. YTD, there were 14 more pedestrian fatalities than in 2017.
Bicyclist Fatalities	8	10	8	PR is confident it will achieve the 2018 target.
Observed Seat Belt Use	94.0%	87.9%	85.0%	In 2018, Puerto Rico decreased the seat belt use rate to 85.0%.

*Data provided by ACAA

Areas tracked but with no targets set				
	2015	2016	2017	2018
Seat Belt Citations	22,698	46,214	59,219	21,801
DWI Arrests	2,580	2,600	2,657	2,103
Speeding Citations	12,471	11,865	24,088	13,743

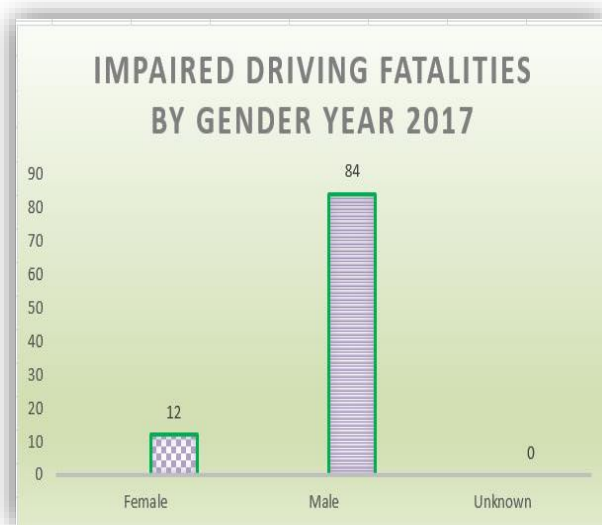
Alcohol Impaired Driving

Problem Statement

According to the National Institute on Alcohol Abuse and Alcoholism, in 2012, 3.3 million deaths worldwide were directly linked to alcohol consumption. In addition, alcohol use was the fifth leading factor for premature death and disabilities mostly related to alcohol impaired driving. In Puerto Rico for year 2017, 96 impaired driving fatalities occurred according to FARS. This represents a 3% decrease when compared to year 2016, 99 impaired driving fatalities.

FARS 2017 impaired driving data showed:

- ★ Prevalence of impaired driving among males was 87% and females 13%. An increase among females have been observed the last two years; 2015 reported 8% and 2016 reported 10%.
- ★ If age groups 25-36 and 37-49 are combined, they represented 44% of total alcohol impaired driving. However, if analyzed separately, age group 50-62 represented 24% of total impaired driving fatalities(1st), followed by age groups 25-36 and 37-49 with 22% each. Baby boomers group is rising in fatalities as population is getting older. Age group 16-24 comprised 17% of total impaired driving fatalities.
- ★ Day of the week analysis showed that Sunday reported most of the id fatalities with 30%, Friday with 22% and Thursday 17%. Weekends comprised 59% of total impaired driving fatalities which showed a decrease of 6% when compare with 2016 weekends. However, more impaired driving fatalities were reported on week nights such as Thursday with 17% and Wednesday with 11%.
- ★ Night time (between 6:00pm-6:00am) accounted for 79% of total impaired driving fatalities. Same as 2016.
- ★ 70% of impaired drivers killed were unrestrained a decrease of 14% when compared to 2016.
- ★ 64% of impaired motorcyclists killed were un-helmeted at the time of the crash.
- ★ 50% of impaired driving fatalities showed a speeding contributing factor to the crash a 24% decrease from 2016.



- ★ Impaired driving fatalities are distributed very similar among all municipalities. Curiously, metropolitan areas such as San Juan and Bayamón aren't among the highest numbers. For 2017, Dorado, Caguas, Toa Baja and Ponce were the municipalities that reported the higher number of impaired driving fatalities.
- ★ Impaired driving fatalities mainly occurred on secondary roads with 40% followed by primary roads with 34% and tertiary with 26%.
- ★ Impaired driving fatalities were reported in all the months of 2017 with some peaks on the months of April and May. December reported most impaired driving fatalities with 17%. Summer months comprised 25% of impaired driving fatalities.

Performance Targets

- ★ **To decrease alcohol impaired driving fatalities 6 percent from the 2015 calendar base year average of 104 to 98 by December 31, 2018.** – *Based on the latest crash data from NHTSA FARS database for year 2017, the target was achieved; alcohol impaired driving fatalities in 2017 were 96.*
- ★ **To conduct five (5) alcohols impaired driving mobilizations during 2018.** – *Target achieved; 6 impaired driving overtime mobilizations were conducted: Thanksgiving, Christmas, “Semana Santa” (Easter), June, Summer and Labor Day.*
- ★ **To coordinate at least two (2) alcohol trainings for PRPD and Municipal Police in FY 2018.** – *Target achieved; 3 training/meeting were conducted for Municipal Police and PRPD regarding alcohol overtime mobilizations, requirements, objectives and performance, SFST introduction and overall plan. In addition, LEL held several one to one trainings with Municipal Police. PRPD in coordination with Municipal Police conducted nine (9) Intoxilyzers 9000 trainings for 160 police agents both state and municipal.*
- ★ **To coordinate at least two (2) alcohol trainings for PRPD and Municipal Police in 2018 in conjunction with the PRDOJ.** – *Target achieved; PR Department of Justice and its TSRP conducted 3 trainings for state and municipal police. The first one on March 21st, 2018 & and second on June 5, 2018 about DWI Cases and Court’s Testimony. The third one on August 9, 2018 about Act 22- Chapter 7- Driving a Motor Vehicle under the Influence of Alcohol and/or Drugs approximately 50 officers were trained.*
- ★ **To coordinate/conduct at least one (1) training for prosecutors during 2018.** – *Target achieved; On February 16, 2018 a presentation was conducted during the first day of the DWI Special Prosecutors Academy regarding the Puerto Rico Impaired Driving Program. In addition, PRTSC coordinated a technical training for prosecutors about motorcyclist safety and impaired driving and child restrain misuse as an aggravating circumstance in impaired driving cases. The last one was postponed for FY 2019 due to some prosecutor’s health issues.*
- ★ **To maintain public information and educational efforts during high alcohol consumption periods.** – *Target achieved; prevention and education efforts were conducted during all six high alcohol consumption periods to complement the overtime mobilizations and in compliance with the PRTSC Strategic Communication Plan 2018. In*

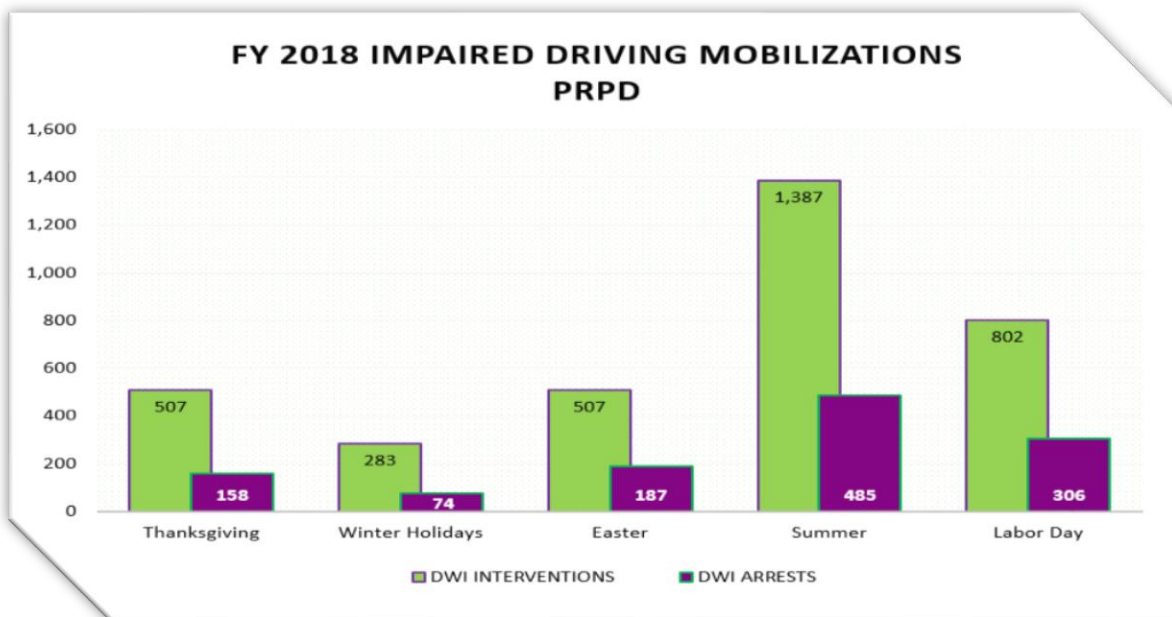
addition, a new mass media campaign was designed and produced. For specifics, please refer to Media module.

Projects Strategies

18-01-01

Impaired Driving Overtime Enforcement & Equipment

Six Alcohol Impaired Driving Overtime Mobilizations were conducted during FY 2018 in cooperation with the PRPD Traffic Bureau and several Municipal Police corps. Saturation patrols, overtime patrols and checkpoints were part of strategies coordinated by the PRTSC with PRPD Traffic Bureau and its 21 Units during high alcohol consumption periods.



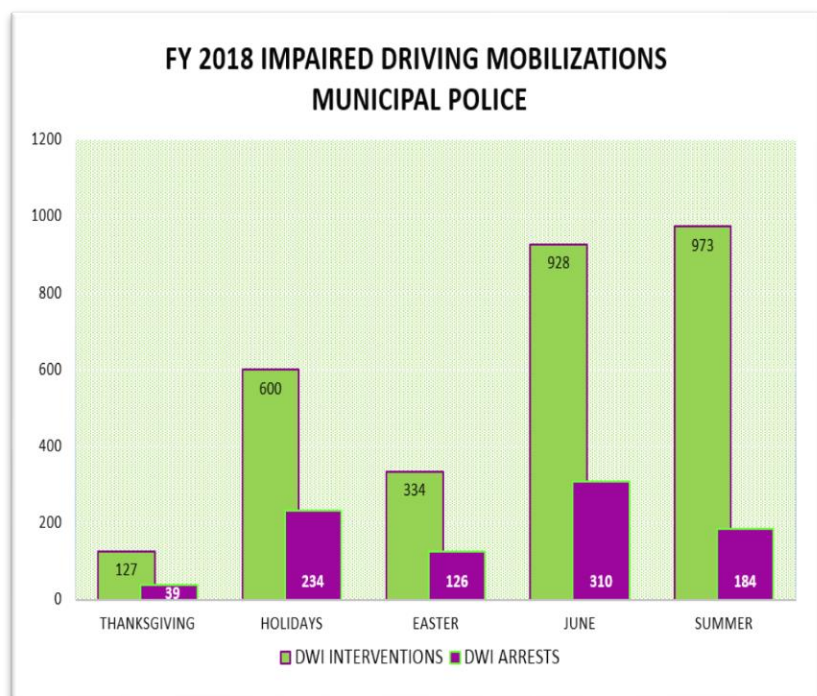
- ★ **Thanksgiving** – started the weekend before Thanksgiving until the weekend after. This period is commonly known as the beginning of the winter holidays season. PRPD and two Municipal Police’s participated. This low participation was anticipated by PRTSC due to the bad infrastructure of the roads as the damages caused by Hurricane María. There were neither traffic signs nor lights and the entire electricity and communications systems were out. Traffic control, especially at intersections, was priority and foremost citizen and officer’s safety. Not many motor vehicles were seen circulating after 10:00 PM.
- ★ **Holidays/Christmas** – started on December 14 until January the 1st, 2018. This season is characterized by an increase in alcohol consumption. PRPD and four Municipal Police’s participated. Roads conditions still were bad, electricity was like 20% reestablished although communications system was working.

- ★ **“Semana Santa”** - (Easter Festivities/Spring Break) – started March 29th to April 2nd, 2018. Schools, colleges, agencies and many businesses close during this week. High consumption of alcohol is observed. Nine Municipal Police’s and PRPD participated. Conditions through the Island were much better.
- ★ **Junio** – started on June 7th to June 30th, 2018. This was a new initiative by the PRTSC since summer and vacations started on June. Six Municipal Police’s participated with very good results.
- ★ **Summer** - started July 13 to the 30th, 2018. July is summer peak’s time. During hot summer days, a majority of the population hit the beaches and vacation centers. The tendency is to increase alcohol consumption while on vacation. Eight municipal police’s and PRPD participated.
- ★ **Labor Day** - National Crackdown from 24th of August to September 3rd, 2018. Officially, the last holiday of summer, also the peak of hurricane season which for many people means drinking to cope with the stress. Only PRPD participated because municipalities had financial issues.

18-01-XX

DWI Municipal Police

A total of 31 Municipal Police participated in five (5) alcohol overtime mobilizations. Some for the first time such as Vega Alta. Low participation was expected by PRTSC in the first two campaigns due to due to the bad infrastructure of the roads as the damages caused by Hurricane María. There were neither traffic signs nor lights and the entire electricity and communications systems were out. Traffic control, especially at intersections, was priority and foremost citizen and officer’s safety.



18-01-13

Impaired Driving Coordinator – PRTSC

PRTSC Impaired Driving Coordinator promoted impaired driving activities among PRPD, Municipal Police, and FIESTA Projects and others. During 2018, the coordinator continued to have an active role among the committee working in the SHSP. During 2018, meetings were conducted to revise new GMSS database. Active collaboration was provided during Highway Safety Plan 2019 and 405 grants preparation. Meetings with PRPD and Municipal Police were conducted through the year; performance reports were prepared for each mobilization worked. Overtime time sheets of municipal agents were revised with the Law Enforcement Liaison (LEL) Project 24 proposals for FY 2019 were revised, rejected or recommended and technical assistance was provided to projects. The coordinator worked closely with LEL and FP Manager to identify issues and decision making. Meetings and discussions were conducted with PRTSC Communications and Public Relations staff to aid in events coordination. On the month of February and March 2018, id coordinator participated and presented at the first DWI Prosecution Academy for Special Prosecutors. Also, coordinator was a participant of the course *Managing Highway Safety Programs*. On August 2018, PRTSC received a visit from Ms. Beas from NHTSA R2, Judge Kennedy, Bill O’Leary and Kyle Clark. Several visits and meetings took place including the first SFST Committee Meeting.



18-01-02

Impaired Driving Enforcement Equipment Program

Not developed during FY 2018, however equipment was acquired by using economies generated by Project 18-01-01 PRPD DWI Overtime Hours. A total of 5 light towers with 19 spare light bulbs were bought for the sole use on DWI roadblocks. In addition, 50,000 Intoxilyzer 9000 results cards were acquired.

18-01-XX

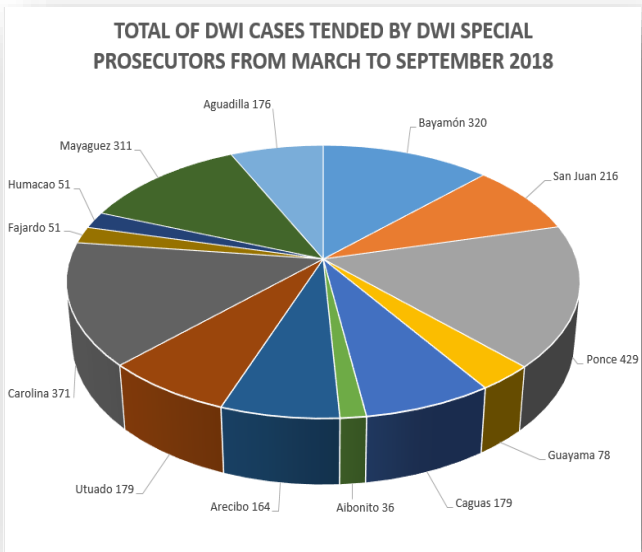
Puerto Rico Department of Health – Alcohol Toxicology Lab

Not developed during FY 2018. Toxicology Lab didn't complete project proposal.

18-01-06

Puerto Rico Department of Justice-Impaired Driving Prosecution Unit

On November 16th, 2017 the Project agreement between PRTSC and the PRDOJ was signed. Though the facilities of the PRDOJ were destroyed by hurricane María, Project commenced the administrative tasks: to identify candidates for the six DWI special prosecutors and to develop the syllabus for the first DWI Academy for Prosecutors. During the months of December 2017 and January 2018 a total of 22 lawyers were interviewed. An oral presentation and a legal writing were some of the requirements of the interviews that were conducted by the Sub Chief of Prosecutors, District Attorneys, experienced prosecutors, Human Resources director and Prosecutor and Project director Rosaura González who was appointed as TSRP on February 7th, 2018.



On February 16th, 2018 the first DWI Specialized Academy for Prosecutors started and lasted until March 13th, 2018 with a moot court in which the PRTSC impaired driving coordinator and the federal program manager performed as prosecution witnesses. At the end of last day, Secretary Wanda Vázquez assigned the district units to the new DWI prosecutors. DWI special prosecutor started to attend cases on mid-March and for the seven months remaining of FY 2018 they worked on 2,561 DWI cases. All 13 judicial regions were covered by these professionals. In addition, 9 DWI seminars and conferences were provided by TSRP.



18-01-22

Impaired Driving Media Survey

On 2018, PRTSC contracted a specialist to conduct a study to identify trends on driver’s behavior and habits in Puerto Rico, and to measure the effectiveness of media campaigns on several issues, like driving under the influence of alcohol. A telephone survey, between August 22 to September 23, 2018, was conducted to residents of Puerto Rico 16 years old and older with an active driver’s license. Sample was composed by 253 males and 247 females.

Findings:

- ★ 78% of participants of the survey reported driving their own vehicle every day.
- ★ On a typical weekday the median number of participants spend two hours driving.
- ★ 28.8% of respondents rated driving in Puerto Rico as “very bad”.
- ★ Road conditions after hurricane María was the main concern for traffic safety. Followed by distracted drivers, speeding and drunk drivers.
- ★ 41% of participants informed they consumed alcoholic beverages 2 to 3 times a month.
- ★ 11.6% admitted having driven a motor vehicle after consuming alcohol during the past 30 days.
- ★ Only 63% of participants that respond knowing the BAC limits establish by traffic laws for people 21+ years old, had it right.
- ★ Only 8.4% of participants that respond knowing the BAC limits establish by traffic laws for people 18-20 years old, had it right.
- ★ 82% of participants perceived that in Puerto Rico is “very likely” or “likely” to get arrested for driving drunk.
- ★ 35% of survey participants respond having seen, read or heard of DWI police enforcement efforts and DWI media campaigns in the last 30 days.
- ★ 50% of participants recalled some kind of slogan or phrases of DWI media campaigns.
- ★ “Si guías borracho, serás arrestado” (a variant of *Guiar Borracho es un crimen, serás arrestado*, the official slogan) was the most remembered slogan with 40.2% and *Pasa la llave*, which is the youth impaired driving slogan, was the second one with 19.6%.
- ★ 72.3% of participants ranked the DWI educational message as “very effective” and “effective”.

18-01-XX

Impaired Driving Program- PR Institute of Forensic Sciences

Not developed during FY 2018. Institute didn’t complete project proposal.

18-01-XX

SFST Coordinator

Not developed during FY 2018, however the hiring of the SFST Coordinator was included as a contractual services item under Project 18-01-13 Impaired Driving Coordinator.

18-01-67

Victims Impact Panel

This project was not developed during fiscal year 2018. New staff members from the Administration of Mental Health and Addiction Services were trained by id coordinator to develop a blue print of project and a proposal for FY 2019.

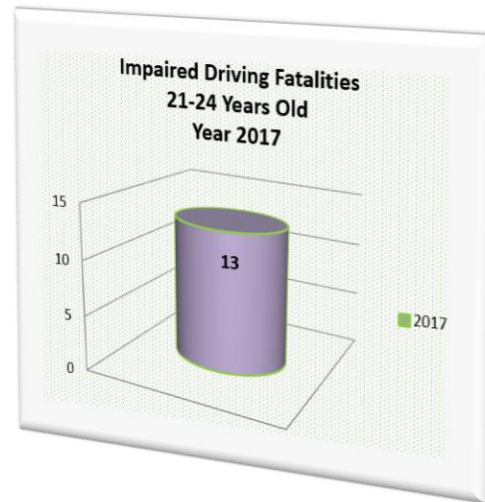
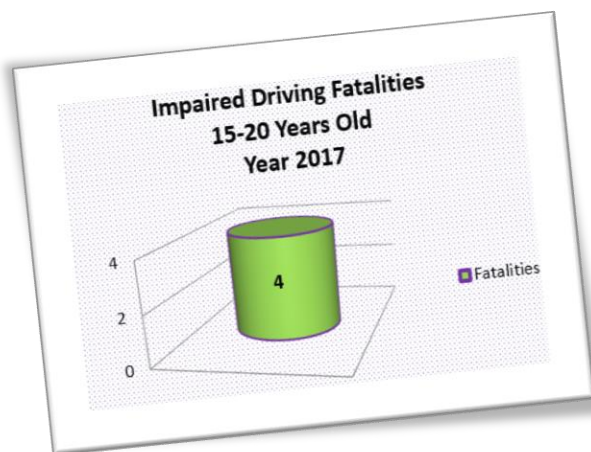
Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
18-01-01	DWI Patrol Unit - 0101	Pol de PR - 10	62,021.01	52,372.35	9,648.66
18-01-01	DWI Patrol Unit - 0101	Pol de PR - 10	340,578.99	245,291.84	95,287.15
18-01-06	DWI Prosecution Unit Enhancement - 0106	Dep Justicia - 16	352,368.64	228,501.31	123,867.33
18-01-13	ID Coordinator - 0113	CST - 00	333,303.00	237,572.59	95,730.41
18-01-17	TE ID Isabela - 0117	Isabela - 84	15,261.21	13,832.58	1,428.63
18-01-25	ID Media Survey - 0125	CST - 00	12,000.00	12,000.00	-
18-01-27	TE ID Arecibo - 0127	Arecibo - 116	3,899.34	3,260.66	638.68
18-01-27	TE Arecibo - 0127	Arecibo - 116	7,059.15	6,454.08	605.07
18-01-27	TE ID Arecibo - 0127	Arecibo - 116	10,353.42	9,412.20	941.22
18-01-28	TE ID Bayamon - 0128	Bayamon - 011	10,657.35	9,817.69	839.66
18-01-28	TE ID Bayamon - 0128	Bayamon - 011	13,757.67	10,076.04	3,681.63
18-01-36	TE Guaynabo - 0136	Guaynabo - 305	18,824.40	18,118.46	705.94
18-01-36	TE ID Guaynabo - 0136	Guaynabo - 305	42,277.92	30,251.04	12,026.88
18-01-36	TE ID Guaynabo - 0136	Guaynabo - 305	20,034.54	6,985.68	13,048.86
18-01-43	TE ID Ponce - 0143	Ponce - 74	5,134.91	4,739.29	395.62
18-01-45	TE Hatillo - 0145	Hatillo - 115	10,353.44	9,697.93	655.51
18-01-45	TE ID Hatillo - 0145	Hatillo - 115	20,237.56	18,740.37	1,497.19
18-01-45	TE ID Hatillo - 0145	Hatillo - 115	7,934.00	3,092.58	4,841.42
18-01-48	TE ID San German - 0148	San German - 628	13,769.85	11,083.04	2,686.81
18-01-48	TE ID San German - 0148	San German - 628	9,135.12	6,408.02	2,727.10
18-01-52	TE Caguas - 0152	Caguas - 66	21,648.06	20,269.85	1,378.21
18-01-52	TE ID Caguas - 0152	Caguas - 66	32,203.17	30,472.00	1,731.17
18-01-52	TE ID Caguas - 0152	Caguas - 66	17,614.26	12,049.29	5,564.97
18-01-53	TE ID Yauco - 0153	Yauco - 105	4,638.87	4,336.33	302.54
18-01-53	TE ID Yauco - 0153	Yauco - 105	7,596.99	5,834.60	1,762.39
18-01-65	TE ID Barceloneta - 0165	barceloneta - 126	3,025.35	2,699.76	325.59
18-01-69	TE ID Cidra - 0169	Cidra - 135	2,285.82	1,815.21	470.61
18-01-69	TE ID Cidra - 0169	Cidra - 135	2,756.43	2,756.43	-
18-01-74	TE ID Vega Alta - 0174	Vega Alta - 54	2,756.42	1,731.17	1,025.25
Total 01 - Alcohol Impaired Driving			\$ 1,403,486.89	\$ 1,019,672.39	\$ 383,814.50

Youth Alcohol

Problem Statement

FARS data indicates there were 17 youth impaired driving fatalities for age group 16-24 years old during 2017. This represents a decrease of 11% in comparison to 2016.



Recent studies continue to demonstrate that alcohol consumption among teenagers and young adults are mostly based upon factors such as:

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

The significant prevalence of alcohol consumption in Puerto Rico, since young ages, and its consequences such as impaired driving demands actions to address the issue and the young population at risk. Diverse and creative ways to spread the impaired driving prevention message must be in place to face the challenges to keep youngsters and young adults engaged and safe.

When examining FARS 2017 data, we concluded:

- ★ Prevalence of impaired driving among young males between 16-24 years of age was 93% a decrease of 7% compared to 100% on 2016.
- ★ Mondays and Fridays reported most youth impaired driving fatalities with 33% each.

- ★ Night time hours (between 6:00pm-6:00am) accounted for 100% of youth impaired driving fatalities.
- ★ 91% of youth impaired driving fatalities were unrestrained, an increase of 5% compared to 87% on 2016.
- ★ 67% of young impaired motorcyclists weren't wearing helmets at the time of the fatal crash.
- ★ 6 out of the 12 months of the year reported a young impaired fatality; May and July reported the most.
- ★ 64% of total youth impaired driving fatalities had a .08+ BAC.
- ★ 73% reported a speeding factor; a decrease of 8% in this contributing factor when compared to 2016.

Performance Targets

- ★ **To decrease youth impaired driving fatalities by 12 percent from 2015 calendar year of 25 to 22 by December 31, 2018.** – *Based on the latest crash data from NHTSA FARS database for year 2017, the target was achieved; youth impaired driving fatalities in 2017 were 17.*

Projects Strategies

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



During FY 2018, PRSC had 9 FIESTA College Projects; reaching college campuses and youngsters Island wide to educate and prevent and about alcohol consumption and DWI among teenagers and college students. In addition, there is FIESTA Project that serves an alcohol and drug rehabilitation Program and its communities. Using a peer-to-peer approach, FIESTA Projects develop DWI awareness campaigns, distribute educational materials, provide orientations, conduct workshops, research and surveys related to alcohol impaired driving. Also, projects conducted educational booths at Safety Fairs, Sports events and maintain an intense prevention

and education presence on social media. Fiscal year 2018 commenced with major challenges due to Hurricanes Irma and María which strike the island on September 2017. Utilities, internet and cell phone services were fairly normalized by February 2018.

18-02-02

FIESTA – University of Puerto Rico, Río Piedras Campus

During FY 2018, this project directly reached approximately 20,300 young adults, mostly college students fluctuating between the ages of 17-25 years, through creative impaired driving awareness campaigns, researches, educational materials, newsletters, and exhibits. Also, a total of 82 educational activities such as: workshops, trainings, focal groups, small researches, surveys, evaluations social media, campus web page, and massive events like college sports rallies, freshman open house, and impaired driving inspired art exhibits through the Río Piedras Campus. FIESTA-Río Piedras indirectly reached close to 120,000 people.

18-02-05

FIESTA – University of Puerto Rico, Mayagüez Campus

During FY 2018, this project reached directly approximately 47,000 young adults, mostly college students oscillating between the ages of 17-24 years. At least 313 activities were conducted, including informative emails and social media publications as part of impaired driving awareness campaigns, educational materials, art, theatre, sponsor socio-cultural (without alcohol) events such as Salsa Dance Night at the Student’s Hall, workshops and trainings. FIESTA-Mayagüez reached approximately 70,000 people indirectly through social media, campus web page, radio interviews, and massive events, such as: college sports rallies (before and during the *Justas LAI*) and impaired driving inspired art exhibits and bulletin boards through the Mayagüez Campus.

18-02-10

FIESTA – University of Puerto Rico, Cayey Campus

During FY 2018, project directly reached approximately 50,000 young adults, mostly college students fluctuating between the ages of 17-24 years, social media, Facebook, through impaired driving awareness campaigns, educational materials, and art exhibits. A total of 80 educational activities including workshops, trainings, safety fairs, social media campaigns, art exhibits related to impaired driving among college students. An annual alcohol & impaired driving activity was conducted for freshman students. Cayey reached about 100,000 people indirectly.

18-02-16

FIESTA – Pontifical Catholic University of Puerto Rico, Ponce

PCUPR is a private, non-profit university. During FY 2018, project FIESTA reached 60,000 young adults, mostly college students oscillating between the ages of 17-24 years, with impaired driving awareness campaigns and educational materials, designed and produced by FIESTA staff. This fiscal year Project produced and filmed two short videos that Caribbean Cinemas aired for free a few weeks. Project conducted 241 educational activities such as: workshops, trainings, safety fairs, sport fair, social media posts, videos scripts, pre-production and production, etc., reaching college students and community high schools. Project reached about 150,000 people indirectly.

18-02-17

FIESTA – University of Puerto Rico, Utuado Campus

During FY 2018, project reached directly approximately 8,138 young adults, mostly college students ranging between the ages of 17-24 years, with impaired driving awareness campaigns, educational materials, and two safety fairs. A total of 408 educational activities including, workshops, trainings, safety fairs, flash mob, drama scenes, social media campaigns/Face Book posts, rallies etc. Utuado reached about 22,000 people indirectly. It is important to established that Utuado was one of the most affected zones of the island after Hurricane María with a lot of communities destroyed; electricity was completely reestablished by June 2018.

18-02-21

FIESTA – University of Puerto Rico, Aguadilla Campus

During FY 2018, project directly reached approximately 30,000 young adults, mostly college students ranging between the ages of 17-24 years. Approximately 225 educational activities were conducted; awareness campaigns, Face Book posts, educational materials, safety fairs, workshops and trainings related to impaired driving among college students. Also, safety fairs, an alcohol-free Karaoke night, and the distribution of educational material during spring break, summer, and *Justas LAI*. FIESTA-Aguadilla reached indirectly approximately 100,000 people through social media, educational tables, and safety walks and rallies.

18-02-14

FIESTA – University of Puerto Rico, Ponce Campus

During FY 2018, project directly reached approximately 14,900 young adults, mostly college students, fluctuating between the ages of 17-24 years. About 140 educational activities such as: impaired driving awareness campaigns, workshops, trainings, alcohol-free gathering, surveys, Face Book posts, theatre, safety fairs and *Justas LAI* alcohol and impaired driving awareness campaign. Ponce reached about 97,000 people indirectly.

18-02-25

FIESTA – Metropolitan University-PISTA GROUP

UMET is a private, non-profit University. During FY 2018, project directly reached approximately 5,000 young adults, mostly college students ranging between the ages of 17-25 years. Approximately 68 educational activities were conducted; impaired driving awareness campaigns, educational materials, spring break and *Justas LAI* impaired driving awareness campaigns, summer beaches awareness tour, workshops, trainings, surveys, flash mobs, art exhibits, mini dramas, etc. PISTA reached about 15,000 people indirectly.

18-02-15

FIESTA Creativos

Hogar Crea, Inc. is a non-profit organization that offers drug and alcohol rehabilitation to people who voluntarily seek treatment. FIESTA volunteers are participants of the program. They are supervised and trained by a Project Director to conduct alcohol and impaired driving awareness campaigns and educational workshops for CREA members, families, and surrounding communities in 6 districts throughout the island. During FY 2018, project developed 1,725 alcohol and impaired educational activities directly reaching 14,331 and indirectly 27,078.

18-02-32

POLI-FIESTA – University Polytechnic

“La Poli” is a private, non-profit University. Fiscal year 2018 was the first year of the project. project directly reached approximately 8,000 young adults, mostly college students fluctuating between the ages of 17-28 years. Approximately 115 educational activities were conducted; impaired driving awareness campaigns, Facebook posts, educational materials, spring break and *Justas LAI* impaired driving awareness campaigns, workshops, trainings, art exhibits, etc. POLI-FIESTA reached about 15,000 people indirectly.

18-02-XX

FIESTA – Pontifical Catholic University of Puerto Rico, Arecibo

Not developed during FY 2018. University didn’t complete project proposal.

Fiscal Review

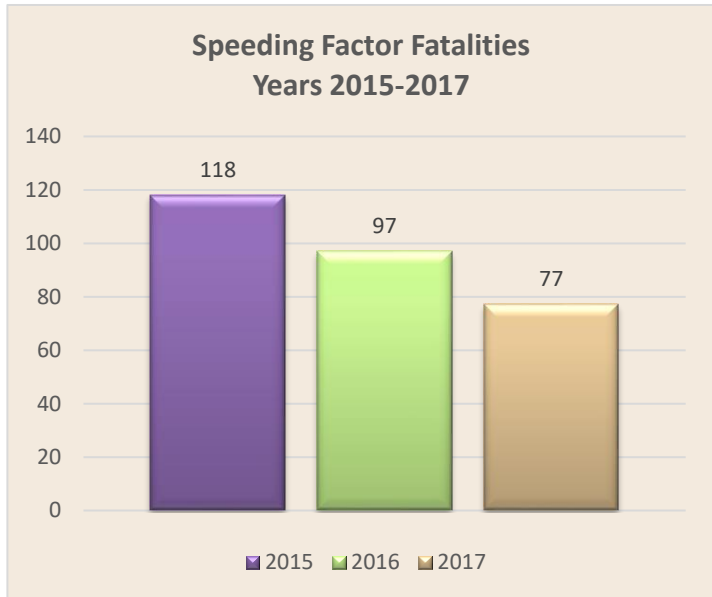
Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
18-02-02	fiesta UPR Rio Piedras - 0202	UPR Rio Piedras - 24	122,946.00	94,387.08	28,558.92
18-02-05	fiesta upr mayaguez - 0205	UPR Mayaguez - 26	81,480.66	42,016.26	39,464.40
18-02-10	fiesta cayey - 0210	UPR Cayey - 120	66,677.00	47,722.80	18,954.20
18-02-14	FIESTA upr ponce - 0214	UPR Ponce - 114	58,066.00	54,107.12	3,958.88
18-02-15	fiesta crea - 0215	hog. Crea - 129	71,289.00	70,755.18	533.82
18-02-16	Catolica Ponce - 0216	catolica ponce - 33	87,807.00	66,491.39	21,315.61
18-02-17	UPR utuado - 0217	UPR Utuado - 23	88,020.00	57,855.66	30,164.34
18-02-21	fiesta upr aguadilla - 0221	UPR Aguadilla - 29	83,954.24	61,196.22	22,758.02
18-02-25	PISTA - 0225	UMET - 225	48,818.00	39,668.82	9,149.18
18-02-32	Fiesta Univ Politecnica - 0232	Univ Politecnica - 232	48,673.00	38,622.54	10,050.46
Total 02 - Youth Alcohol			\$ 757,730.90	\$ 572,823.07	\$ 184,907.83

Police Traffic Services

Problem Statement

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

Speeding and aggressive driving continue to be a main traffic safety concern. In 2017, speeding was a major factor with 77 fatalities; equivalent to 27% of total fatalities reported. This reflects an 8% decrease when compared to speed-related fatalities reported in 2016.



PRTSC’s has the vicarious responsibility of implementing strategic plans with the premise of reducing traffic fatalities in Puerto Rico. These efforts are a multi-agency task, which includes agencies

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

As part of these plans, during 2018, PRTSC’s Police Traffic Services Program granted funds to 31 Municipal Police Corps and the Puerto Rico Police Department (PRPD) to work in high visibility enforcement and overtime patrol with the purpose of intervening with drivers in violation of Law 22, emphasizing on speeding, alcohol impaired driving, and occupant protection enforcements. The payment of overtime hours has been an additional incentive for police officers committed to the application of law and safety maintenance on our roads.

Also, 19 trainings conducted by PRPD have provided 334 for state police officers and municipal officers with skills in patrol techniques, alcohol, and radar and photometer equipment, among others. In addition, PRTSC LEL’s and staff conducted 10 trainings regarding overtime mobilizations for state traffic police and municipal police agents.

PRPD Law Enforcement Efforts

YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
2014	112,566	8,089	6,750	155,465	5,193	73,332	481,560
2015	131,138	7,544	6,165	130,937	4,315	66,571	403,472
2016	110,953	7821	6,189	145,512	2,489	67,795	361,325
2017	93,697	5,096	4,225	92,189	1,670	47,217	202,649
2018*	72,060	4,529	3,866	81,659	1,651	41,780	194,958

*Preliminary Data for 2018

Municipal Police Efforts

YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
2014	7,065	Data Not Available	962	12,969	312	6,745	55,496
2015	13,867	2,727	997	24,812	270	14,100	100,346
2016	5,338	2,620	723	13,423	73	6,855	Data Not Available
2017	8,332	3,571	929	12,342	114	8,635	41,040
2018*	7,341	3,578	1,176	18,768	347	10,964	30,106

*Preliminary Data for 2018

Puerto Rico Police Department and Municipality Police have been demonstrating a decrease of traffic citations over the past years, which may be attributed to various factors. First of all, in September 2017 Puerto Rico received the impact of Hurricanes Irma and Maria, which affected the entire island and the officers concentrated in other areas to provide security to the Island. In addition, due to Puerto Rico’s fiscal situation, many police officers have been forced to migrate to other parts of the world looking for better opportunities and better salaries to support their families, reducing the number of officers patrolling the streets. Out dated and lack of proper equipment to carry out traffic interventions is also a determining factor. Lastly, the police force has also suffered a reduction of personnel caused by the retirement of a considerable number of officers, and the difficulty the department has had to recruit new members due also to the high number of citizens migrating. The different municipalities have also the same problem recruiting Municipality Police Officers due to the fiscal situation of the government of Puerto Rico and the different municipalities.

Performance Targets

- ★ **To maintain speeding-related fatalities from the 2015 calendar base year average of 118 to 118 by December 31, 2018.** – *Based on the latest crash data from NHTSA FARS database for year 2017, the PRTSC met this target; speed related fatalities in 2017 were 77.*

Projects Strategies

18-03-03

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 include:

- ★ Participate in weekly and 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.
- ★ Meetings were coordinated and offered to State and Municipal Police in relation to traffic interventions and the application of the Law for CIOT mobilization, speeding and distracted driving mobilization, and impaired driving overtime campaign.
- ★ 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.
- ★ Conduct approximately 300 field visits to different State and Municipal Police.
- ★ Participation in the “Below 100 Symposium PR” at the Police Academy for 450 rank officers of the PRPD.



Below 100 Symposium Puerto Rico

18-03-00

Speed and Aggressive Driving Media Survey

A survey was conducted between June 6 to June 30, 2018. To understand driver’s awareness of speed limit/ habits and to measure the effectiveness of media campaigns and public’s awareness of law enforcement efforts regarding speeding. A total of 500 licensed drivers were contacted by phone and interviewed. Results concluded the following:

- ★ 75.4% of respondents admit to driving at the correct speed limit
- ★ 58.2% admitted of rarely driving above the school zone speed limit
- ★ 98.2% expressed they haven’t received a speeding ticket in the last 12 months
- ★ 99.4% of respondents expressed they haven’t been involved in a speed related crash
- ★ 61.6% of surveyed people indicated that is very unlikely to get a ticket if speeding
- ★ 37.2% of respondents said that they have seen, read or heard anything about police officers giving speeding tickets.
- ★ 70.2% did not remember seeing, reading or hearing any message of a campaign regarding driving above the speed limit on the roads of Puerto Rico.
- ★ 27% of respondents, rate driving in Puerto Rico as “Very Bad”.
- ★ 6% of respondents, rated driving in Puerto Rico as “Very Good”.

18-03-01

(PRPD) Speed Enforcement Equipment

Not developed during FY 2018. PRPD didn’t complete project proposal.

18-03-XX

Speed Enforcement Equipment for Municipal Police

Not developed during FY 2018, it was postponed to FY 2019.

18-03-78

Traffic Enforcement Coordinator

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

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

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

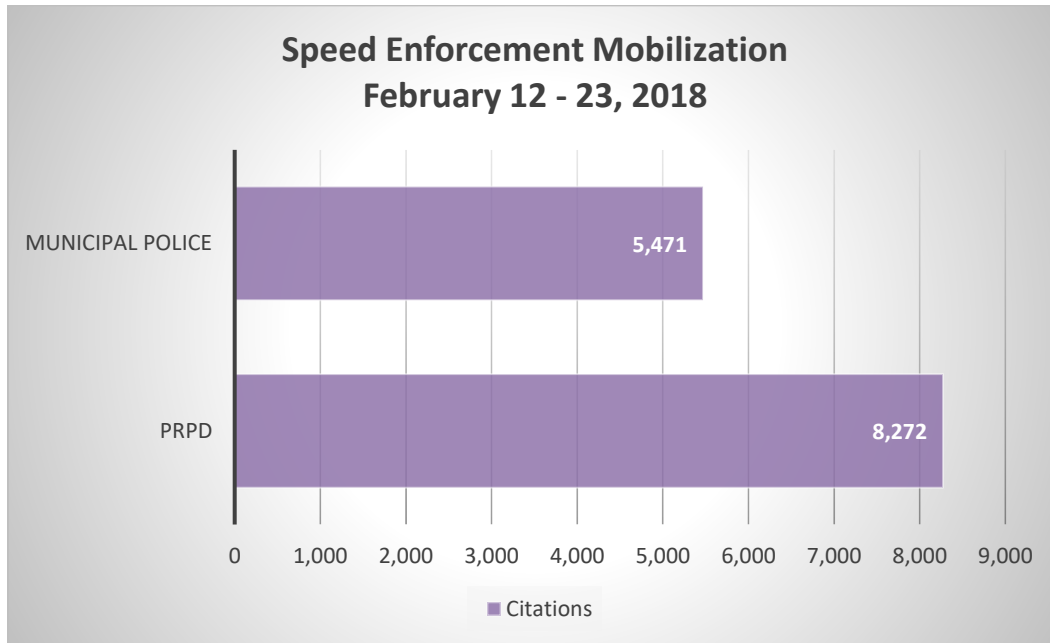
The PRTSC and the Program Coordinator, in adjoining with the LEL’s has been supervising and coordinating all the mini-grants for the mobilizations and purchase of equipment for Puerto Rico Police Department and Municipality Police.

- ★ Meetings before the mobilizations:
 - ✦ Before the mobilization, the program Coordinator has internal meetings with the Law Enforcement Liaison (LEL) to discuss all the documents and reports to be submitted. After the discussion of those documents the Coordinator and the LEL’s always bring together the agencies for the mobilization, PRPD and Municipal Police.
- ★ The Coordinator prepares all the operational plans for the law application campaigns that PRTSC works with the Police Department and the Municipal Police.
- ★ Keep all the records and the statistics from the police mobilizations including citations.
- ★ The Coordinator and the LEL’s holds follow up visits to the different agencies, that are working in the mobilizations, before, during and after each mobilization.
- ★ Coordinate and work with the PRTSC Communications area to produce the educational material necessary to convey the safety message and continue the education and enforcing for Speed and Aggressive Driving.
- ★ Various Speed Enforcement strategies are being used, including but not limited to, dedicated roving patrols and saturation enforcement within Municipalities in regions that are identified as high-risk areas.
- ★ The Program Coordinator goes to meetings and trainings that the program requires.
- ★ Coordinator is working with Speed and Aggressive Driving and Motorcycle Safety module for Problem ID, HSP, Annual Report, and 405 funds.

18-03-XX

Speeding Enforcement Mobilization

Overtime to participate in Speed Mobilization was funded for PRPD and various Municipal Police Corps. All 22 state police traffic units together with a total of 18 municipalities were provided with funds for overtime patrol to enforce speeding laws and intervene with drivers during the mobilization, which took place from the 12th to the 23th of February 2018.



18-03-21

Police Coordinator

Not developed during FY 2018. PRPD didn't complete project proposal.

Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
18-03-00	survey -0300	CST - 00	12,000.00	12,000.00	-
18-03-03	LEL - 0303	CST - 00	139,800.00	138,847.87	952.13
18-03-05	TE Speed - 0305	Guaynabo - 305	17,748.72	15,339.24	2,409.48
18-03-09	TE Speed - 0309	Bayamon - 011	7,167.97	6,463.68	704.29
18-03-13	TE Speed - 0313	Morovis - 313	2,719.11	2,245.42	473.69
18-03-15	TE Speed - 0315	Aguadilla - 157	3,057.61	2,052.19	1,005.42
18-03-17	TE Speed - 0317	Vega Baja - 88	1,939.97	1,615.22	324.75
18-03-19	TE Speed - 0319	Policia - 10	125,000.00	119,436.43	5,563.57
18-03-40	TE Speed - 0340	Yauco - 105	5,273.12	4,524.83	748.29
18-03-42	TE Speed - 0342	San German - 628	4,538.32	3,669.03	869.29
18-03-45	TE Speed - 0345	Florida - 60	4,194.72	3,907.53	287.19
18-03-48	TE Speed - 0348	Hatillo - 115	2,903.28	2,746.12	157.16
18-03-55	TE Speed - 0355	Manati - 103	3,200.69	2,851.11	349.58
18-03-58	TE Speed - 0358	Cabo Rojo - 133	1,813.32	846.29	967.03
18-03-60	TE Speed - 0360	Ponce - 74	4,126.62	3,788.57	338.05
18-03-61	TE Speed - 0361	Utua - 101	1,526.39	1,526.39	-
18-03-74	TE Speed - 0374	Barceloneta - 126	3,452.85	3,188.32	264.53
18-03-78	TE Coordinator - 0378	CST - 00	37,003.00	32,149.99	4,853.01
18-03-80	TE Speed - 0380	Arecibo - 116	4,668.00	3,920.66	747.34
18-03-84	TE Speed - 0384	Salinas - 158	3,189.75	2,813.39	376.36
18-03-88	TE Speed - 0388	Camuy - 388	5,206.07	2,308.27	2,897.80
18-03-95	TE Speed - 0395	Guayama - 70	1,979.68	1,638.79	340.89
Total 03 - Police Traffic Services			\$ 392,509.19	\$ 367,879.34	\$ 24,629.85

Planning and Administration

Problem Statement

Puerto Rico’s Highway Safety Program is managed by the Puerto Rico Traffic Safety Commission (PRTSC) through the planning and preparation of the Highway Safety Plan (HSP), which includes the traffic safety problems with effective countermeasures, and the distribution and management of federal funds to state, municipal and private agencies.

The mission of the PRTSC includes the prevention and reduction of fatalities, injuries and property damages caused by traffic crashes by developing and establishing educational campaigns and programs, high visibility traffic law enforcement with both state and municipal corps and implementing hazard elimination countermeasures.

The PRTSC is responsible of the planning and administration of the HSP, as well as supervises the day-to-day operations, development, coordination, evaluation and monitoring of the activities described.

The Planning and Administration area achieved its objectives by prioritizing tasks and assigning resources, funds were used according to requirements and norms established. HSP was posted in PRTSC’s webpage and an open convocation for proposals for traffic safety programs was posted in a newspaper of major circulation. The Planning Area received 64 proposals, they were evaluated and approved a total of 56 highway safety programs, 9 Mobilizations with a total of 95 Mini-grants which had been identified and included in the 2018 HSP. Monitors coordinated programmatic and on-site monitoring visits for 100% of subgrantees.

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

Performance Targets

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

Legislative Targets

Provide support to all legislative amendments that will strengthen existing traffic safety law and regulations. Special attention will be provided to create severe penalties and procedures to unauthorized and/or suspended licensed drivers; increase penalties for second time offenders distracted drivers and increase penalties for unrestrained vehicle occupants and cell phone use while driving. Impulse the implementation by the necessary legislation, of the SFST Program in Puerto Rico.

Projects Strategies

18-04-02, 04-07 & 04-12

Evaluate HSP Tasks

Three Project Monitors were funded to follow up on the operational and fiscal activities of projects, on a daily basis. They also provided technical assistance, promoted timely vouchering, site visits, and monitoring reports. One of these monitors works exclusively on the Impaired Driving programs. Salaries, local and stateside training, travel expenses, and purchase of materials and equipment were funded.

Fiscal Activities	Total
Worked Fund Petitions	965
Records Monitored	290
Field Visits	37
Worked Quarterly Reports	290
Reviewed Proposals AF-2017	64

18-04-03

Administer Program

In order to provide support for the general administration of the highway safety program, allowable limits of federal funds were used for equipment rental, purchase of office materials, consulting needs, and single audits. Also funded, were costs associated with accounting of expenses and funds, budget consultants, IT consultant’s services to maintain computerized system and maintenance, purchase of equipment, office supplies necessary for program’s administration, and other costs regarding administration.

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

Trainings, such as:

- ★ Managing Highway Safety Programs attendees were Executive Director and Staff, Planning and Administration Area and Communications and Public Relations Area.
- ★ Pedestrian/Bicycle Safety Program Management in Albany, New York; PRTSC attendee was Non-Motorized Coordinator and Community Program of Guayama Coordinator.
- ★ Use and control in accounting of government property the Property Manager was the attendee.
- ★ Prevention of Sexual Harassment at Work attendees were all the employees of PRTSC.

Meetings, such as:

- ★ 2017 GHSA Annual Meeting in Atlanta, GA, PRTSC attendees were the Executive Director, Special Assistant and Federal Program Manager.
- ★ Rhode Island Distracted Driving & Pedestrian Safety Summit, PRTSC attendees were Executive Director, Special Assistant, Federal Program Manager, LEL, Non-Motorized Coordinator and Occupant Protection Coordinator.



Distracted Driving & Pedestrian Safety Summit, Rhode Island

Activities such as:

- ★ Las Fiestas de la Calle San Sebastián, Alcohol Champaign “Si bebes, no guies”, “Pasa la llave”.
- ★ Feria Educativa de Alcohol Joven Justas 2018, San Juan and Ponce Municipalities.
- ★ San Patricio Village Moto Expo 2018.
- ★ Share the Road at Mayaguez Municipality.
- ★ Feria de Salud at Catalinas Mall at Caguas Municipality.
- ★ Caribbean International Auto Show at Pedro Rosselló Convention Center.
- ★ And child safety seat inspections in Municipalities all around Puerto Rico.

18-04-13 & 04-14ID

Federal Program Manager

In FY 2018, the Federal Program Manager coordinated and oversaw in the all project’s initiatives. The Federal Program Manager’s responsibilities included organize, manage and supervise the activities of coordinators and monitors to monitor projects and to coordinate countermeasure activities with local, State and community organizations.

The Federal Program Manager promoted the activities of Occupant Protection, Non-Motorized, Impaired Driving, Traffic Records, Police Traffic Services, Motorcycle Safety among State and Municipal Police, Community Programs and FIESTA Projects, among others. Also, during FY 2018, the Federal Program Manager had an active role among the committee working in the Strategic Highway Safety Plan; in addition, it prepared Highway Safety Plan FY 2019 under the new Grants Management Solutions Suite (GMSS) Administration System. Also, it prepared the applications of the grants, participated in the Executive Seminar on Program Management in New Mexico, Rhode Island Distracted Driving, Pedestrian Safety Summit, Managing Highway Safety Programs of TSI, Traffic Records Forum in Milwaukee, WI and 2018 GHSA Annual Meeting in Atlanta, GA.



Working with GMSS Administration System - HSP FY 2019

Project proposals for FY 2019 were revised and technical assistance was provided to projects for approval. The Program Manager worked closely with the Executive Director, LEL’s, Monitors and Coordinators in order to identify issues and for decision making. Meetings and discussions were conducted with PRTSC Communications and Public Relations staff.

HOW THE PROJECTS CONTRIBUTED TO MEETING THE TARGET:

PRTSC developed a comprehensive 2019 Highway Safety Plan and submitted it on June 29, 2018. HSP was approved by NHTSA on August 15, 2018. It complied with the requirements of 23 CFR Part 1300. This Plan included strategies and countermeasures that will help in our journey to achieve the projected traffic safety targets.

Fiscal Review

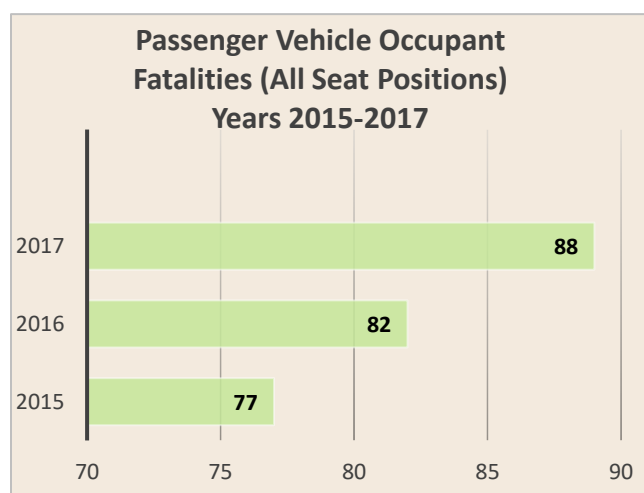
Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
18-04-02	Evaluate HSP task - 0402 Omayra	CST - 00	45,446.00	43,372.21	2,073.79
18-04-03	Administer Program - 0403	CST - 00	131,162.00	105,495.63	25,666.37
18-04-07	Evaluate HSP - 0407	CST - 00	87,611.00	37,214.16	50,396.84
18-04-12	Evaluate HSP task - 0412 Luz Marrero	CST - 00	60,445.00	56,009.18	4,435.82
18-04-13	Federal Program Manager - 0413	CST - 00	47,280.00	46,778.48	501.52
18-04-14	Federal Program Manager - 0414	CST - 00	20,934.00	19,676.98	1,257.02
Total 04 - Planning and Administration			\$ 392,878.00	\$ 308,546.64	\$ 84,331.36

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 2017, there were 88 unrestrained passenger vehicle fatalities. The number of unrestrained passenger fatalities in 2017 increased 6% from 2016.

During the FY 2018, 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 in 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

85%. A decrease in the rate of 2% when compared to the 2017 observation rate of 87.9%.

Seat Belt & Child Safety Seat Usage Rates					
	2014	2015	2016	2017	2018
Seat Belt	89.5%	91.8%	93.8%	87.9%	85%
Child Safety Seat	No Survey	No Survey	No Survey	82.3%	81.7%

Child restraint seat usage reached 81.7% in 2018. These seats, when used properly, can reduce fatal injury to infants (less than 1 year old) by 71% and to toddlers (1-4 years old) by 54%, in the event of a traffic crash. Since improper use is a significant problem, measures to increase proper use must be continued to complement the enforcement and educational campaigns.

Efforts were directed to continue opening fitting stations, training technicians, creating public awareness of the location of these stations, and increasing enforcement. These events became media worthy and were covered by the press; this helped maintain the proper use of child restraint seat issues in the public eye. As part of this program, a Child Safety Seat Training was held this year, with a total of 39 participants in two courses. Among these were: firefighters, personnel of community programs, state police and municipal police. To date, there are 76 fire stations, 7 Community Programs, 3 Municipal Police and 8 State Police that have established fitting stations. Child seat inspection activities are also conducted periodically with the cooperation and partial sponsorship of commercial chains, such as: Wal-Mart and USA Baby.

Performance Targets

- ★ **To maintain unrestrained passenger vehicle occupant fatalities in all seating positions from the 2015 calendar year of 77 to 77 by December 31, 2018.** – *Based on the latest crash data from NHTSA FARS database for year 2016, the target wasn't achieved; PRTSC did not meet the 2017 target, with an increase in unrestrained passenger vehicle fatalities from 82 in 2016 to 88 in 2017. Preliminary data for 2018 report a total of 90 unrestrained passenger vehicle fatalities.*
- ★ **To decrease unrestrained passenger vehicle occupant injury crashes, in all seating positions by 8 percent from 2015 calendar year of 1,474 to 1,356 by December 31, 2018.** – *PRTSC met the 2018 target, with a decrease unrestrained passenger vehicle occupant injury crash from 1,434 in 2016 to 950 in 2017. Preliminary data for 2018 is not available currently.*
- ★ **To increase statewide observed seat belt use of front out board occupants in passenger vehicles .2 percentage points from 2016 calendar year average usage rate of 93.8 percent to 94.0 percent by December 31, 2018. Increase child restraint use from 94.7% in 2013 to 95% in 2018** – *PRTSC did not meet the 2018 target; the seat belt use rate for FY 2018 is 85% and the child restraint use rate 81.7%.*
- ★ **Increase fitting stations through the establishment of five (5) more stations, from 74 in 2017 to 79 in 2018** – *PRTSC met the 2018 target; 6 new stations were established for FY 2018.*
- ★ **To certify 40 more technicians, from 147 certified technicians in 2017 to 187 in 2018.** – *PRTSC did not meet the 2018 target; 39 new technicians certify, and we have a total of 176 certified technicians at the end FY 2018. Many of the technicians certified after hurricane Maria, retired, resigned from work or changed jobs.*
- ★ **To participate in the 2018 National Click it or Ticket (CIOT) Mobilization and an additional Seat Belt Mobilization in October 2017.** – *PRTSC met the 2018 target; from May 21 to June 3, 2018, the Click It or Ticket (CIOT) National Campaign was held. PRTSC, as in previous years, granted funds for overtime hours for State Police and 17 Municipal Police Corps. This mobilization took place during the hours of 12:00 pm -8:00 pm, since statistics show that fatalities involving non-use of seat belts occur in this period. The other mobilization was performed during October 30 to November 5, 2017, was not held,*

because after the hurricane Maria in Puerto Rico, the State and Municipal Police they were attending the emergency.

Projects Strategies

18-05-03

Occupant Restraint Coordinator

The Coordinator organized projects and tasks that had to do with occupant protection and distractive driving. Also, 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 seat belt mobilizations and, being that the Coordinator is a Certified Instructor, also offered child seat checkpoints.



18-05-27

CPST Training

During FY 2018, PRTSC conducted 26 massive Child Safety Seat Checkpoints. The result, a total of 1,374 safety seats were inspected and certified by Child Safety Seat Technicians and 377 child restraints were given to the “Préstame un asiento” (Loan me a seat).



For FY 2018, two trainings were conducted to certify new Child Safety Seat Technicians. These took place from April 10 – 13, 2018 and the other was, September 18 – 21, 2018. A total of 39 new technicians are certify. This Project funded costs of equipment and materials, venue fees, and the hiring of instructors, their airfare and hotel stay.

18-05-29

Observational Survey

During the FY 2018, 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 amount of observations per segment was 100 vehicles, for a total of 6,800 observed vehicles and 8,532 occupants (6,800 drivers and 1,732 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 85%, with a standard error of 2.35%.

The study conducted in FY 2018 was Observational Survey of Car Seat. This study has not been done since 2012, in this study seventeen counties were visited, for a total of 6,800 vehicle observations in 68 segments. All the procedures related with the estimated rate of car seat usage followed the sample design of the Puerto Rico Observational Survey Safety Belt Use 2018.

This study concluded, 81.7% of car seat usage is estimated, with a standard error of 7.3% (in vehicles with occupants of 0 to 4 years).

18-05-39

PR Fire Department Fitting Stations; car Seat Installation Inspections for Communities and Education on Children Passenger Safety

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.



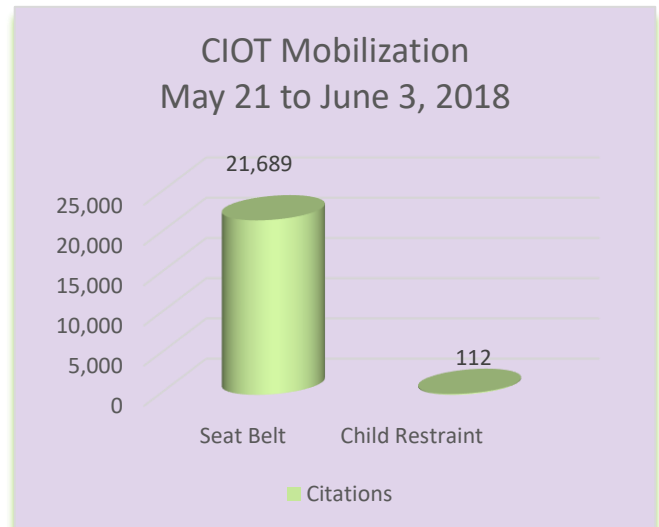
- ★ Orientations/Inspections in Fire Stations – **32,673**
- ★ Educational activities – **27**
- ★ Conferences - **12**
- ★ Interviews TV programs - **7**
- ★ Coordination and operation of checkpoints – **13**
- ★ **22** firefighters were certified as Child Safety Seat Technicians and **6** new Child Safety Seat Inspection and Orientation Centers were created.
- ★ Renewal of **24** licenses (child technical)

18-05-XX
Rollover Simulator

Not developed during FY 2018. PRPD didn't complete project proposal.

18-05-XX
Traffic Patrol Overtime

From May 21 to June 3, 2018, the Seat Belt Mobilization Campaign and the Click It or Ticket (CIOT) National Campaign were held. PRTSC, as in previous years, granted funds for overtime hours to the PRPD and Municipal Police Corps. These mobilizations took place during the hours of 12:00 pm - 8:00 pm, since statistics show that fatalities involving non-use of seat belt occur in this period.



Participating PRPD and 17 Municipal Police

Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
18-05-03	OP Coordinator - 0503	CST - 00	49,836.00	46,337.86	3,498.14
18-05-09	TE Seat Belt - 0509	Guaynabo - 305	14,789.73	12,151.08	2,638.65
18-05-09	TE Seat Belt - 0509	Guaynabo - 305	6,670.09	6,670.09	-
18-05-12	TE Seat Belt - 0512	Vega Baja - 88	1,631.44	1,629.96	1.48
18-05-13	TE Seat Belt - 0513	Vega Alta - 54	10,167.89	986.76	9,181.13
18-05-14	TE Seat Belt - 0514	Aguadilla - 157	4,225.14	3,821.62	403.52
18-05-15	TE Seat Belt - 0515	Ponce - 74	4,824.87	4,190.12	634.75
18-05-18	TE Seat Belt - 0518	Bayamon - 011	13,441.31	12,287.21	1,154.10
18-05-27	Increase Child Protection and education - 0527	CST - 00	82,034.71	73,015.82	9,018.89
18-05-27	child seat - 0527	CST - 00	10,247.23	10,247.23	-
18-05-27	Increase Child Protection and education - 0527	CST - 00	34,541.46	34,541.46	-
18-05-29	OP Survey - 0529	CST - 00	86,000.00	86,000.00	-
18-05-39	Fitting Stations bomberos de PR - 054	Bomberos de PR - 35	7,914.91	7,914.91	-
18-05-45	TE Seat Belt- 0545	San German - 628	5,380.21	5,142.91	237.30
18-05-46	TE Seat Belt - 0546	Moca - 112	4,912.54	3,408.90	1,503.64
18-05-47	TE Seat Belt - 0547	Yauco - 105	9,094.21	7,703.34	1,390.87
18-05-50	TE SEAT BELT - 0550	Pol. De PR - 10	150,000.00	130,431.77	19,568.23
18-05-52	TE Seat Belt - 0552	Barceloneta - 126	7,683.00	4,620.51	3,062.49
18-05-53	TE Seat Belt- 0553	Hatillo - 115	5,768.00	5,432.28	335.72
18-05-54	TE Seat Belt - 0554	Caguas - 66	13,800.23	13,559.68	240.55
18-05-55	TE Seat Belt - 0555	Naranjito - 629	5,927.60	3,649.61	2,277.99
18-05-57	TE Seat Belt - 0557	Arecibo - 116	5,207.00	4,947.68	259.32
18-05-61	TE Seat Belt - 0561	Camuy - 388	5,030.15	4,134.76	895.39
18-05-67	TE Seat Belt - 0567	Florida - 60	4,715.48	2,870.42	1,845.06
18-05-69	TE Seat Belt- 0569	Isabela - 84	15,863.79	6,819.07	9,044.72
Total 05 - Occupant Protection			\$ 559,706.99	\$ 492,515.05	\$ 67,191.94

Community Programs

Problem Statement

Community Traffic Safety Programs (CTSP) include projects managed by Municipalities, with the purpose of using their knowledge and experiences regarding specific traffic safety issues observed in their area. These programs carry out different strategies that target PRTSC’s program areas: Impaired Driving, Youth Alcohol, Occupant, Non-Motorized Safety, Distracted Driving, Motorcycle Safety, and Hazard Mitigation.

Community participation at the municipal level has been very important. Committed to traffic safety education, community programs continue to support and work simultaneously with efforts to build new attitudes within the public. The eight community programs form an integral part of our efforts to assist and provide technical advice on all topics related to the PRTSC Safety Programs. These programs are: Barceloneta, Cataño, Guayama, Isabela, Naranjito, Sabana Grande and San Germán.

Also included as a Community Programs’ project, is the Traffic Safety Park (PESET by its Spanish acronym). This park also serves as a Child Safety Seat Inspection Center, counting with one Certified Child Safety Seat technician. In addition, park personnel have given support in traffic safety activities, such as: Child Seat Checkpoints and Educational Talks.

Performance Targets

- ★ **To decrease traffic the five-year rolling average of the number of fatalities from 367.6 in 2012 293.0 in 2018.** – *PRTSC, did not meet the 2018 target - The traffic fatalities for 2018 increased, preliminary data for 2018 report 301 fatalities.*
- ★ **To decrease the five-year rolling average of the number of serious injuries from 6,459.2 in 2012 to 4,074.0 in 2018.** – *PRTSC met this target; serious injuries in 2017 were 2,987. Preliminary data for 2018 is currently not available.*
- ★ **Increase the number of visitors to the PESET Park in 5% from 5,724 in 2015 to 6,025 in 2018.** – *Target not achieved; total number of visitors to the PESET Park is 5,990 in FY 2018. On September 20th, 2017, Puerto Rico experienced the passing of Hurricane Maria. This atmospheric event caused devastation throughout the island. PESET was no exception to the ravages of the Hurricane. Because of those damages, PESET remained unoperational and couldn’t receive participants from September 20th thru May 3rd. Nevertheless, PESET personnel offered educational talks and distributing educational material to the public.*

Projects Strategies

18-06-XX

Community Traffic Safety Programs

Community Programs are an essential and necessary resource to address and combat traffic safety problems. They work directly with the communities, citizens, NGOs, schools, and law and order agencies. In addition, they have direct communication with mayors and other government officials, such as senators and legislators, in each municipality they cover.

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



CTSP personnel also aid municipalities when their local law enforcement agencies participate on the different mobilizations scheduled by the PRTSC. They serve as a direct contact with the municipality in cases on which PRTSC personnel can't reach different areas, such as Finance Office, Mayor's Office or Municipal Superintendent. In addition, CTSP personnel have been present in alcohol checkpoints distributing our traffic safety educational material.

The participation of municipal police forces is crucial in carrying out effective and successful mobilizations. CTSP personnel alleviate some administrative tasks that need to take place before, during and after mobilizations. These tasks might sometimes be overwhelming for the municipal police, due to the understaffing and fiscal constraints some of these municipalities are experiencing. These experiences might have an immediate effect and might deter them from participating.

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

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



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

Community Programs funding include personnel costs for not more than two administrator/coordinator, office and educational materials, rent, purchase and maintenance of equipment and vehicles, out-of-state and local travel costs training, and other related costs.

18-06-15

Barceloneta Community Program

Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle	Distracted
8	10	3	22	11	1	6
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
78	13	850	12	0	0	

Total of people impacted

Directly: 8,657

Indirectly: 23,104

18-06-46

Cataño Community Program

Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle	Distracted
34	10	34	34	34	34	34
Other Activities						
Child seat inspections in office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fairs	Radio Programs	Press Conference	
0	5	524	14	0	0	

Total of people impacted

Directly: 6,959

Indirectly: 17,852

18-06-11

Guayama Community Program

Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle	Distracted
7	21	7	2	19	21	8
Other Activities						
Child seat inspections in office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fairs	Radio Programs	Press Conference	
354	5	120	24	0	0	

Total of people impacted

Directly: 9,301

Indirectly: 32,408

18-06-21

Isabela Community Program

Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle	
21	18	21	21	21	0	
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
50	4	100	5	1	1	

***Total of people impacted**

Directly: 1,827

Indirectly: 5,481

18-06-29

Naranjito Community Program

Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle	Distracted
65	78	62	73	68	50	52
Other Activities						
Child Seat Inspections In Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Program	Press Conference	
746	8	273	16	0	0	

Total of people impacted

Directly: 7,892

Indirectly: 24,676

18-06-22

Sabana Grande Community Program

Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle	Distracted
37	9	14	15	28	0	11
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Program	Press Conference	
196	5	891	19	5	0	

Total of people impacted

Directly: 16,383

Indirectly: 63,003

18-06-28

San Germán Community Program

Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle	Distracted

35	35	22	22	22	18	10
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
453	6	485	36	7	0	

Total of people impacted

Directly: 29,995

Indirectly: 230,296

18-06-50

Traffic Safety Education Park

The Traffic Safety Education Park (PESET) in Arecibo, provides classroom education and experiences as a driver, a pedestrian, and a bicyclist to children between the ages of 7-10 years using a replica of a typical Puerto Rican town and country roads. Reservations to attend the park are made by school teachers or camp counselors around the Island. The Park serves as a Child Safety Seat Inspection Center with one Certified Inspectors. PRTSC funds personnel costs (director, educators, and administrative staff), materials and office supplies, equipment, travel, and per diem.

Visitors	FY 2017	FY 2018
	6,619	5,990
Child Seat Inspections	FY 2017	FY 2018
	66	66

FY 2018	
Other Educational Activities Held by PESET Personnel	202
Outside of the Park	41
	161

18-06-31

Community Traffic Safety Programs Coordinator

The project was approved in November 27, 2017 but did not had a coordinator until February 15, 2018 when they hired a new person for the job. This factor influences the development of the project causing a delay for three months and the accomplishment of the programmed strategies. Upon join the new CTSP Coordinator continued to represent the interests of the PRTSC, agencies and stakeholders within the highway and traffic safety community. As part of the efforts to recover the lost months, we hold two meeting with the working group that make up the eight community programs including PESET.

We participated in the youth alcohol campaign in the traditional celebration “Fiestas de la Calle San Sebastián” in the month of January, held in the municipalities of San Juan and Cataño. During the weekend of the event, three community programs participated, impacting 6,000 people.

In the month of March, we participated in the training Milestones of Highway Safety Program Development E-learning, Pedestrian and Bicycle Safety Program Management workshop and Managing Highway Safety Programs given by NHTSA in Hyatt Hotel. We also participate in the meetings of the areas of emphasis for the Strategic Highway Safety Plan (SHSP). We participated in the Distracted Driving and Pedestrian Safety Summit in Providence, Rhode Island, from April 3 to 5, 2018. We provide our opinion on the drafts of the projects: Complete Streets Plan & Design Guidelines; and Comprehensive Bicycle and Pedestrian Plan for Puerto Rico project and the Safety Plan for Puerto Rico, both belong to the Department of Transportation and Public Work of Puerto Rico. These projects are pending approval.

In July 2018, we worked together with the CTSP’s on a massive event called “Comparte la Carreteras” ("Share the Roads") aimed at pedestrians and cyclists. The event began at the Isidoro García Coliseum in Mayagüez, 10 miles were traveled to Hormigueros using the PR-2. 220 cyclists participated, and 10 government agencies and private entities collaborated. In parallel we had a walk for pedestrians of the third age, in which 25 people from the Organization "Patitas Calientes" participated.

The CTSP Coordinator, was accredited as Certified Instructor of child restraint in April 2018. As a certified instructor he has participated in 17 Child Seat Checkpoints. He also participated in the course to certify technicians offered during the month of September 2018. Funds covered coordinator’s salary, fringe benefits, equipment and meeting minute’s computer software, PRTRCC supplies, and other related costs.

Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
18-06-11	CP Guayama - 0611	mun guayama - 70	92,746.00	55,240.26	37,505.74
18-06-15	CP Barceloneta - 0615	mun barceloneta - 126	92,365.00	85,603.90	6,761.10
18-06-21	CP Isabela - 0621	mun isabela - 84	29,135.55	17,804.24	11,331.31
18-06-22	CP Sabana Grande - 0622	mun s grande - 131	97,778.91	88,586.90	9,192.01
18-06-28	CP San German - 0628	San German - 628	69,046.00	64,834.88	4,211.12
18-06-29	CP Naranjito - 0629	Naranjito - 629	54,270.92	44,543.46	9,727.46
18-06-31	CP Coordinator - 0631	CST - 00	33,021.00	18,442.32	14,578.68
18-06-46	CP Cataño - 0646	Cataño - 145	84,346.00	60,562.01	23,783.99
18-06-50	PESET - 0650	CST - 00	257,666.50	244,384.39	13,282.11
18-06-50	PESET - 0650	CST - 00	22,850.00	20,134.60	2,715.40
Total 06 - Community Programas			\$ 833,225.88	\$ 700,136.96	\$ 133,088.92

Traffic Records

Problem Statement

Traffic Crash Data is the focal point and an essential tool used in the identification of highway safety problems. Timely, accuracy, accessibility and analysis are very important to develop, implement and evaluate the countermeasures that will reduce roadway injuries and fatalities. There are many uses for this data, for example: law enforcement uses data for strategic deployment of enforcement units; engineers use data to identify roadway hazards; judges use data as an aid in sentencing; prosecutors use data to determine appropriate charges to levy against drivers in violation of traffic laws and ordinances.

The Puerto Rico Traffic Records Coordinating Committee (PRTRCC) includes an executive and a technical level. This two-tiered committee is critical for the state’s proper development, maintenance and track of the progress of projects identified in the Puerto Rico Strategic Plan.

Due to the passage of Hurricane Maria through Puerto Rico, the country lost the electricity system in 100% of the Island, which caused all the agencies that make up the TRCC to focus on controlling the damage caused and restoring the country. What caused a delay in the development of the detailed plan established.

Traffic Records Coordinating Committee Members:

- **State agencies:**
 - Department of Transportation
 - Puerto Rico Highway and Transportation Authority
 - Automobile Accident Compensation Administration
 - Compulsory Liability Insurance Joint Underwriting Association (ASC for its acronym in Spanish)
 - Department of Health
 - Department of Justice
 - Administration of Courts
 - Public Service Commission
 - Bureau of Puerto Rico Police
 - 911 Services
 - Emergency Medical System
 - Municipal Police of Guaynabo
 - Carlos Albizu University

- **Federal agencies:**
 - Federal Highway Administration
 - Federal Motor Carrier Safety Administration

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

A top priority for improving the Commonwealth’s Traffic Records Systems is electronic data of motor vehicle crashes. As recommended during the 2016 Traffic Record Assessment, the PRTRCC has achieved the approval of a digital Crash Report to be used by the Bureau of the Puerto Rico Police. The staff of the Highway Patrol Bureau has already been trained in the use and handling of the new Crash Report. In addition, the pilot program is being used in three police regions (Utuaado, Carolina and Ponce).

Through the pilot program, 17,457 electronic Crash Reports have been completed. These reports are on the PRPD server and work is done to achieve the transfer of data. At the end of FY 2018, 37 instructors from the Highway Patrol Bureau and the districts have been trained. A total of 67 road patrol agents have been trained in the use of the digital report.

Strategies: *(Based in coordination with Puerto Rico’s Strategic Highway Safety Plan – Emphasis Area #1 Data Gathering, Analysis and Sharing).*

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.

Strategies

- ★ To fund activities such as contracting seven employees for traffic crashes data entry that will improve all crashes data availability from 389 days to 100 days by the end of 2018.
- ★ To conduct an evaluation of the Police Accident Report (PPR-93) to ensure compliance with the Model Minimum Uniform Crash Criteria Guideline (MMUCC) and the inclusion of commercial motor vehicle data fields. Implement the curriculum of that form and training the transit officers.
- ★ To provide training for law enforcement and traffic safety agencies on complete and accurate traffic data collection and SAFETY/CARE database during 2018.
- ★ To provide stakeholders (TRCC members) with direct access to traffic records data, like SAFETY Web and CARE Desktop Version by the end of 2018 and promote drunk drivers and repeat offender’s data availability.
- ★ To enhance the analytical capacity of the database of the Analysis Accident Office to include a geo-location tool for crashes, codes of segments and allow scanning documents (PPR-93, property damages documents) by the end of FY2018.

- ★ To complete Phase 1 of the MIRE FDE Action Plan 2017 by June 2018. This Phase include all the steps to complete the MIRE FDE database.
- ★ To start the data gathering process of the MIRE FDE by July 2018. This will include the previous procurement processes.

Performance Targets

- ★ **To collect digital data from the Police Accident Report (PAR) by the end of the calendar year, from 0 in 2015 to 25% in 2018.** - *Target not achieved; we have three divisions of Highway Patrols of Puerto Rico Police Department using the digital report, but they are still working on an application to transfer the data outside the agency.*
 - ★ **To increase Project CARE access, from 184 users in 2017 to 225 in 2018.** – *Target not achieved; currently there are 213 users with access to the CARE system.*
 - ★ **To reduce the time between crash and data availability in the Accidents Analysis Office (DOT) from 389 days in 2016 to 310 days in 2018.** – *Target not achieved; however, it was reduced from 389 days to 381 days. After Hurricane Maria passed through Puerto Rico in September 2017, the entire island was depleted of electricity. The Accident Analysis Office took 1 month to reestablish their systems. Due to the lack of electricity, we did not have traffic lights and all the assets of the PRPD were on the streets handling the emergency. In addition, we had no means of communication, so no Crash Reports were received for a couple of months. To all this, we must add the frequent electricity blackouts that caused the loss of the systems for several days. It was not until four months after the Hurricane Maria that the electric service in the San Juan area where the Accident Analysis Office is located returned to normal and the blackouts became less frequent. All this contributed to the fact that the personnel working in that office could not carry out their work as we had planned. We hope to meet the target in 2019.*
 - ★ **To complete the MIRE FDE database by June 2018. This will include the list of roadway segments, intersections, and ramps to be included in the database and the spaces to be filled within the data gathering process (Phase 2).** – *Target not achieved; Due to the passage of Hurricane Maria through Puerto Rico in September of 2017, the works scheduled for FY18 had to be stopped to rebuild the island. The roads of the country suffered a great impact, especially the bridges so the work was concentrated in those areas leaving aside the rest of the scheduled activities. We hope to continue with our work program and collect MIRE data during FY19.*
 - ★ **To start the data gathering process of the MIRE FDE and achieve, at least, fifteen percent (15%) of the MIRE FDE by September 2018.** – *Target not achieved; Due to the reconstruction work on the roads, the work plan established to collect data is not worked. We hope to continue with our work program and collect MIRE data during FY19.*
-

Projects Strategies

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.

18-07-01

Traffic Records Coordinator

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



4th TRCC Meeting

have the assistance of a IT consultant, who collaborates with the TR Coordinator to implement the assessment recommendations made in 2016. In the month of March, we participated in the trainings *Milestones of Highway Safety Program Development E-learning and Managing Highway Safety Programs* given by NHTSA. In the same they instructed us on the new federal regulations that govern our projects.

We participated in the 44th Traffic Records Forum in Milwaukee, Wisconsin, from August 11 to 16, 2018. The TR Coordinator attended accompanied by two members of the TRCC. As part of the forum we were able to expand our knowledge about data integration. The way we work the crash report in relation to other states. We received an interesting talk about autonomous vehicles. Also, as part of



the event we were able to visit the Crash Injury Research and Engineering Network (CIREN center) and the Harley-Davidson Museum.



In the month of September, we participated in the course for instructors of form PPR-621.4 (New Digital Crash Report, before PPR-93), which consists of three days. 36 agents of the Highway Patrol of PRPD and one prosecutor of the Department of Justice were trained. The course taught by instructors of the Police Academy trained the participants as instructors after passing an exam on the subject to instruct the agents of highway patrol about the applicable law, the new Classification Manual and the technology part of the form.



Funds covered coordinator’s salary, fringe benefits, equipment and meeting minute’s computer software, PRTRCC supplies, and other related costs. Main objective of TR Coordinator was to ensure that the PRTRCC Projects will implement field data collection in timeliness, accuracy, completely, uniformly, integrated and in an accessible manner.

- ★ A total of 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 10 meeting with TRCC subcommittees.
- ★ A total of 11 meeting with TR Consultant.
- ★ A total of 19 meetings with the Project’s Coordinators to supervise the projected tasks and 7 periodic visits to one of them.
- ★ Strategic Plan, Charter and Membership were updated.
- ★ A Progress Report to qualify for the 405(c) Grant Fund was prepared and submitted.

18-07-10

Analysis and Collection of Traffic Crashes 2018

Funds were provided to contract 15 employees to work in the Accident Analyses Office of the Department of Transportation and Public Works. But only 11 employees where contracted. The employees worked on the following: debugging, zoning, coding, and data entry. Data entry was performed using the current procedure and cases for year 2017 were entered. An input case per year is estimated at 216,979 (injuries, fatalities and damage property). The data entered into the system was delivered to Dr. Hector M. Colón, Project Manager, and Implementation of CARE Crash Data System to PR which in turn is sent to the University of Alabama and becomes part of the CARE tool for analysis purposes.

- ★ Hiring 11 employees.
- ★ All data entry (injuries, fatalities and damage property) for year 2016.

- ★ Total data entered: 198,609 traffic crashes records for the year 2017 and 88,264 for September 2018.
- ★ Progress reports updated.
- ★ Data uploaded in CARE System.

18-07-13

Implementation of SAFETYARE System to Puerto Rico Crash Data 6

Funds were provided to: address the limitations during the fiscal years by continuing to develop the functionality of CARE as an analytical tool and to provide support and assistance to users of the CARE toolkit. Project were collaborating with the overall target of continuing to broaden access to Puerto Rico crash data through the CARE toolkit by updating the crash databases integrating health and socio-demographic data, adding functionality to the analytic tools, increasing the number of users of the data, and providing training and technical assistance to CARE users.



Training workshop for Municipalities

- ★ Uploading of 100% of the 2016 and 2017 crash dataset.
- ★ Entering road node and segment codes of 100% of the road network.
- ★ Training workshops offered to 31 users.
- ★ Review of electronic crash report and development of business rules for their coding.
- ★ Maintenance of data portal and technical support to users.
- ★ Development of record linkage algorithm and integration of injury insurance claim data into the crash dataset.
- ★ 34 Reports of hotspots in municipal roads.
- ★ Restructuring of the crash dataset to develop two new datasets: a vehicle-based dataset and a person-based dataset.

18-07-XX

Model Inventory of Roadway Elements (MIRE)

Not developed during FY 2018. PRHTA didn't complete project proposal.

Fiscal Review

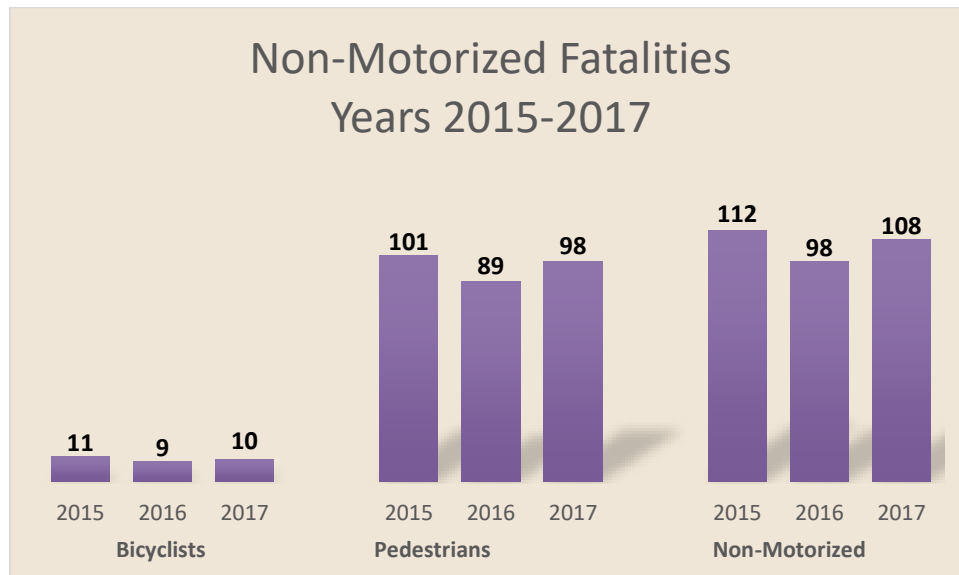
Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
18-07-01	TR Coordinator - 0701	CST - 00	667.80	667.80	-
18-07-01	coord TR - 0701	CST - 00	50,460.23	50,460.23	-
18-07-10	Analysis and Data Collection - 0710	DTOP - 12	279,292.07	184,548.07	94,744.00
18-07-10	Analysis and Data Collection - 0710	DTOP - 12	51,536.70	51,536.70	-
18-07-13	Implementation of CARE system to PR Crash Data - 0713	Universidad Carlos Albizu - 200	440,701.00	390,300.73	50,400.27
Total 07 - Traffic Records			\$ 822,657.80	\$ 677,513.53	\$ 145,144.27

Non-Motorized Safety

Problem Statement

Non-motorized fatalities rank first in total traffic fatalities. Between the years 2015 thru 2017, non-motorized fatalities totaled 318, comprising 37% of the total of 879 fatalities. Of those, 288 were pedestrian fatalities comprising 91% and 30 were bicyclist fatalities comprising 9%.

A reduction in non-motorized deaths could be attributed to several factors such as education, improvement of facilities and law enforcement; However, the behavior changes; that pedestrians and cyclists are attentive, respectful crossings and established laws, drunk drivers, speeding drivers and distracted drivers that are the most fatal causes in vulnerable users. This is possible by making citizens more aware of their own safety and that of others.



Performance Targets

- ★ **To reduce pedestrian fatalities 12 percent from the 2015 calendar year of 101 to 88 by December 31, 2018.** – PRTSC did not meet the 2017 target, with increase pedestrian fatalities from 89 in 2016 to 98 in 2017. Preliminary data for 2018 report a total of 104 pedestrian fatalities. We can attribute this increase in fatalities to:
 - Puerto Rico is still recovering from the effects of Hurricane Maria. Our infrastructure took a huge hit after this event. Some of the problems we are facing are:
 - ✦ Traffic Lights
 - ✦ Street Lighting
 - ✦ Damaged Bridges

- ✦ *Damaged Sidewalks*
- ✦ *Other factors: Vulnerable users not taking the necessary precautions.*
- ★ **To reduce pedestrian injury crashes by 7 percent from the 2015 calendar year of 1,376 to 1,275 by December 31, 2018.** – PRTSC met this target in 2017; with a reduction in pedestrian injury crashes from 1,295 in 2016 to 1,185 in 2017. As of this time, preliminary data for 2018 is not available.
- ★ **To reduce bicyclist fatalities 27 percent from the 2015 calendar year of 11 to 8 by December 31, 2018.** – PRTSC met this target in 2016; with a reduction of bicyclist fatalities from 11 in 2015 to 9 in 2016. Preliminary data for 2018 report a total of 7 bicyclist fatalities.
- ★ **To reduce bicyclist injury crashes by 14 percent from 2015 calendar year of 21 to 18 by December 31, 2018.** - PRTSC did not meet the 2017 target, with increase bicyclist injury crashes from 9 in 2016 to 10 in 2017. Preliminary data for 2018 report a total of 8 bicyclist injury crashes.

Projects Strategies

18-08-01

Non-Motorized Program Coordinator

The project was approved in November 27, 2017 but did not had a coordinator until February 15, 2018 when they hired a new person for the job. This factor influences the development of the project causing a delay for three months and the accomplishment of the programmed activities. Upon join the new Non-Motorized Program Coordinator continued to represent the interests of the PRTSC, agencies and stakeholders within the highway and traffic safety community.

In our efforts to continue in saving lives, we worked on a strategy to orientate the public and distributed educational materials throughout the island. For this strategy we worked our Community programs impacting areas with a high incident rate for pedestrian injuries or fatalities.

On June 9th, 2018, the PRTSC celebrated a Bike Ride and Walkathon. Our efforts were geared towards spreading consciousness to drivers to be on the lookout for pedestrians and cyclists and orientate pedestrians and cyclists on their rights and obligations when sharing the road with automobiles. We celebrated this event on the southern part of the island in the town of Mayagüez. During the event we worked with 10 different government and private entities. For our efforts we had 220 registered cyclists (the participation was



higher because a lot of cyclists joined up thru the route) an 25 registered pedestrians (Not counting staff and people that joined throughout the route).

During the month of August, we participated on different events. On the 16 to the 19, we participated on a Security and Health fair taking place on Catalinas Mall in the Caguas Municipality. During the fair we impacted rough 2,000 people. Also, at the end of the month we participated on the Caribbean International Auto Expo. This event was held on the Puerto Rico Convention Center grounds. The event was held on august 31st to September 2nd. For the expo we recreated a PESET Park and had 550 participants during those three days.

Furthermore, we participated on over 90 educational orientation campaigns. During this time, we verified the performance of our programs and deliver our educational message of saving lives, preventing injuries of our cyclist and pedestrians who are our most vulnerable users.

The coordinator evaluates the internal and external proposal. On the same page, we evaluated trimestral and annual reports from the approved proposals and worked with the Non – Motorized 2019 HSP Module. Funds covered coordinator’s salary, fringe benefits, equipment and meeting minute’s computer software, PRTRCC supplies, and other related costs.

18-08-XX

Pedestrian & Bicycle Safety Education Programs

Not developed during FY 2018, it was postponed to FY 2019.

Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
18-08-01	Non-occupant Protection - 0801	CST - 00	14,666.00	9,731.02	4,934.98
Total 08 - Non Motorized Safety			\$ 14,666.00	\$ 9,731.02	\$ 4,934.98

Traffic Engineering

Problem Statement

The Traffic Engineering Program (Impact Team) is a federal safety program that provided hazard elimination funds (154/164 HE), for safety improvements in public roads and highways.

Each country must conduct and maintain an ongoing assessment of all routes travelled to identify dangerous locations, sections and elements, including obstacles on the road and unmarked or poorly marked roads, which may constitute a danger to motorists, bicyclists, pedestrians and drivers, and that may adversely affect the success of a family trip. This assessment could range from a review of local intersections and roads with a history of crashes or traffic conflicts, to a systematic and comprehensive assessment of a route traveled. Subsequently identified risk and control measures should be included in the risk assessment process prior to improvement. Alternative routes of lower risk should be selected whenever possible. Correction of such sites, sections and elements should establish and implement a calendar of projects for improvement. The Traffic Engineering Program (Impact Team) of the PRTSC works together with different members in the field of Engineering, Education and Enforcement to focus on road improvements and includes analytical tools for identifying safety problems and considering, implementing and evaluating all possible remedies.

Unfortunately, the Traffic Safety Commission no longer has these funds, so this is the last year of the program.

Performance Targets

- ★ Analyze and inspect multiple roads with reported safety issues around the island. - *Approximately 12 site visits were held, during 2018. Also, 6 schools were directly or indirectly impacted. These were: Inés Maria Mendoza school, San Antonio college, Luisa Valderrama Martínez school, Carlos Escobar Lopez school, Celso Gonzalez Valliant elementary school and William Rivera Betancourt school.*

Road	Municipality	Issue
PR 2 with calle 65 de Infantería and calle Carolina	Mayagüez	Pedestrian Bridge
PR-52	Caguas	Work Zone Awareness
PR-3 with the mall Paseo del Prado and the UPR Hospital	Carolina	Pedestrian Bridge
PR- 53 and PR-3	Dorado	Safety improvements
PR-30 and PR-189	Gurabo	Work Zone Awareness
PR-102	San German	Work Zone Awareness

PR-446	San Sebastián	Work Zone Awareness
		Work Zone Awareness
PR-188, PR-187 and PR- 951	Canóvanas - Loíza	School Zone
		Crosswalk
		Intersection
		Safety Improvements
PR-124	Las Marías	Work Zone Awareness
San Patricio Avenue	Guanabo	Complete Street Project
PR-52	Caguas - Salinas	Safety Improvements
PR-861	Toa Alta	Work Zone Awareness

- ★ **Coordinate and provide Professional Development for Highway Safety Professionals –** *3 trainings were offered in which the following topics were discussed: How an intersection works, International experiences of educational programs in road safety, Legal Aspects in construction and maintenance areas: Concepts and repair of damage cases, Strategic Highway Safety Plan, MASH Timeline Implementation, TAMP and High Friction Surface Treatment Inspection and Installation (HFST). The Traffic Safety Inspector took 4 trainings; most of them were cost free and 1 of them was the Managing Highway Safety Program provided by NHTSA.*
- ★ **Continue managing and monitoring new and ongoing projects.** – *5 field inspections and 14 meetings were held to discuss different issues such as funds petitions, certifications of work, required documentation, final inspections, among others. There were no new projects due to the closure of the program.*
- ★ **Promote the replacement and Up-Grade of Traffic Safety Control Devices in the road system.** – *All of our 6 safety projects involved safety improvements on traffic signal systems.*

Projects Strategies

18-11-02

Traffic Engineering Program Manager & Traffic Safety Inspector

In FY 2018, the Traffic Engineering Program Manager coordinated and oversaw traffic engineering initiatives as they are presented in proposal. The Program Manager’s responsibilities included monitoring sub grantee compliance and performance and promoting education to traffic safety professionals. It performs works that consist in analyzing and categorizing data obtained from programs such as CARE or reports such as the High Crash Location and requests submitted by the public. Then carries out inspections and investigations on identified areas of major crash incidents or areas that lack road safety to recommend hazard elimination measures. Reports are then submitted to agencies responsible of traffic safety, such as: Department of Transportation and Public Works, Highway Authority, and the Traffic Safety Commission itself.

Once these projects are up and running, the manager visits the site to ensure if the improvements are being developed in accordance to the indications.

18-11-15

Special Safety Projects

These safety projects were approved since FY 2015. Most of these projects include: signs, rumble strips, cold milling, pavement marking and widening, reflectors, crosswalk, furnishing and installation of guard rails, pavement shoulders, replacement and upgrade of traffic control devices or systems, implementation of the High Friction Surface treatment and other miscellaneous works.

These projects were financed with combined fund from the Puerto Rico Highway and Transportation Authority and the Puerto Rico Traffic Safety Commission.

Project Number	Road	Municipality	Awarded FY 2018	Refunded FY 2018	% Refunded FY 2015-2018	Status
18-11-15-A	PR-174	Bayamón	\$280,000.00	-----	30 %	Active
18-11-15-B	PR-107	Aguadilla	\$125,000.00		100 %	Liquidated
18-11-15-C	PR-54	Guayama	\$845,509.20		92.52 %	Completed. In the liquidation process.
18-11-15-D	PR-127	Guayanilla	\$100,000.00	-----	90.65 %	Completed. In the liquidation process.
18-11-15-F	PR-100	Cabo Rojo	\$240,000.00		99.75 %	Completed. In the liquidation process.
18-11-15-G	PR-194	Fajardo	\$25,000.00		100 %	Liquidated

Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
18-11-02	coord I Team - 1102	CST - 00	70,323.00	55,595.53	14,727.47
18-11-15	Special Projects-ACT - 1115	ACT - 19	845,509.20	1,938.77	843,570.43
18-11-15	Special Projects-ACT - 1115	ACT - 19	780,000.00	52,365.66	727,634.34
Total 11 - Traffic Engineering			\$ 1,695,832.20	\$ 109,899.96	\$ 1,585,932.24

Media

Problem Statement

Puerto Rico Traffic Safety Commissions' Division is fully committed in accomplishing the objective to increase traffic safety awareness and to achieve positive results in educating the Puerto Rico (PR) population. An educational and prevention campaign was designed in some programs that needed it according to its statement problem. On other programs, the campaigns were redesign and additional pieces were created to complement the campaign. Also, in other programs the previous campaign was relaunched. All campaigns were planned and executed to increase acceptance and recognition of the PRTSC educational message accordingly to its target market. Media Buy Plans aimed to maintain media frequency and obtain earned media. Also, owned media was an immense and necessary source to transmit traffic safety educational message.

To implement successfully the educational and promotional responsibility for each program, the services of and Advertising Agency, Media Monitoring, Social Media Management and Website Management were hired. Integration with PR Police Department and Municipality Police work plans was a resourceful strategy to communicate the active work of the Municipal and State Police forces and promote their work plan.

The PRTSC coordinated and/or participated in Events and Impact activities to educate attendees and promote the educational message. As part of its Public Relations' Plan, partnerships and alliances were form with private sector entities, government and non-profit organizations to promote the educational message. Press Conferences and Media Tours were held to communicate strategically new campaigns and partnership agreements. For these activities the service of a professional photographer/videographer as well as the production of educational pieces, brochures, among others, were much needed. Renting equipment, travel costs and the purchase of water and food, mounting and educational material much necessary as target engagement.

The Strategic Communications Plan (SCP) was a major contribution to remain focusing on. Each campaign strategy detailed in the SCP, which was developed solely through the identification of traffic safety problems and analysis of relevant data to identify target audience and best strategies to spread the message, was overall addressed.

In addition, the Communications Division managed and conducted all applicable surveys that aim specific behaviors among vehicle occupants to evidence the strengths and weaknesses of traffic safety media campaigns. A specialized agency with the required expertise in road safety was hired for these purposes.

Performance Targets

- ★ Achieve that the Target Market adopts the road safety message and incorporates it as part of their lifestyle. – *Target Achieved*
 - ✦ The FY 2018 has been one full of changes and adjustments. This target performance had been achievable in previous years despite the economic crisis that is facing Puerto Rico. However, it cannot be ignored that the changes and adjustments due to the fiscal crisis is also affecting the communications media in the country. The guideline costs have gone up, so the frequency decreases. In many of the paid guidelines, the budget had to be adjusted according to the cost of police department overtime, so the strategies for those campaigns have also been affected. In addition, after the hit of hurricanes Irma and María, a 100% of the country was without electricity during most of the first quarter of this federal fiscal year, so the projected numbers were not obtained.

- ★ Increase recognition of the PRISC educational messages by program area and its target market. – *Target Achieved*
 - ✦ Below are the results of the Impressions Effect on PRISC Message Exposure. The term “impression” can be defined as each time an individual is exposed to a message. This message is received through any type of media, such as an advertisement on TV, newspaper, magazine or outdoor media. An impression does not reflect the audience, but how many times the message is exposed. The number of impressions is calculated based on parameters pre-established by Media. Each paid media effort table include the final impression received per campaign. The table quantifies the results for each Communications’ Project:

Impressions Effect on PRISC Message Exposure		
Project Number	Project Name	Impressions*
PM19-12-01	Impaired Driving Media Campaigns	21,433,210
PM19-12-02	Youth Impaired Driving Media Campaigns	1,249,645
PM19-12-03	Speed, Aggressive & Distracted Driving Campaign	2,073,975
PM19-12-07	Occupant Protection Media Campaigns	9,609,563
PM19-12-10	Non-occupant Protection Media Campaigns	4,247,577
PM19-12-12	Motorcycle Safety Media Campaigns	1,381,885
Audience Impressions Achieved		39,995,855

*Source: KOI Americas, LLC

- ★ **Obtain an effective positive change in attitudes toward traffic safety.** – *Target Achieved*
 - ✦ PRISC each year conducts Public Awareness Survey to understand public attitudes towards traffic safety. Among this year findings are:
 - ✦ 98.4% of participants understands that driving and talking on a cell phone without a hands-free device in Puerto Rico is illegal.

- ▲ When participants are in the front passenger seat, 97.2% wear their seat belts “always” or “almost always”.
- ▲ 94.2% of the participants indicate that the passengers they have when they are driving “always” or “almost always” use their seat belts.
- ▲ 88.2% have a hands-free device that allows them to talk on their cell phones without using their hands.
- ▲ 84.1% of participants said that they use a car seat if traveling in a vehicle with a child between 0 to 8 years old.
- ▲ 82% Participants perceive that in Puerto Rico a drunk driver faces a high probability of being arrested.
- ▲ 80.6% of participants said that they know what a designated driver is, towards alcohol drinking.

These results can resume that an effective positive change in attitudes toward traffic safety is been made through the PRTSC educational campaigns and efforts.

- ★ Increase Earned Media: TV and Radio bonus spots, Editorials in Newspapers, Magazines, other printed media, and exposure through TV, radio interviews and more engagement with publics on social media. – *Target Achieved*

PRTSC Communication’s Area
Fiscal Year 2017-2018
Paid Media vs. Earned Media
by Program Area

Program		Paid Media	Earned Media	Spots Gained	Percentage Gained
Name	Number				
Impaired Driving Campaigns	PM 18-12-01	\$ 899,104.07	\$ 519,725.00	258	58%
Youth Impaired Driving Campaigns	PM 18-12-02	7,996.00	76,830.00	1,330	961%
Speed & Aggressive Driving Campaigns	PM 18-12-03	64,025.76	87,305.29	11	136%
Distracted Driving Campaigns		49,987.14	95,690.29	27	191%
Seat Belt Usage Campaigns	PM 18-12-07	196,585.08	30,988.00	105	16%
Car Seat Usage Campaigns		156,620.20	266,836.84	133	170%
Pedestrian Safety Campaigns	PM 18-12-10	156,021.83	548,667.00	5	352%
Bicyclist Safety Campaigns		7,942.36	700.00	1	9%
Motorcycle Safety Campaigns	PM 18-12-12	\$ 10,999.87	\$ 3,125.00	64	28%
Total		\$ 1,549,282.31	\$ 1,629,867.42	1,934	105%

Projects Strategies

18-12-01 - Impaired Driving Media Campaign

Target Audience: men 25-36 and men 37-49; 327,000 estimated

Total Investment: \$1,048,967.82

★ **Thanksgiving Mobilization – November 15 to 30, 2017**

During this period PRTSC produced a new campaign *La condena por guiar borracho no es solo tuya.* (The sentence for drunk driving it not only yours) with the slogan “*Guiar borracho es un crimen serás arrestado*” (Drunk Driving, Over the Limit, Under Arrest).

Thanksgiving Mobilization

Media	Ads	Investment	%
TV	120	29,647.37	28%
Radio	495	53,638.54	51%
Print	12	13,852.04	13%
Digital	12	9,046.26	9%
Total	639	\$ 106,184.21	100%
Impressions>	1,377,663		



The campaign was supported by overtime enforcement mobilization throughout the Island. All graphic educational content was handed out to law enforcement agents, educators, institutions and general public. Also, by mass media campaign on television, radio, digital networks, newspapers, and out of home media tactics (OOH).

★ **Christmas Crackdown – December 14 to 31, 2017**

In the festive winter holiday’s period, it was very important to carry the prevention message. There are many parties, family gatherings and alcohol is always present. During the Holidays PRTSC relaunched the 2017-2018 educational campaign *Háblala/Cántala, pero no guíes.* (Talk or Sing, but don’t drive if you drank) with the slogan “*Guiar borracho es un crimen serás arrestado*” (Drunk Driving, Over the Limit, Under Arrest).



Christmas Crackdown

Media	Ads	Investment	%
TV	142	76,281.82	31%
Radio	732	62,568.52	25%
Print	12	21,905.72	9%
Digital	14	52,481.81	21%
OOH-Cinema	2,720	32,430.00	13%
Total	3,620	\$ 245,667.87	100%
Impressions>		4,804,014	

The campaign was supported by overtime enforcement mobilization throughout the Island. All graphic educational content was handed out to law enforcement agents, educators, institutions and general public. Also, by mass media campaign on television, radio, digital networks, newspapers, and OOH.

★ **Easter Mobilization – March 27 to April 2, 2018**

Puerto Rico celebrates Easter week, almost the entire island takes a break from their work and usually leave to enjoy the long weekend. Some go to the country/mountains, and others prefer the beach, either way, the consumption of alcoholic beverages is high. Therefore, for this period, PRTSC continued using *Háblala/Cántala, pero no guíes* (Talk or Sing, but don't drive if you drank) with the slogan "*Guiar borracho es un crimen serás arrestado*" (Drunk Driving, Over the Limit, Under Arrest). The educational effort was focused on creating awareness on the consequences of drinking and driving.

Easter Mobilization

Media	Ads	Investment	%
TV	123	56,577.59	44%
Radio	707	27,841.90	22%
Print	18	13,171.70	10%
Digital	9	21,319.11	16%
OOH-Cinema	72	10,350.00	8%
Total	929	\$ 129,260.30	100%
Impressions>		1,922,157	

The campaign was supported by overtime enforcement mobilization throughout the Island. All graphic educational content was handed out to law enforcement agents, educators, institutions and general public. Also, by mass media campaign on television, radio, digital networks, newspapers, and OOH.

★ **Municipal Police Mobilization – June 8 to 30th, 2018**

For the month of June, the Communications area joined the new municipal alcohol mobilization with the publication of one of the current educational campaigns: *Háblala/Cántala, pero no guíes* (Talk or Sing, but don't drive if you drank) with the slogan "*Guiar borracho es un crimen serás arrestado*" (Drunk Driving, Over the Limit, Under Arrest). The purpose was to reach the target market that was on vacation on beaches or doing other activities outside the home and office. It was published from Thursday to Sunday from 12:00 pm onwards during the days 8 to June 30, 2018.

Municipal Police Mobilization

Media	Ads	Investment	%
Radio	307	31,283.19	56%
Print	9	10,759.46	19%
Digital	5	6,864.15	12%
OOH-Cinema	24	7,417.50	13%
Total	345	\$ 56,324.30	100%
Impressions>		861,837	

★ **Summer Mobilization – July 14 to 31st, 2018**

Summer Mobilization

Media	Ads	Investment	%
TV	32	60,551.26	33%
Radio	903	70,007.76	38%
Print	15	14,698.44	8%
Digital	8	21,702.70	12%
OOH-Cinema	420	17,767.50	10%
Total	1,378	\$ 184,727.66	100%
Impressions>	6,040,340		

This mobilization is done since it is one of the periods that most people take vacations. Usually they go to the beach and there they spend their time drinking alcoholic beverages. It is for this reason that the Summer Mobilization is held in this period. PRTSC kept using the slogan of alcohol awareness “*Guiar borracho, es un crimen, serás arrestado*” (Drunk Driving, Over the Limit, Under Arrest).

The campaign was supported by overtime enforcement mobilization throughout the Island. All graphic educational content was handed out to law enforcement agents, educators, institutions and general public. Also, by mass media campaign on television, radio, digital networks, newspapers, and OOH.

★ **Labor Day Crackdown – August 24 to September 3, 2018**

Labor Day festivities close the summer period. Everyone takes the opportunity to enjoy that long weekend, including drinking alcoholic beverages. To continue carrying the educational message PRTSC continued using its alcohol awareness slogan “*Guiar borracho es un crimen, serás arrestado*” (Drunk Driving, Over the Limit, Under Arrest). The educational effort was focused on alerting the public about the consequences of drinking and driving.

Labor Day Crackdown

Media	Ads	Investment	%
TV	72	44,955.28	35%
Radio	403	26,351.03	20%
Print	15	15,612.00	12%
Digital	8	24,202.93	19%
OOH-Cinema	154	6,325.00	5%
OOH-Event	1	11,500.00	9%
Total	653	\$ 128,946.24	100%
Impressions>	3,813,280		

The campaign was supported by overtime enforcement mobilization throughout the Island. All graphic educational content was handed out to law enforcement agents, educators, institutions and general public. Also, by mass media campaign on television, radio, digital networks, newspapers, and OOH.

★ **Motorcycle Alcohol – September 17 to 22, 2018**

For this quarter there was a new educational campaign entitled "Dying is Fatal" to raise awareness among citizens about the limits of alcohol concentration allowed by law when driving a motorcycle. Digital arts and a radio commercial were worked with funds from the motorcycle program, however media buy plans were paid with funds from "Impaired Driving

Campaign" as this campaign is based on alcohol BAC limit while driving a motorcycle. This, since the motorcycle program did not receive the funds that were initially approved.

Motorcycle Alcohol Educational Effort

Media	Ads	Investment	%
Radio	301	27,910.74	58%
Digital	8	20,082.75	42%
Total	309	\$ 47,993.49	100%
Impressions>		2,613,919	

Impaired Driving Media Campaigns Summary

Media	Ads	Investment	%
TV	489	\$ 268,013.32	30%
Radio	3,848	299,601.68	33%
Print	81	89,999.36	10%
Digital	64	155,699.71	17%
OOH-Cinema	3,390	74,290.00	8%
OOH-Event	1	11,500.00	1%
Total	7,873	\$ 899,104.07	100%
Impressions>		21,433,210	

Project Summary	
Mass Media	\$ 115,485.25
Photografer/Videografer	345.00
Equipment- Rent	439.00
Water and Food Expense	300.00
Mounting Material	21.93
Media Buy	899,104.07
Social Media Management	5,948.90
Website	3,303.32
Media Monitoring	24,280.31
Office Materials	61.97
Total	\$ 1,049,289.75

18-12-02 Youth Impaired Driving Media Campaign

Target Audience: men 16-24; 188,597 estimated

Total Investment: \$53,333.89

★ **Fiestas de la calle San Sebastián – January 17 to 21, 2018**

The San Sebastian Street Festivities are considered the end of the winter holidays season. Originally a religious festivity to commemorate the saint patron Saint Sebastian, it has evolved into a humongous celebration with cultural, religious and artistic events. On 2017, it was held the third weekend of January, from Thursday to Sunday, in Old San Juan. During the day, events are family oriented but when the sun goes down, madness takes place with attendance over 700,000 people in four days, mostly inhabitants but a lot of tourists from the states and Europe also attended. A common scene is young and old people street drinking as ban is partially eliminated.



PRTSC educational efforts targeted the audience with the *Si bebas, #PasaLaLlave* slogan (If you drink, pass the car keys). Graphic educational materials were distributed among FIESTA projects who partnered with PRTSC in all prevention efforts. PRTSC strategically placed 2 photo-booths: one at the train station where visitors took the busses to Old San Juan and one at Cataño Port where people took the ferry to Old San Juan. More than 300,000 people were indirectly reached with the DWI prevention message and 40,000 directly visited both booths. In addition, a social media campaign ran on digital networks.

San Sebastián Street Fest Educational Effort

Media	Ads	Investment	%
Digital	3	2,999.98	100%
Total	3	\$ 2,999.98	100%
Impressions>		325,914	

★ **Justas de la Liga Atlética Interuniversitarias – April 26 to 28, 2018**

The Intercollegiate Sports Competitions are celebrated during spring. It gathers universities and colleges students to compete in one-week in more than 20 sports events and categories to determine which is the best, with an attendance over 125,000 youngsters. In 2017, it was held in Mayagüez, a municipality at the west region of the island. The *Justas* is an annual event where most sports competitions are held by daytime and at nighttime many concerts, parties and cultural presentations take place sponsored by radio stations and alcohol/liquor companies. Thousands of students and public attends this event which is a great social opportunity to have fun and meet people. Alcohol beverages have a leading role, especially at night.



Conscious of these, PRTSC and its Youth Impaired Driving Prevention and Education Program develop some strategies to maintain a healthy balance between having fun and staying safe while driving. Activities such as distributing car/vehicle door hangers with the educational message *Pa' Las Justas, #PasaLaLlave* slogan (To the *Justas* and drinking, pass the car keys), and other graphic educational material took place in conjunction with FIESTA and Community projects impacting more than 20,000 youngsters. Social media P&E campaign ran on digital nets.

Intercollegiate Sports Competitions Educational Effort

Media	Ads	Investment	%
Digital	5	4,996.02	100%
Total	5	\$ 4,996.02	100%
Impressions>		923,731	

Youth Impaired Media Campaigns Summary

Media	Ads	Investment	%
Digital	8	7,996.00	100%
Total	8	\$ 7,996.00	100%
Impressions>		1,249,645	

Project Summary

Mass Media	\$ 38,628.89
Photografer/Videografer	3,500.00
Equipment- Rent	2,689.00
Media Buy	7,996.00
Social Media Management	520.00
Total	\$ 53,333.89

18-12-03 Speed, Aggressive & Distracted Driving Media Campaign

Target Audience: men 18-24 and 25-36; 327,000 estimated

Total Investment: \$174,589.37

★ **Speed and Aggressive Driving Media Campaign**

February 13 to 24, 2018

During this period PRTSC produced a new campaign *La vida cambia igual de rápido*. (Life changes just as fast) the campaign included the enforcement slogan *Respetar los límites de velocidad, si no obedeces, pagas* (Obey the Sign or Pay the Fine).

The educational effort was focused on alerting the public on the consequences of speeding. All reproduced educational content was handed out to law enforcement agents, educators, Institutions and walk in public. Also, media campaign launched on TV, radio, digital networks, newspapers, and movie theaters.



Speed & Aggressive Mobilization

Media	Ads	Investment	%
TV	47	23,893.99	37%
Radio	330	16,836.45	26%
Print	2	2,376.82	4%
Digital	4	12,926.00	20%
OOH-Cinema	52	7,992.50	12%
Total	435	\$ 64,025.76	100%
Impressions>		1,649,649	

- ★ **Distracted Driving Media Campaign – April 12 to 21, 2018**
 PRTSC kept using the 2016 educational campaign *Si ves el celular no ves la carretera* (if you're looking at the cellphone you're not seeing the road) with the enforcement slogan *Si guías y textear pagas* (U Drive, U Text, U Pay). The campaign ran simultaneously with the National Crackdown and supported the Police Traffic Mobilization throughout the island.

Distracted Driving Mobilization

Media	Ads	Investment	%
TV	41	26,685.81	53%
Radio	275	20,978.83	42%
Digital	2	2,322.50	5%
Total	318	\$ 49,987.14	100%
Impressions>		424,326	

All reproduced educational content was handed out to law enforcement agents, educators, Institutions and walk in public. Also, media campaign launched on TV, radio, digital networks, newspapers, and movie theaters.



Speed, Aggressive & Distracted Driving Media Campaigns Summary

Media	Ads	Investment	%
TV	88	50,579.80	44%
Radio	605	37,815.28	33%
Print	2	2,376.82	2%
Digital	6	15,248.50	13%
OOH-Cinema	52	7,992.50	7%
Total	753	\$114,012.90	100%
Impressions>		2,073,975	

Project Summary	
Mass Media	\$ 54,373.85
Water and Food Expense	28.75
Media Buy	114,012.90
Social Media Management	1,181.10
Website	638.10
Media Monitoring	4,292.70
Office Materials	61.97
Total	\$174,589.37

18-12-07

Occupant Protection Media Campaign

Total Investment: \$400,175.88

★ **CIOT Campaign – May 21 to June 4, 2018**

Target Audience- men 16-24 and 25-36; 513,716 estimated
 During the CIOT National Mobilization period PRTSC relaunched the 2016 educational campaign *Cuando usas el cinturón la vida continúa...* with the enforcement slogan *De día y de noche, si no te amarras pagas (Day or Night, Click It Or Ticket)*. The campaign supported the Police Traffic Mobilization throughout the island. All reproduced educational content was handed out to law enforcement agents, educators, Institutions and walk in public. Also, media campaign launched on TV, radio, and digital networks, and newspapers.



Click It Or Ticket (Seat Belt) Mobilization

Media	Ads	Investment	%
TV	87	58,356.97	30%
Radio	917	72,046.65	37%
Print	22	25,512.64	13%
Digital	9	17,381.32	9%
OOH-Cinema	288	23,287.50	12%
Total	1,323	\$ 196,585.08	100%
Impressions>		2,089,785	

★ **Child Seat Campaigns**

Target Audience- women 18-36; secondary – men and women 25-44; over 1.5 million estimated

✦ **Child Restraint Prevention and Educational Effort November 6 to 10, 2017**

Due to the high incidence of traffic crashes following the hit of Hurricanes Irma and María through Puerto Rico, there was need to guide the car seat educational campaign "Are you aware of your child's safety while driving?" giving emphasis to the motto of this project "Car seat, use it



Child Restraint (Car Seat) Educational Effort

Media	Ads	Investment	%
Digital	14	37,663.90	100%
Total	14	\$ 37,663.90	100%
Impressions>		2,821,865	

correctly". This occurred during the month of September 2018. Below the detail of the guidelines:

✦ **Public Notice State Campaign Act 22-2000 Article 13 Amendment
Child Restraint Laws and Regulations while occupying a motor vehicle
July 1 to September 30, 2018**

Several educational pieces were produced for the effort called "public notice" to inform about fire stations that have car seat inspection centers as part of the amendment of Law 22-2000, article 13 that talks about the use of the car seat and its fines. This was published from July 1 in digital media, print media and radio, as a requirement of law that states that the CST is the counselor entity of Law 22 2000 that covers road safety. This amendment entered into force on October first. A press art was produce in both, English and Spanish, to be used in written press and digital media, as well as an educational video for social networks and a radio commercial.



Child Restraint (Car Seat) State Public Notice

Media	Ads	Investment	%
Radio	126	9,866.50	15%
Print	34	42,216.28	62%
Digital	6	15,645.69	23%
Total	166	\$ 67,728.47	100%
Impressions>		2,348,956	

✦ **Child Restraint Prevention and Educational Effort
September 23 to 30, 2018**

During the car seat educational effort, the campaign "car seat, use it correctly" was reproduced to raise awareness about the safety of children while in a motor vehicle. The digital arts were reproduced, and a digital piece was created for the National Child Passenger Safety Week event that was held on Saturday, September 29. The educational videos of the appropriate car seat for babies and children according to their stages were also reproduced for social networks. There was also a radio ad to complement the pieces of this campaign.



Child Restraint (Car Seat) Educational Effort

Media	Ads	Investment	%
Radio	437	24,898.23	49%
Digital	7	26,329.60	51%
Total	444	\$ 51,227.83	100%
Impressions>		2,348,957	

Occupant Protection Media Campaigns

Summary

Media	Ads	Investment	%
TV	87	58,356.97	17%
Radio	1,480	106,811.38	30%
Print	56	67,728.92	19%
Digital	36	97,020.51	27%
OOH-Cinema	288	23,287.50	7%
Total	1,947	\$ 353,205.28	100%
Impressions>		9,609,563	

Project Summary

Mass Media	\$ 35,094.18
Photografer/Videografer	1,500.00
Water and Food Expense	28.75
Local Travel Expense	62.50
Media Buy	353,205.28
Social Media Management	2,000.00
Website	3,148.67
Media Monitoring	5,099.00
Office Materials	37.50
Total	\$ 400,175.88

18-12-10

Non-Motorized Protection Media Campaign

Total Investment: \$201,428.72

★ **Pedestrian Safety Media Campaign**

Targeted Audience: Primary- men 63+; secondary- men 50-62; over 1.2 million estimated

✦ **Pedestrian Safety Prevention and Educational Effort: February 9 to 12, 2018**

A public relations effort was made to educate pedestrians and drivers about their duties and rights. After hurricane Maria passed through Puerto Rico traffic crashes with pedestrians have been increasing due to the lack of operational traffic lights and traffic signals. As a complement to this effort, the pedestrian campaign that was produced in 2017 with the slogan " Responsible Pedestrian" was also published.

Pedestrian Safety February Media Campaign

Media	Ads	Investment	%
TV	75	17,404.33	58%
Radio	177	12,594.83	42%
Total	252	\$ 29,999.16	100%
Impressions>		2,089,785	

PEATÓN RESPONSABLE

- Mira a ambos lados antes de cruzar.
- Utiliza siempre las aceras si están disponibles.
- Donde no hay aceras, camina de frente al tránsito.
- No utilices el celular mientras caminas o cruzas en la vía pública.
- Utiliza puente y cruces peatonales.
- Viste ropa clara en la noche.
- No camines borracho por las vías públicas.

#CONDUCTOR – PRACTICA LA CORTESÍA Y PROTEGE AL PEATÓN EN LA VÍA

COMISIÓN PARA LA SEGURIDAD EN EL TRÁNSITO

✦ **Pedestrian Safety Media Campaign:
August 16 to 22, 2018**

PRTSC relaunched the educational campaign produced on 2017 *Soy responsable en mi calle* (I'm [a pedestrian] Responsible in my Streets) that includes this program slogan *Peatón Responsable* (Responsible Pedestrian).

Media campaign launched on TV, radio, and digital networks, newspapers, OOH Bus Shelters, and movie theaters. Also, all produced educational content, including a new designed coloring educational book for kids to facilitate the education method, was handed out to law enforcement agents, educators, Institutions and walk in public.

Pedestrian Safety August Media Campaign

Media	Ads	Investment	%
TV	96	35,046.88	28%
Radio	291	24,263.70	19%
Print	17	21,176.09	17%
Digital	7	21,057.10	17%
OHH- Bus Shelters	113	22,178.90	18%
OTHER- Event	1	2,300.00	2%
Total	525	\$126,022.67	100%
Impressions>		1,078,896	

✦ **Bicyclists Safety Media Campaign**

Targeted Audience: Primary- men 50-62; secondary- men 63+; over 1.2 million estimated

Media Campaign: May 18 - 20, 2018

During the month of May, new educational pieces were produced for cyclists, in agreement with the already established in the previously approved federal proposal of this project. The campaign "Sharing responsibility is saving lives" emphasized the importance of sharing the road by drivers and cyclists, which reinforced the educational message for this program. There were 2 educational videos of 20 seconds each.



Also, a social media campaign ran on digital networks. Other reproduced educational content was handed out to youth educators, Institutions and walk in public.

Bicyclist Safety Educational Effort

Media	Ads	Investment	%
Digital	12	7,942.36	100%
Total	12	\$ 7,942.36	100%
Impressions>		1,078,896	

✦ **Parque Educativo Seguridad en el Tránsito (PESET)**

Targeted Audience: Primary- women 37-49; secondary- women 25-36 (over 639,168 estimated); studies conducted reflects that most PR households are headed by women.

Mass Media Campaign:

PESET is a theme park whose main purpose is to educate children about the basic knowledge and understanding needs of PR Act 22-2000, to strengthen education and road safety on the Island. Providing practical and theoretical education in the roles of driver, bicyclist and pedestrian. PRTSC reproduced PESET’s educational coloring book kit. It included traffic safety information for children. Since the PESET was affected after the hit of Hurricanes Irma and María, it was not possible to create advertisement to increase the public assistance to the facilities in Arecibo. However, a “mini PESET” was recreated in several educational fairs with the message alluding to this program. It is estimated that repairs will be completed by the beginning of the school semester of January 2019 and a combined public relations and paid media effort can be made to invite citizens to PESET and increase attendance. Previous reproduced educational content continued to be handed out to educators, Institutions and walk in public.



Non-Occupant Protection Media Campaigns Summary

Media	Ads	Investment	%
TV	171	52,451.21	32%
Radio	468	36,858.53	22%
Print	17	21,176.09	13%
Digital	19	28,999.46	18%
OOH-Cinema	113	22,178.90	14%
OOH-Event	1	2,300.00	1%
Total	789	\$163,964.19	100%
Impressions>		4,247,577	

Project Summary

Mass Media	\$ 23,015.15
Educational Supplies	930.00
Equipment- Rent	325.00
Water and Food Expense	300.00
Local Travel Expense	49.50
Mounting Material	21.93
Media Buy	163,964.19
Social Media Management	3,500.00
Website	1,758.00
Media Monitoring	7,502.99
Office Materials	61.96
Total	\$201,428.72

18-12-12

Motorcycle Safety Media Campaign

Targeted Audience: Primary –men 18-36; secondary – men 37-49; 715,255 estimated

Total Investment: \$80,718.06

★ **Motorcycle Safety Media Campaign
Media Campaign: September 17 to 23, 2018**

For this quarter there was a new educational campaign entitled "Dying is Fatal" to raise awareness among citizens about the limits of alcohol concentration allowed by law when driving a motorcycle. Digital arts and a radio commercial were created. Also, all produced educational content was handed out to law enforcement agents, educators, Institutions and walk in public.



★ **Motorcycle Share the Road Media Campaign
Media Campaign: September 17 to 22, 2018**

To complement the educational campaign for motorcyclists, the campaign produced in 2017 was launched simultaneously with the message of “Motorcyclist and Driver: Share the Road” as it is important that drivers understand the safety challenges faced by motorcyclists, such as size and visibility, and the motorcycle driving practices.



Las motos son muy diferentes a los automóviles. Su tamaño es menor que el de los autos y su manejo es mucho más rápido y su movimiento para entrar y salir del tráfico es mucho más veloz.

Por su tamaño y su ágil manejabilidad, los conductores de automóviles, muchas veces no logran ver a las motos en medio del tráfico.

Los choques en la carretera que envuelven motos, envuelven también, a un vehículo de motor. Muchas veces es el chofer del vehículo de motor es el que falla.



A radio commercial was added to this campaign to raise awareness among citizens about the importance of sharing the road by drivers and motorcyclists. Media campaign launched digital networks and social media.

Motorcycle Share the Road Media Campaign

Media	Ads	Investment	%
Digital	5	10,999.87	100%
Total	5	\$ 10,999.87	100%
Impressions>		1,381,885	

Motorcycle Safety Media Campaigns Summary

Media	Ads	Investment	%
Digital	5	10,999.87	100%
Total	5	\$ 10,999.87	100%
Impressions>		1,381,885	

Project Summary

Mass Media	\$ 16,002.29
Media Buy	10,999.87
Social Media Management	650.00
Website	611.91
Media Monitoring	625.00
Total	\$ 28,889.07

Budget summary by campaign

Media Investment by Program/Campaign		
12-01 Impaired Driving Campaigns	Thanksgiving Mobilization	106,184.21
	Christmas Crackdown	245,667.87
	Easter Mobilization	129,260.30
	Municipal Police Mobilization	56,324.30
	Summer Mobilization	184,727.66
	Labor Day Crackdown	128,946.24
	Motorcycle Educational Effort	47,993.49
	12-01	899,104.07
12-02 Youth Impaired Driving Campaigns	San Sebastián Street Fest Educational Effort	21,900.18
	Intercollegiate Sports Competitions Educational Effort	11,681.02
	Year-round Events/Mass Impact Activities	13,043.69
12-02	46,624.89	
12-03 Speed, Aggressive & Distracted Driving Campaigns	Speed and Aggressive Driving Campaigns	101,375.64
	Distracted Driving Campaigns	60,062.03
12-03	161,437.67	
12-07 Occupant Protection Campaigns	Seat Belt Usage Campaigns	207,083.22
	Car Seat Usage Campaigns	181,216.24
12-07	388,299.46	
12-10 Non-Occupant Protection Campaigns	Pedestrian Safety Campaigns	162,345.90
	Bicyclist Safety Campaigns	15,241.11
	PESET Educational Effort	9,392.33
12-10	186,979.34	
12-12 Motorcycle Safety Campaigns	Motorcycle Safety Campaign	12,002.16
	Motorcycle Share The Road Campaign	15,000.00
12-12	27,002.16	
Media Investment Total		\$ 1,709,447.59

Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
18-12-01	ID Media Campaign - 1201	CST - 00	1,197,460.00	688,707.60	508,752.40
18-12-01	ID Media Campaign - 1201	CST - 00	360,540.00	360,540.00	-
18-12-02	Youth ID Media Campaign - 1202	CST - 00	57,000.00	53,276.39	3,723.61
18-12-03	speed, aggressive and distractive PM	CST - 00	183,050.92	167,640.29	15,410.63
18-12-03	speed, aggressive and distractive PM	CST - 00	6,949.08	-	6,949.08
18-12-07	PM Occupant protection - 1207	CST - 00	414,300.00	400,175.88	14,124.12
18-12-10	PM pedestrian - 1210	CST - 00	236,000.00	201,428.72	34,571.28
18-12-12	MC Media Campaign - 1212	CST - 00	15,625.00	13,889.07	1,735.93
18-12-12	MC Safety Media Campaign - 1212	CST - 00	15,000.00	15,000.00	-
Total 12 - Media			\$ 2,485,925.00	\$ 1,900,657.95	\$ 585,267.05

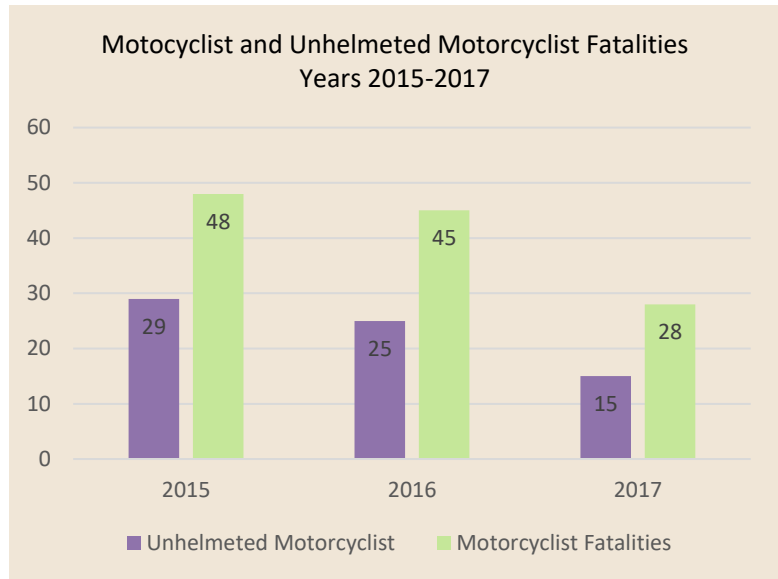
Motorcycle Safety

Problem Statement

Safety issues are still a main concern among motorcyclists. A reduction in motorcyclist fatalities had been consistent during the last five years. However, in 2017, it showed a decrease, from 45 in 2016 to 28 reported in 2017.

In Puerto Rico there are several laws regarding licensing and required gear for motorcyclists. However, statistics reflect another reality; motorcyclists keep avoiding the use of DOT approved helmets. There was a decrease in un-helmeted motorcyclist fatalities from 25 in 2016 to 15 in 2017.

For PRTSC is it important to continue increasing awareness of the vulnerability of motorcycles on the road and promoting ways drivers of other vehicles are informed about safely sharing the road with motorcyclists and that motorcyclists use the protective equipment and getting trained.



Performance Targets

- ★ **To decrease motorcyclist fatalities 14 percent from the 2015 calendar base year average of 48 to 41 by December 31, 2018.** – PRTSC meet the 2017 target, with decrease motorcycle fatalities from 45 in 2016 to 28 in 2017. Preliminary data for 2018 report a total of 38 motorcycle fatalities.
- ★ **To decrease unhelmet motorcyclist fatalities 10 percent from the 2015 calendar base year average of 29 to 26 by December 31, 2018.** – PRTSC meet the 2017 target, with decrease motorcycle fatalities from 25 in 2016 to 15 in 2017. Preliminary data for 2018 report a total of 20 un-helmeted motorcyclist fatalities.
- ★ **To decrease motorcyclist injury crashes 6 percent from the 2015 calendar year of 1,165 to 1,090 by December 31, 2018.** – PRTSC met the 2017 target, with decrease motorcyclist injury crashes from 1,013 in 2016 to 825 in 2017. Preliminary data for 2018 is currently not available.

Projects

18-13-XX

Motorcycle Safety Facilitators (MSF)

Not developed during FY 2018, it was postponed to FY 2019.

18-13-06

Motorcycle Safety Coordinator

Enforcement in motorcycle laws has been directed mostly on helmet, proper gear use and impaired riding. However, new trends of education and road safety awareness have emerged. The PRTSC and the Motorcycle Safety Coordinator have made some recommendations regarding training for motorcyclist examiners to maintain them with updated law information 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. Back in 2008, there were four ranges; but, because of the program's abandonment, there are just two in operation to this date.

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

A significant reduction of motorcycle fatalities has been evident in the last three years, because of the implementation of Law 107. This Law became effective on October 10, 2007. Some elements within this Law require:

- ★ The use of a D.O.T. approved helmets, the use of gloves, high footwear (over the ankles), and long pants. Also, riders and passengers must wear a reflective vest or sash between the hours of 6:00 pm to 6:00 am. This article was eliminated from the law 107.
- ★ Riders must be 18 years or older and have a driver's license. Passengers must be 12 years or older to ride.
- ★ Motorcyclists are subject to a BAC of 0.02%, like truck, school bus and government drivers, instead of the 0.08% limit applied to regular drivers.
- ★ Mandates for the creation of at least four training sites around the island to license new riders.
- ★ Law 107 has one amendment, Law 166 dated July 29, 2011. This Law stipulates that drivers and passengers, using a rented motorcycle for tourism purposes, on the island municipalities of Vieques and Culebra, should only use DOT approved helmets and eye

protection. They also must be licensed, but they don't need the Motorcycle endorsement that the residents are required.

- ★ The PRTSC Coordinator still conducts different activities providing orientation focused on the requirements of Law 107 and motorcyclist safety; it also offers MSF Basic Rider Courses and Experience Riders Course to military forces and P. R. State Police. Because there are no changes in the law, the DTPW still requires a motorcycle endorsement, a written and practical test, DOT approved helmets, and proper gear; among other provisions.
- ★ A mandatory conference of the new law requirements is given to the police cadets at the Police Academy in Gurabo as a graduation requirement, upon request.
- ★ Educational materials containing motorcyclist safety tips and law requirements must be distributed island wide. Also, impaired riding and share the road brochures focused on both, drivers and motorcyclists, must be distributed island wide.

Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
18-13-06	MC Coordinator - 1306	CST - 00	36,003.00	27,685.69	8,317.31
Total 13 - Motorcycle Safety			\$ 36,003.00	\$ 27,685.69	\$ 8,317.31

Distracted Driving

Problem Statement

Currently there are about 3.7 million inhabitants in Puerto Rico. According to data provided by the Telecommunications Regulatory Board of the Commonwealth of Puerto Rico (TRB) there are over 3 million cellular service subscribers reported. The study Distracted Driving 2018 realized in Puerto Rico showed that 95.8% own a cellular phone and only 35.5% use it while driving. For those who did use their cellular phones while driving, 25.3% use it “always” or “almost always”. Almost half of the participants (41.8%) use it “sometimes”, while 33% use it “rarely”. Of the participants that did use their cell phone while driving, a little more than six out of ten (62.4%) use it to make or receives calls while driving “very often” or “sometimes”. The remaining 37.6% use it “almost never” or “never” for those purposes. In terms of the use of cell phones for sending or receiving text messages, 81.8% of the participants indicated that they “never” or “rarely” use their phones for those purposes while driving. However, 4.7% of the participants reported that they use their phones for text messages “always” or “almost always”, while almost one out of ten (13.5%) use it sometimes.

Almost 9 out of 10 participants (88.2%) think they are at risk when they use their cell phones while driving. Most of the participants (88.2%) have hands-free device that allows them to talk on their cell phones without using their hands. “Bluetooth installed in the car or separated” is the most popular device among the participants, indicated by 62.7% of them. Almost 9 out of 10 participants “always” or “almost always” use these hands-free devices, while 4% use it “rarely” or “never”.

Understanding the dangers of using a cell phone while driving; on January 1, 2013, Law 201 took effect. This Law prohibits the use of cell phones while driving a motor vehicle, making use of hands-free devices mandatory, and, most importantly, prohibits texting. According to records provided by the PRPD, a total of 41,870 citations were issued for violations to this Law from January to November 2018; also, the Municipal Police Corps issued a total of 10,964 citations during 2018.

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
- ★ Reading
- ★ Use of navigation systems

- ★ Changing radio stations or MP3 players

Performance Targets

- ★ **To decrease the percentage of people that reported making cell phone calls while driving from 80% on 2016 to 75% in 2018.** – *Target achieved; the PRTSC Study 2018 reported, only 35.5% of participants admit use cell phones while driving.*
- ★ **To coordinate a national law enforcement mobilization targeting distracted drivers.** – *Target achieved; a National Mobilization was carried out during April 12 - 21, 2018, between the hours of 6:00 a.m. to 6:00 pm with the participation of 17 Municipal Police Corps and the State Police.*

Projects Strategies

18-14-03

Distracted Driving Coordinator

In order to address this new issue on traffic safety, the PRTSC identified a coordinator who will work with this priority area. A 15% of salary and fringe benefits were allocated into this project. The other 85% of the salary was allocated under project number OP-05-03 Occupant Protection Coordinator. Personnel costs, local and out of state travel, equipment, educational materials, and other related expenses were funded.

18-14-02

Distracted Driving Surveys

During FY 2018, 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 distracted 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.

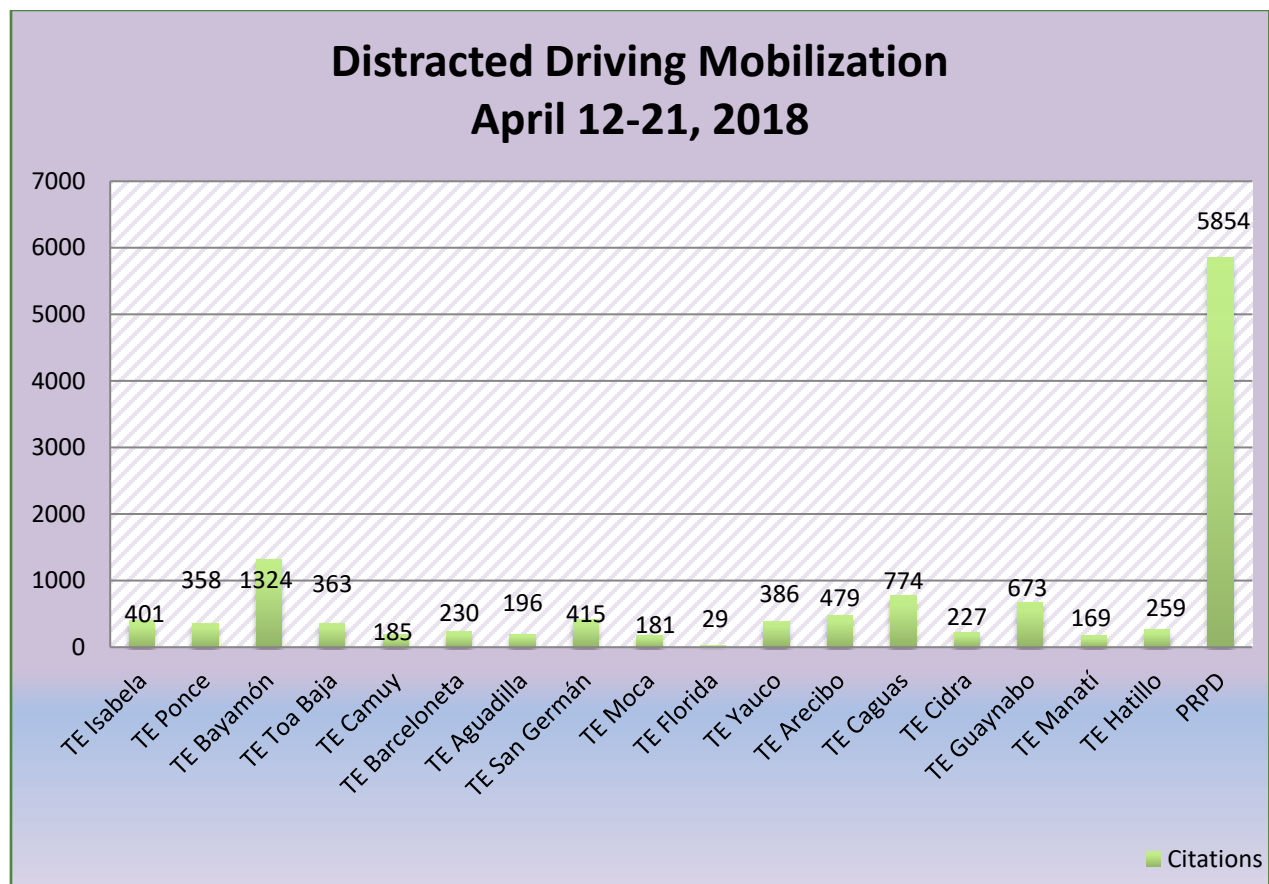
The most significant findings revealed that the greatest concerns expressed by interviewees are the use of Road Safety, Distracted Driving and Cell Phone Usage. A total of 95.8% of all participants owned cell phones, and of those, 35.5% admitted using their cell phone while driving, 4.1% indicated they have received a traffic ticket for using it. In addition, in terms of the use of cell phones for sending or receiving text messages, 81.8% of the participants indicated that they "never" or "rarely use their phones for those purposes while driving. On the other hand, three out of 10 participants, about 35.4% remembers having seen, read or heard messages about a campaign related to the use of the cell phones while driving during the 30 days previous the study. Also, most of the participants (98.4%)

understand that driving and talking on a cell phone without a hands-free device in Puerto Rico is illegal. 99% also indicated that texting while driving is illegal.

18-14-XX

Distracted Driving Mobilizations

The Distracted Driving National Campaign was held From April 12-21, 2018. PRTSC granted funds for overtime hours to State Police and to 17 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 17 Municipal Police Corps during this mobilization was 12,140. See table below:



Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
18-14-02	DD Suvey - 1402	CST - 00	12,000.00	12,000.00	-
18-14-03	Distractive Coordinator - 1403	CST - 00	10,159.00	8,965.54	1,193.46
18-14-11	TE DD Guaynabo - 1411	Guaynabo - 305	10,794.92	10,080.40	714.52
18-14-13	TE DD Hatillo - 1413	Hatillo - 115	3,212.27	2,571.64	640.63
18-14-14	TE DD Caguas - 1414	Caguas - 66	10,877.54	10,672.84	204.70
18-14-18	TE DD Manati - 1418	Manati - 103	3,517.47	2,430.59	1,086.88
18-14-19	TE DD Bayamon - 1419	Bayamon - 011	18,442.73	16,980.76	1,461.97
18-14-20	TE DD Pol de PR - 1420	Pol. De P.R. - 10	31,333.02	26,350.19	4,982.83
18-14-20	TE DD Pol de PR - 1420	Pol. De P.R. - 10	68,666.98	68,666.98	-
18-14-21	TE DD Yauco - 1421	Yauco - 105	5,412.69	5,036.43	376.26
18-14-22	TE DD Ponce - 1422	Ponce - 74	3,743.81	3,106.12	637.69
18-14-23	TE DD Barceloneta - 1423	Barceloneta - 126	4,978.26	3,181.55	1,796.71
18-14-24	TE DD San German - 1424	San German - 628	4,972.76	4,930.95	41.81
18-14-26	TE DD Arecibo - 1426	Arecibo - 116	6,349.07	5,379.03	970.04
18-14-27	TE DD Moca - 1427	Moca - 112	3,303.08	2,945.74	357.34
18-14-32	TE DD Aguadilla - 1432	Aguadilla - 157	5,178.72	2,914.06	2,264.66
18-14-33	TE DD Camuy - 1433	Camuy - 388	3,740.28	2,433.37	1,306.91
18-14-35	TE DD Isabela - 1435	Isabela - 84	8,559.39	5,579.67	2,979.72
18-14-37	TE DD Cidra - 1437	Cidra - 135	3,567.70	3,417.02	150.68
18-14-38	TE DD Florida - 1438	Florida - 60	1,811.58	479.62	1,331.96
18-14-41	TE DD Toa Baja - 1441	Toa Baja - 154	5,856.00	5,313.08	542.92
Total 14 - Distracted Driving			\$ 226,477.27	\$ 203,435.58	\$ 23,041.69

Financial Summary Fiscal Year 2018

Grant	Carry Forward from 2017	Current 2018	2018 Obligation Limitation Total	Expended 2018	Reprogrammed to 2019	% Expended
NHTSA 402	\$ 195,050.92	\$ -	\$ 195,050.92	\$ 179,640.29	\$ 15,410.63	92%
154 Transfer Funds-AL	2,251,590.41	832,508.00	\$ 3,084,098.41	\$ 354,188.01	\$ 2,729,910.40	11%
164 Transfer Funds-AL	2,980,847.96	832,508.00	\$ 3,813,355.96	\$ 796,140.42	\$ 3,017,215.54	21%
154 Transfer Funds-HE	845,509.20	-	\$ 845,509.20	\$ 1,938.77	\$ 843,570.43	0%
164 Transfer Funds-HE	1,126,562.58	-	\$ 1,126,562.58	\$ 107,961.19	\$ 1,018,601.39	10%
408 Data Program	101,996.93	-	\$ 101,996.93	\$ 101,996.93	\$ -	100%
410 Fatality Rate	989,488.68	-	\$ 989,488.68	\$ 738,292.06	\$ 251,196.62	75%
410 High Visibility	100,408.67	-	\$ 100,408.67	\$ 53,673.10	\$ 46,735.57	53%
MAP 21 405b OP High	24,832.23	-	\$ 24,832.23	\$ 24,832.23	\$ -	100%
MAP 21 405b OP Low	34,541.46	-	\$ 34,541.46	\$ 34,541.46	\$ -	100%
MAP 21 405c Data	1,148,437.15	-	\$ 1,148,437.15	\$ 574,848.80	\$ 573,588.35	50%
MAP 21 405d ID MID	3,817,078.88	-	\$ 3,817,078.88	\$ 829,751.60	\$ 2,987,327.28	22%
MAP 21 405f Motorcycle	57,197.31	-	\$ 57,197.31	\$ 15,000.00	\$ 42,197.31	26%
FAST Act NHTSA 402	1,291,351.47	2,554,198.21	\$ 3,845,549.68	\$ 1,924,614.74	\$ 1,920,934.94	50%
FAST Act 405b OP High	244,504.01	380,613.86	\$ 625,117.87	\$ 382,981.88	\$ 242,135.99	61%
FAST Act 405c Data Program	413,988.31	421,248.39	\$ 835,236.70	\$ -	\$ 835,236.70	0%
FAST Act 405d ID Mid	1,481,834.14	-	\$ 1,481,834.14	\$ -	\$ 1,481,834.14	0%
FAST Act 405d ID High	-	1,508,048.05	\$ 1,508,048.05	\$ -	\$ 1,508,048.05	0%
FAST Act 405e Special DD	68,666.98	-	\$ 68,666.98	\$ 68,666.98	\$ -	100%
FAST Act 405f MC Program	45,512.53	-	\$ 45,512.53	\$ -	\$ 45,512.53	0%
FAST Act 405h Nonmotorized Safety	215,575.86	295,908.13	\$ 511,483.99	\$ 201,428.72	\$ 310,055.27	39%
Total	\$ 17,434,975.68	\$ 6,825,032.64	\$ 24,260,008.32	\$ 6,390,497.18	\$ 17,869,511.14	26%

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