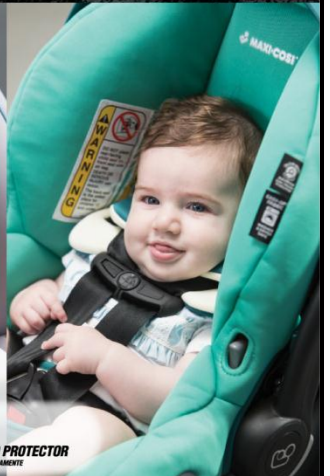
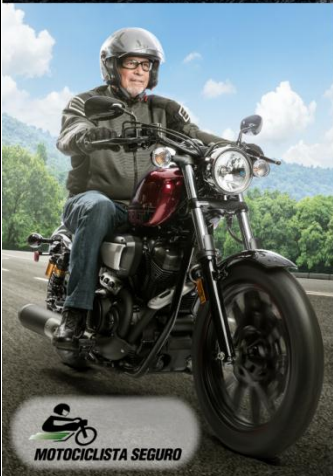


Government of Puerto Rico  
Puerto Rico Traffic Safety Commission

# Puerto Rico Annual Report FY 2017



**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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Governor of Puerto Rico

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Executive Director  
Puerto Rico Traffic Safety Commission

Hon. Carlos Contreras Aponte  
Secretary of the Department of Transportation & Public Works  
and Governor's Representative in the Board of the  
Puerto Rico Traffic Safety Commission

Members of the Board  
Puerto Rico Traffic Safety Commission  
Department of Transportation & Public Works  
Highways & Transportation Authority  
Department of Justice of Puerto Rico  
Puerto Rico Police Department  
Department of Health  
Department of Education  
Office Administration of the Courts  
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.

As the Executive Director of the Puerto Rico Traffic Safety Commission (PRTSC), I am honored to present the Annual Report for FY2017, detailing the functional areas, road safety programs and performance targets achievements. This year, our island had confronted many challenges, but our duty continues to be in adopting traffic safety initiatives to ensure safer roads to all users and reducing the amount of fatal crashes and serious injuries. In this matter, Government passed a comprehensive amendment to Act 22 from January 2000 known as Act 24 from April 2017.

The Commission's primary responsibility is to manage traffic safety programs designed to reduce traffic-related crashes, injuries and deaths. The PRTSC has partnered with the National Highway Traffic Safety Administration, the Federal Highway Safety Administration and Puerto Rico Department of Transportation and Public Works and its SHSP to develop community-level strategies that impacted positively traffic safety. These efforts have been evident with a significant decrease in the amount of traffic fatalities, reaching our lowest figure of 249 as of December 12th, 2017. On the same date last year, the total of fatalities was 267.

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, Motorcyclist Safety. In addition, the Prevention and Education using all media available to deliver the message of road safety to all Puerto Ricans, ensuring that people understand its importance, it's our daily task.

The Governor's Administration emphasizes on the importance of planning and anticipating possible changes, in order to be effective and efficient in the outcomes. That's what the HSP means to the PRTSC; a strategic plan. But some things are not planned as last September showed us: Puerto Rico was highly impacted by two major hurricanes, just two weeks apart, Irma and María. Our people have been living with catastrophic consequences since then: without potable water, electricity, no telecommunications, lack of basic services and goods. The roads infrastructure was highly affected with all bridges reporting some kind of damage and 100% of signalization and traffic lights destroyed. However, life goes on and normality is coming back with much work and effort from the local and federal Government and all of our citizens that are working hard to make things better. In the meanwhile, PRTSC keeps its mission of educating for the prevention of traffic crashes and coordinating with our partners to enforce the law and make the roads safer for all users.

## Preface

This report is for the Federal Fiscal Year 2017 from October 1, 2016 through September 30, 2017. 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 calendar year 2016, with the exception of rates related to vehicle miles traveled (VMT) of which 2015 is the latest data available. The latest crash data available from the State of Puerto Rico crash database is calendar year 2016. 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 Commission works with these priorities:

- Alcohol related traffic safety issues, in order 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.

By year 1987, road deaths in Puerto Rico reached 648. Since then, 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.

Year 2017 shows a decrease in fatalities: as of December 28<sup>th</sup>, 2017, a total of 271 fatalities have been reported. This demonstrates a positive outcome of the programs developed by PRTSC in lowering the fatalities on our roads.

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.: 211 – December 30, 2016** – To amend various articles of Act. No. 22-2000, as amended, known as the “Puerto Rico Vehicle and Traffic Act,” to order to establish and facilitating the renewal of driver's license through the Internet, through the "system of renewal of licenses on line" and for other related purposes.

**Law Num.: 24 – April 29, 2017** – To repeal various chapters and articles, and include and amend new chapters and articles of Act. No. 22-2000, as amended, known as the “Puerto Rico Vehicle and Traffic Act,” with the purpose of reform statute, simplify its drafting, adjust it to other legal provisions, and comply with the provisions of the Fiscal Plan certified by the Fiscal Supervision Board created under the PROMESA Act; and for other related purposes. The amendments include increases fines and penalties on all of their articles.

**Law Num.: 42 – July 9, 2017** – To establish an “Act to Provide for the Study, Development, and Research of Cannabis for Innovation and the Applicable Rules and Limitations,” (MEDICAL CANNABIS Act), for the purpose of reasserting the prohibition on the recreational use of cannabis; create the legal framework to regulate medical cannabis; establish the medical and scientific research uses of cannabis in accordance with the federal regulatory framework; create the Cannabis Regulatory Board and to set forth its powers and duties; classify as a misdemeanor a physician’s noncompliance with the provisions of this Act; provide a strong oversight structure; amend Section 7.03 of Act No. 22-2000, as amended, known as the “Puerto Rico Vehicle and Traffic Act,” in order to prohibit the operation of a motor vehicle under the influence of medical cannabis; and for other related purposes.

**Law Num.: 69 – August 5, 2017** – To include Article 10.26 of Act. No. 22-2000, as amended, known as the “Puerto Rico Vehicle and Traffic Act,” with the purpose of prohibiting smoking in all types of motor vehicles in which there are passengers under eighteen (18) years of age and repealing subsection (u) of Article 3 of Act 40-1993 as amended known as the "Law to Regulate the Practice of Smoking in Certain Public and Private Places".

**Law Num.: 75 – August 6, 2017** – To amend various articles of Act. No. 22-2000, as amended, known as the “Puerto Rico Vehicle and Traffic Act,” to in order to avoid duplication in the management and inspection, centralize in the Puerto Rico Public Service Commission’s the authorization, inspection and regulation of public transportation.

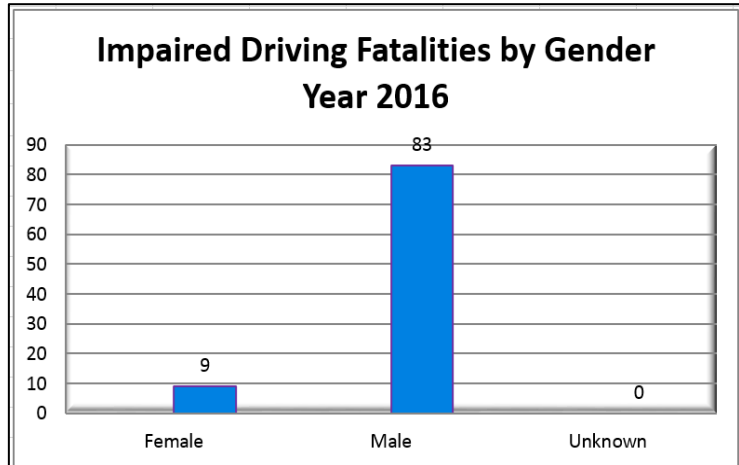
Traffic Safety Core Performance Measures

PR Core Performance Measures				
	Baseline (from FY17 HSP)	Target / Goal (from FY17)	Current Final 2016	2017 (Preliminary Data up to December 27, 2017)
Total Traffic Fatalities (FARS)	304	291	279	271
Serious Traffic Injuries (ACAA)	4,040	3,600	5,249	1,540
Traffic Fatalities VMT (FARS & FHWA)	2.09	1.67	Not Available	Not Available
*Unrestrained Occupant Fatalities	78	76	82	65
*Impaired Driving Fatalities	93	91	92	36
Speed-Related Fatalities	115	112	97	63
*Motorcyclist Fatalities	47	44	45	25
*Unhelmeted Motorcyclist Fatalities	33	24	25	11
*Drivers Age 20 or Younger Involved in Fatal Crashes	39	35	28	20
Pedestrian Fatalities	95	89	89	90
Bicyclist Fatalities	12	10	9	9
Observed Seat Belt Use	89.07%	90.0%	93.8%	87.9%
Areas tracked but with no goals set				
	2014	2015	2016	2017
Seat Belt Citations	15,223	22,698	46,214	59,219
DWI Arrests	2,379	2,580	2,600	2,657
Speeding Citations	No funds	12,471	11,865	24,088

## Alcohol Impaired Driving

### *Problem Statement*

Alcohol impaired driving is a serious issue in Puerto Rico and nationwide. For year 2016, 92 fatalities were reported due to alcohol and driving. This number represents 33% of total crash fatalities reported in Puerto Rico for 2016. A 10% decrease is observed when compare to 2015 alcohol impaired driving fatalities.



### **FARS 2016 impaired driving data showed:**

- Prevalence of impaired driving among males was 90% and females 10%, slightly higher among females in comparison with 2015 that was 8%.
- Age groups 25-49 represented 59% of total alcohol impaired driving fatalities followed by age group 18-24 with 21%.
- Day of the week analysis showed that Sunday reported most of the fatalities with 30%, Friday with 17% and Saturday 16%. Weekends comprised 63% of total impaired driving fatalities which showed a decrease of 16% when compare with 2015 weekends. More impaired driving fatalities were reported on week nights early hours such as Monday’s (11%) and Thursday’s (9%).
- Night time (between 6:00pm-6:00am) accounted for 79% of total impaired driving fatalities.
- 81% of impaired drivers killed were unrestrained an increase of 33% when compared to 2015.
- 56% of impaired motorcyclists were wearing helmets at the time of the crash.
- 66% of impaired driving fatalities showed a speeding contributing factor to the crash.
- Metropolitan areas of San Juan and Caguas comprised the higher number of impaired driving fatalities. Impaired driving fatalities were almost evenly distributed among types of roads: primary with 35%, tertiary with 33% and secondary with 32% of total impaired driving fatalities.
- Impaired driving fatalities were reported in all the months of 2016 with some peaks on the months of January, May and October with 39% between the three. Summer months comprised 19% of impaired driving fatalities.

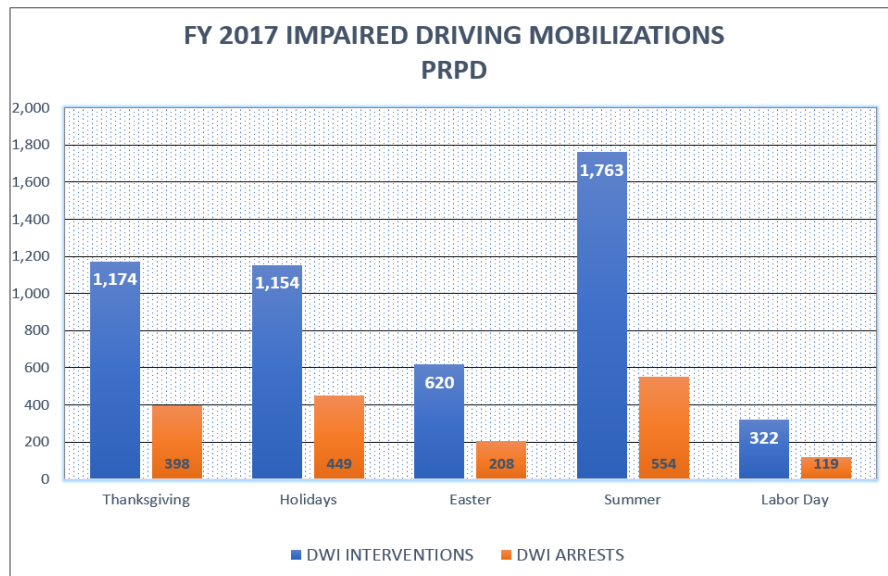
*Performance Goals*

- To decrease alcohol-impaired driving fatalities by 2 percent from the 2014 calendar year of 93 to 91 by December 31, 2017. – *Based on the latest crash data from NHTSA FARS database for year 2016, the objective wasn't achieved; alcohol impaired driving fatalities in 2016 were 92.*
- To conduct five (5) alcohol impaired driving mobilizations during 2017. – *Objective achieved; 5 impaired driving overtime mobilizations were conducted: Thanksgiving, Christmas, "Semana Santa" (Easter), Summer and Labor Day.*
- To coordinate at least two (2) alcohol trainings for PRPD and Municipal Police in 2017. - *Objective achieved; 2 training/meeting were conducted for Municipal Police, regarding alcohol overtime mobilizations, requirements, objectives and performance. In addition, LEL held several one to one trainings with Municipal Police due to difficulties and mistakes identify during mini grants evaluation and performance reports. Also, PRTSC LEL conducted 11 workshops/trainings about LAW 22, Chapter 7-Impaired Driving, alcohol police intervention and testimony in court to eleven municipal police reaching approximately 200 agents. PRPD in coordination with Municipal Police conducted twelve (29) Intoxilyzers 9000 trainings for 484 police agents both state and municipal. Also, PRPD conducted 3 alcohol equipment operator trainings for 196 police agents whose licenses as operator expire.*
- To coordinate/conduct at least one (1) training for prosecutors during 2017. *Due to hurricanes Irma and Maria fall training for prosecutors wasn't conducted. Objective not achieved.*
- To maintain public information and educational efforts during high alcohol consumption periods. - *Objective achieved; prevention and education efforts were conducted during all five high alcohol consumption seasons to complement the overtime mobilizations and in compliance with the PRTSC Strategic Communication Plan 2017.*

*Projects*

**17-01-01  
DWI Overtime**

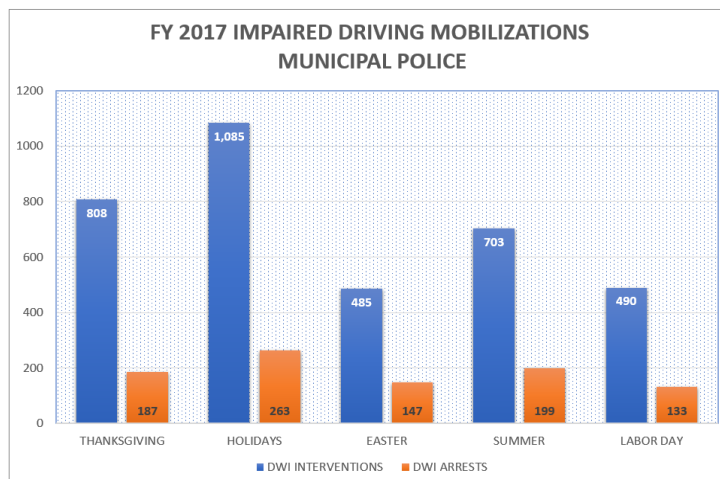
Five Alcohol Impaired Driving Overtime Mobilizations were conducted during FY 2017 in alliance with the PRPD Traffic Bureau with the Puerto Rico Police Department. Saturation patrols, overtime patrols and checkpoints were part of strategies coordinated by the PRTSC with PRPD Traffic Bureau and its 22 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 ten Municipal Police’s participated.
- Holidays/Christmas- started on December 15 until January the 2<sup>nd</sup>, 2017. This season is characterized by an increase in alcohol consumption; therefore, impaired driving increases. Ten Municipal Police’s and PRPD participated.
- “Semana Santa”- (Easter Festivities/Spring Break) – started April 13 to April 17, 2017. Schools, colleges, agencies and many businesses close during this week. High consumption of alcohol is observed. Thirteen Municipal Police’s and PRPD participated.
- Summer- started July 14 to the 30<sup>th</sup>. July is synonym of summer vacations. 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, this weekend, ending the first Monday of September. Officially, the last holiday of summer, also the peak of hurricane season which for many people means drinking to cope with the stress.

**17-01-XX  
DWI Municipal Police**

A total of 51 Municipal Police Participated in five (5) alcohol overtime mobilizations. Some for the first time such as Cidra and Manatí Municipal Police.





17-01-13

**Impaired Driving Coordinator – PRTSC**

PRTSC Impaired Driving Coordinator promoted impaired driving activities among PRPD, Municipal Police, and FIESTA Projects and others. During 2017, the coordinator continued to have an active role among the committee working in the SHSP. During 2017, meetings were conducted to revise new FAST Act. Active collaboration was provided during Highway Safety Plan and 405 grants preparation. Meetings with PRPD and Municipal Police were conducted through the year; performance reports were prepared for each mobilization worked. Forms and operational plans were revised and adjusted according to project feedback. Project proposals for 2018 were revised and technical assistance was provided to projects. Overtime time sheets of municipal agents were revised with the Law Enforcement Liaison (LEL). The coordinator worked closely with the LEL and FF Manager to identify issues and decision making. Meetings and discussions were conducted with PRTSC Communications and Public Relations staff to discuss media educational campaigns.

On the month of March, coordinator participated of the Impaired Driving Summit in New York in conjunction with several projects representatives. Also, on June, the Puerto Rico Impaired Driving Program Assessment was conducted. Impaired Driving Coordinator and the Federal Funds Manager oversaw coordination and logistics.

Delegación representando durante el *Impaired Driving Summit*, de la National Highway Traffic Safety Administration. New York, 2017.



**Puerto Rico Impaired Driving Program Assessment**

The Puerto Rico Impaired Driving Program Assessment was conducted with success from June 18th – 23rd, 2017 at Hotel Verdanza, Isla Verde. As part of the 405D grant requirement for High Range States, a team of experts in this field were brought from the US to assess all laws, regulations and procedures regarding alcohol and drug impaired driving. A lot of information was shared with the panel and Puerto Rico Government Agencies such as PRPD, Police Academy, Forensic Sciences Institute, PRDOH, PRDOJ, ASSMCA, Municipal Police’s, FIESTA Projects, Community Projects, PR Courts Administration, SAFETY Database Project were collaborators during assessment.




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**17-01-XX  
Impaired Driving Enforcement Equipment Program**

Not developed during fiscal year 2017.

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**17-01-XX  
Puerto Rico Department of Health – Alcohol Toxicology Lab / Alcohol Impaired Driving Prosecution Enhancement**

Not developed during fiscal year 2017.

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**17-01-06  
Puerto Rico Department of Justice-Impaired Driving Prosecution Unit / Alcohol Impaired Driving Prosecution Enhancement**

Not developed during fiscal year 2017.

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**17-01-22**

**Impaired Driving Media Survey**

On 2017, PRTSC hired 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 total of 500 person to person interviews were conducted among licensed drivers, 16 years of age or older, who drive a motor vehicle at least occasionally.

Findings revealed that the greatest concern expressed by interviewees are the use of alcohol/DUI, distracted driving (including use of cell phones), speeding reckless driving in general and poor road conditions. Approximately 8% of participating drivers admit they have “recently” (past 2 to 3 months) driven a motor vehicle after having consumed alcoholic beverages; 9 out of ten participants know what a designated driver is and approximately 46% of all participants think that a driver would get arrested for driving under the influence of alcohol. Also, 40% of respondents seen or heard of police enforcement efforts regarding impaired driving (drunk driving) in the past 30 days.

**17-01-XX**

**Impaired Driving Program- PR Institute of Forensic Sciences**

Not developed during fiscal year 2017.

**17-01-XX**

**SFST Coordinator**

Not developed during fiscal year 2017

**17-01-XX**

**Comprehensive SFST Training Program**

Not developed during fiscal year 2017.

**17-01-67**

**Victims Impact Panel**

This project was not developed during fiscal year 2017; however the PRTSC approved the proposal.

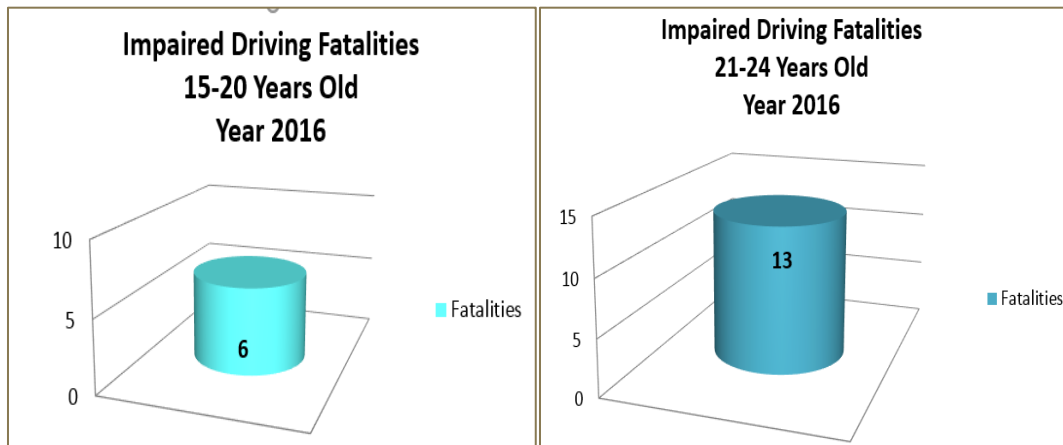
*Fiscal Review*

Project Number	Project Name	Agency	Obligation Funds	Expended	Unexpended Balances
17-01-01	DWI PATROL UNIT - 0101	PRPD	600,000.00	360,540.07	239,459.93
17-01-13	IMPAIRED DRIVING COORDINATOR - 0113	PRTSC	162,188.00	145,325.76	16,862.24
17-01-17	TE ID ISABELA - 0117	ISABELA	35,362.98	27,917.27	7,445.71
17-01-21	TE ID GUAYAMA - 0121	GUAYAMA	5,176.71	2,411.88	2,764.83
17-01-25	ID MEDIA SURVEY - 0125	PRTSC	8,000.00	6,750.00	1,250.00
17-01-26	TE ID CAROLINA - 0126	CAROLINA	18,019.00	14,925.06	3,093.94
17-01-27	TE ID ARECIBO - 0127	ARECIBO	29,508.95	25,635.44	3,873.51
17-01-28	TE ID BAYAMON - 0128	BAYAMON	19,643.82	14,990.43	4,653.39
17-01-36	TE ID GUAYNABO - 0136	GUAYNABO	4,975.02	4,302.72	672.30
17-01-38	TE ID MANATI - 0138	MANATI	2,689.20	537.84	2,151.36
17-01-43	TE ID PONCE - 0143	PONCE	19,372.74	17,967.56	1,405.18
17-01-45	TE ID HATILLO - 0145	HATILLO	28,169.38	22,723.70	5,445.68
17-01-47	TE ID SAN JUAN - 0147	SAN JUAN	22,118.78	20,244.86	1,873.92
17-01-48	TE ID SAN GERMAN - 0148	SAN GERMAN	33,010.03	27,876.89	5,133.14
17-01-52	TE ID CAGUAS - 0152	CAGUAS	67,221.00	55,108.43	12,112.57
17-01-53	TE ID YAUCO - 0153	YAUCO	19,160.55	14,881.23	4,279.32
17-01-65	TE ID BARCELONETA - 0165	BARCELONETA	18,084.87	15,192.30	2,892.57
17-01-68	TE ID VEGA BAJA - 0168	VEGA BAJA	5,378.40	4,369.94	1,008.46
17-01-69	TE ID CIDRA - 0169	CIDRA	19,026.12	17,429.40	1,596.72
<b>Total 01 - Alcohol Impaired Driving</b>			<b>\$ 1,117,105.55</b>	<b>\$ 799,130.78</b>	<b>\$ 317,974.77</b>

## Youth Alcohol

### *Problem Statement*

FARS data indicates there were 19 youth impaired driving fatalities for age group 15-24 years old during 2016. This represents a 21% of total impaired driving fatalities.



Teenagers and young adults are one of the most vulnerable age groups for having an impaired driving crash. Risky behavior is a distinctive characteristic of young adults; the sense of immortality, new found freedom, peer pressure and a desire to “experiment” life exposed them to major risks such as drinking too much alcohol and reckless driving. If we add fierce advertising of alcohol and spirits selling successful lifestyles we encounter a major challenge to keep these youngsters and young adults in track.

When analyzing youth impaired driving 2016 data, we find that impaired drivers ranging between the ages of 15-24 years accounted for 21% of total impaired driving fatalities; ranking it third.

### **When examining FARS 2016 data, we concluded:**

- Prevalence of impaired driving among young males between 15-24 years of age was 100% an increase of 14% compared to 88% on 2015.
- Sundays, Wednesdays and Fridays reported most youth impaired driving fatalities with 20% each.
- Night time hours (between 6:00pm-6:00am) accounted for 93% of fatalities; an increase of nighttime fatalities of 6% is observed in comparison with year 2015.
- 87% of youth impaired driving fatalities were unrestrained, an increase of 19% compared to 73% on 2015.
- 75% of young impaired motorcyclists were wearing helmets at the time of the fatal crash.



- 10 out of the 12 months of the year reported a young impaired fatality; May reported the most with 26% of fatalities and summer months June-August comprised 16% of youth impaired driving fatalities.
- 89% of total youth impaired driving fatalities had a .08+ BAC.
- 79% reported a speeding factor; an increase of 41% in this contributing factor of when compared to 2015.

*Performance Goals*

- To decrease youth impaired driving fatalities by 5% from calendar year 2014 of 22 to 21 by December 31, 2017. *Based on the latest crash data from NHTSA FARS database for year 2016, the objective was achieved; youth impaired driving fatalities in 2016 were 19.*

*Projects*

**PRTSC Youth DWI Prevention Activities**



1. Winter Holidays impaired driving awareness and prevention campaign was extended until mid-January 2017, targeting *Las Fiestas de la Calle San Sebastián* with the slogan *Pasa la LLave*. This is a cultural and festive event that takes place in Old San Juan which gathers a multitude of people, especially youngsters 16- 24 years old, during a four days’/night period, to sing, dance, eat and drink. Over 300,000 people were reached indirectly and 40,000 directly with two attractive photo booths which had DWI educational and funny props for people to choose and take photos.
2. During FY 2017, a campaign was conducted during spring break, before and during the *Justas Interuniversitarias*. Town squares, beaches, pep rallies, sporting and cultural events were visited by FIESTA projects, Community Programs and PRTSC staff to provide orientations about alcohol impaired driving consequences and safety among college students and young adults. Educational brochures were handed out to the youth at



**17-02-02**

**FIESTA – University of Puerto Rico- Río Piedras Campus**

During 2017, this project directly reached approximately 6,000 young adults, mostly college students fluctuating between the ages of 17-25 years, through creative impaired driving awareness campaigns, educational materials, newsletters, and exhibits. Also, a total of 78 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 37,000 people.

**17-02-05**

**FIESTA- University of Puerto Rico-Mayagüez Campus**

During 2017, this project reached directly approximately 6,000 young adults, mostly college students oscillating between the ages of 17-24 years. At least 150 activities conducted were impaired driving awareness campaigns, educational materials, art, theatre, and impaired driving music jingles. In addition, 15 workshops and trainings related to impaired driving among college students, future college students, and community high schools were conducted. FIESTA-Mayagüez reached approximately 22,673 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 through the Mayagüez Campus.

**17-02-10**

**FIESTA- University of Puerto Rico-Cayey Campus**

During 2017, project directly reached approximately 2,500 young adults, mostly college students ranging between the ages of 17-24 years, 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 60,000 people indirectly.

**17-02-16**

**FIESTA-Pontifical Catholic University of Puerto Rico**

PCUPR is a private, non-profit university. During 2017, project FIESTA reached 80,000 young adults, mostly college students ranging between the ages of 17-24 years, with impaired driving awareness campaigns and educational materials, designed and produced by FIESTA staff. Also, a public service audiovisual commercial, in collaboration with Caribbean Cinemas, was posted for two weeks in Ponce’s movie theatre. Project conducted 160 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 100,000 people indirectly.

**17-02-17**

**FIESTA- University of Puerto Rico-Utuado Campus**

During 2017, project directly reached approximately 7,300 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 95 educational activities including, workshops, trainings, safety fairs, flash mob, drama scenes, social media campaigns, rallies etc. Utuado reached about 15,000 people indirectly.

**17-02-21**

**FIESTA- University of Puerto Rico- Aguadilla Campus**

During 2017, project directly reached approximately 7,000 young adults, mostly college students ranging between the ages of 17-24 years. Approximately 190 educational activities were conducted; awareness campaigns, educational materials, safety fairs, workshops and trainings related to impaired driving among college students and 61 alcohol impaired driving workshops for college freshman were conducted. Along with: safety fairs, an alcohol-free Karaoke night, a designated driver survey, and the distribution of educational material during spring break, summer, and *Justas LAI*. FIESTA-Aguadilla indirectly reached approximately 100,000 people through social media, educational tables, and safety walks and rallies.

**17-02-14**

**FIESTA- University of Puerto Rico-Ponce Campus**

During 2017, project directly reached approximately 14,900 young adults, mostly college students, fluctuating between the ages of 17-24 years. About 100 educational activities such as: impaired driving awareness campaigns, workshops, trainings, alcohol-free gathering, surveys, safety fairs and *Justas LAI* alcohol and impaired driving awareness campaign. Ponce reached about 43,000 people indirectly.

**17-02-25**

**FIESTA- Metropolitan University-PISTA GROUP**

UMET is a private, non-profit University. During 2017, project directly reached approximately 14,000 young adults, mostly college students ranging between the ages of 17-25 years. Approximately 60 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 30,000 people indirectly.

17-02-15

**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 2017, project developed 850 educational activities directly reaching 15,500 and indirectly 46,000.

*Fiscal Review*

Project Number	Project Name	Agency	Obligation Funds	Expended	Unexpended Balances
17-02-02	FIESTA II - UPR RIO PIEDRAS - 0202	UPR RIO PIEDRAS	121,047.00	53,274.50	67,772.50
17-02-05	FIESTA VI - R.U.M. - 0205	UPR MAYAGÜEZ	82,457.27	27,002.21	55,455.06
17-02-10	FIESTA VIII - UPR CAYEY - 0210	UPR CAYEY	65,793.00	59,543.29	6,249.71
17-02-14	FIESTA IX - UPR PONCE - 0214	UPR PONCE	57,353.00	51,028.27	6,324.73
17-02-15	FIESTA CREATIVO - 0215	HOGARES CREA INC.	68,744.53	68,603.60	140.93
17-02-16	FIESTA CATOLICA - PONCE - 0216	CATOLICA PONCE - 33	61,668.00	53,275.60	8,392.40
17-02-17	FIESTA UPR UTUADO - 0217	UPR UTUADO - 23	76,251.00	44,061.57	32,189.43
17-02-21	FIESTA XI UPR AGUADILLA - 0221	UPR AGUADILLA - 29	85,336.00	76,012.87	9,323.13
17-02-25	FIESTA XIII - UMET - 0225	UMET - 225	48,131.00	39,102.02	9,028.98
<b>Total 02 - Youth Alcohol</b>			<b>\$ 666,780.80</b>	<b>\$ 471,903.93</b>	<b>\$ 194,876.87</b>



**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”.

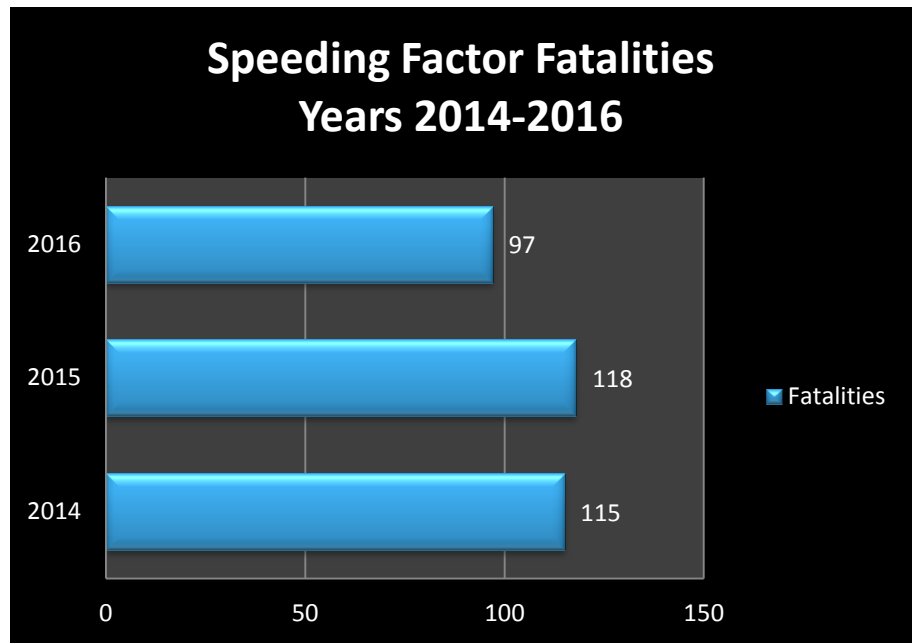
Speeding and aggressive driving continue to be a main traffic safety concern. In 2016, speeding was a major factor in 97 fatalities; equivalent to 35% of total fatalities reported. This reflects an 18% decrease when compared to speed related fatalities reported in 2015.

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 include agencies such as: PRPD, Municipal Police, ACAA, PRDOT and PRTSC, among others.

As part of these plans, during 2017, PRTSC’s Police Traffic Services Program granted funds to 28 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, 30 trainings conducted by PRPD have provided 556 for state police officers and municipal officers with skills in patrol techniques, alcohol, and radar and photometer equipment, among others. In addition, PRTSC LELs 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
2013	132,042	10,297	8,573	186,938	4,087	39,477	610,050
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	80,342	4,413	3,730	96,051	1,551	46,763	245,805
2017*	93,967	5,096	4,225	92,189	1,670	47,217	202,649

\*Preliminary Data for 2017

MUNICIPAL POLICE EFFORTS

YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
2013	16,557	Data Not Available	3,033	20,521	525	N/A	99,720
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

\*Preliminary Data for 2017

PRPD has been demonstrating a decrease of traffic citations over the past years, which may be attributed to various factors. First of all, due to Puerto Rico’s fiscal situation, many police officers have been forced to migrate to other parts of the nation reducing the amount of officers patrolling the streets. Out dated and a lack of proper equipment (police vehicles, radars, among others) to carry out traffic interventions, is also a determinant factor.

*Performance Goals*

- To decrease speed-related fatalities 3 percent from the 2014 calendar year of 115 to 112 by December 31, 2017. – Based on the latest crash data from NHTSA FARS database for year 2016, the PRTSC met this goal; speed related fatalities in 2016 were 97.

*Projects*

**17-03-03**

**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 included:

- Participated in weekly and monthly reunions between the 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 visited Municipal Police to offer advice related to mobilization paperwork, enforcement techniques, and requirements. Also, time sheets were intervened and evaluated.
- Assisted the PRTSC staff in the evaluation of all equipment acquired for State and Municipal Police.
- Conducted approximately 280 field visits to different State and Municipal Police.



**Meeting CIOT Mobilization with Municipal Police, NHTSA R-2 and PRTSC**

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**17-03-00**

**Speed Surveys**

A survey was conducted between August 22 to September 16, 2017. 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:

- ✓ 74.2% of respondents admit to driving at the correct speed limit
- ✓ 81.4% admitted of rarely driving above the school zone speed limit
- ✓ 95% expressed they haven’t received a speeding ticket in the last 12 months

- ✓ 99% of respondents expressed they haven't been involved in a speed related crash
- ✓ 19% of surveyed people indicated that is very likely or likely to get a ticket if speeding
- ✓ 45.6% of respondents said that they have seen, read or heard anything about police officers giving speeding tickets.

**17-03-01**

**(PRPD) Speed Enforcement Equipment**

PRTSC provided funds to the Puerto Rico Police Department to purchase equipment that improves speed enforcement efforts. The equipment purchased included:

- 60 Stalker Radar DSR (2 Antenna)

**17-03-XX**

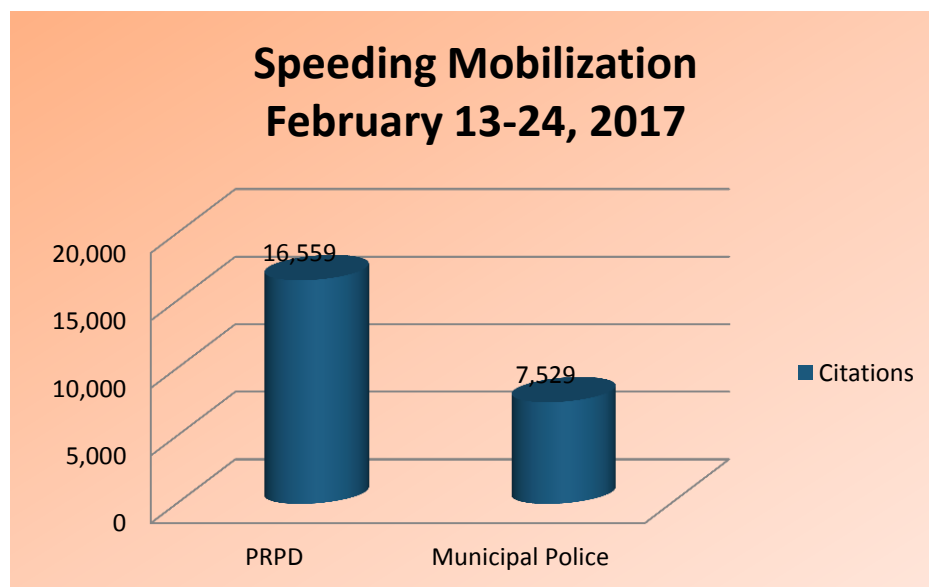
**Speed Enforcement Equipment for Municipal Police**

Municipality Police presented proposal for this project on March 2017, this project is going to be reprogrammed for FY2018.

**17-03-XX**

**Speeding Enforcement Overtime**

Overtime to participate in Speed Mobilization was funded for PRPD and various Municipal Police Corps. All 22 state police regions 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 13<sup>th</sup> to the 24<sup>th</sup> of February 2017.



**17-03-02**

**Equipment for Trainers**

Not developed during fiscal year 2017.

**17-03-21**

**Police Coordinator**

Not developed during fiscal year 2017.

*Fiscal Review*

Project Number	Project Name	Agency	Obligation Funds	Expended	Unexpended Balances
17-03-00	SURVEY -0300	PRTSC	8,000.00	6,750.00	1,250.00
17-03-01	SPEED ENFORCEMENT - 0301	PRPD	200,655.00	187,815.00	12,840.00
17-03-03	PT COORDINATOR- 0303	PRTSC	137,800.00	132,128.00	5,672.00
17-03-04	TE SPEED - 0304	SAN JUAN	18,241.92	7,927.23	10,314.69
17-03-05	TE SPEED - 0305	GUAYNABO	16,714.20	15,234.88	1,479.32
17-03-08	TE SPEED - 0308	CIDRA	3,586.94	3,083.85	503.09
17-03-09	TE SPEED - 0309	BAYAMON	4,340.76	4,170.36	170.40
17-03-10	TE SPEED - 0310	CAGUAS	2,041.35	1,749.72	291.63
17-03-12	TE SPEED - 0312	ISABELA	3,645.05	2,960.67	684.38
17-03-15	TE SPEED - 0315	AGUADILLA	7,885.27	5,638.91	2,246.36
17-03-19	TE SPEED - 0319	PRPD	200,000.00	198,997.13	1,002.87
17-03-31	TE SPEED - 0331	MOCA	2,866.08	2,725.25	140.83
17-03-40	TE SPEED - 0340	YAUCO	3,455.62	3,423.84	31.78
17-03-42	TE SPEED - 0342	SAN GERMAN	5,296.68	4,771.12	525.56
17-03-45	TE SPEED - 0345	FLORIDA	4,352.46	4,017.25	335.21
17-03-48	TE SPEED - 0348	HATILLO	4,161.35	2,985.17	1,176.18
17-03-61	TE SPEED - 0361	UTUADO	2,059.93	2,059.93	-
17-03-66	TE SPEED - 0366	NARANJITO	3,076.18	2,920.44	155.74
17-03-74	TE SPEED - 0374	BARCELONETA	8,185.39	7,441.51	743.88
17-03-78	TE COORDINATOR - 0378	PRTSC	29,856.00	29,345.64	510.36
17-03-80	TE SPEED - 0380	ARECIBO	5,977.04	5,553.18	423.86
17-03-84	TE SPEED - 0384	SALINAS	1,491.74	1,491.74	-
17-03-95	TE SPEED - 0395	GUAYAMA	3,287.39	3,206.65	80.74
<b>Total 03 - Police Traffic Services</b>			<b>\$ 676,976.35</b>	<b>\$ 636,397.47</b>	<b>\$ 40,578.88</b>

## Planning and Administration

### *Problem Statement*

Puerto Rico’s Highway Safety Program is managed by the Puerto Rico Traffic Safety Commission (PRTSC). The planning area is responsible for preparing 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. During FY 2017 the PRTSC’s posted in webpage de Highway Safety Plan and. Also, published in a newspaper an open call for proposals for traffic safety programs. The planning area received 60 proposals, they were evaluated and approved a total of 55 highway safety programs, 9 Mobilizations with a total of 127 Mini-Grants which had been identified and included in the 2017 HSP. Monitors coordinated programmatic and on-site monitoring visits for 100% of sub grantees.

The PRTSC has continued with the establishment and implementation of the Policies and Procedures Manual. Also, professional services contracted carried out the following tasks: Single Audit and computer systems technical support.

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### *Performance Goals*

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.

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### *Legislative Goals*

Provide full support to all legislative amendments that will improve traffic safety. Special attention will be provided to increase penalties to unauthorized and/or suspended licensed drivers; increase penalties for second time offenders distracted drivers and increase penalties for unrestrained vehicle occupants, promote the reduction of legal BAC to .05% and increase penalties for cell phone use while driving. In relation to these proposed goals, the



administration that proposed it never met that goal. The incoming administration has not taken a position on this matter.

*Projects*

**17-04-02, 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 was appointed during the month of July 2017, and works exclusively on the Impaired Driving Programs. Salaries, local and stateside training, travel expenses, and purchase of materials and equipment were funded.

Fiscal Activities ACTIVITY	Total
<b>Worked Fund Petitions</b>	937
<b>Records Monitored</b>	180
<b>Field Visits</b>	41
<b>Worked Quarterly Reports</b>	275
<b>Reviewed Proposals AF-2017</b>	65

**17-04-03  
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, insurance and 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:**

- Communication Skills for the Highway Safety Professional in Albany, New York; PRTSC attendees were Special Assistant to the Executive Director and two Assistants of the Communications and Public Relations area.
- Grants Tracking Systems Training in Indianapolis; PRTSC attendees were two accountants of the Administration area.
- Pedestrian/Bicycle Safety Program Management in Albany, New York; PRTSC attendee was an Assistant for the Communications and Public Relations area.

**Meetings, such as:**

- Impaired Driving Summit in New York; PRTSC attendees were the Executive Director, Special Assistant, Federal Program Manager, ID Coordinator, LEL, Two FIESTA Projects and Two Municipal Police and Two PRPD Police.
- Interlock Meeting in New York; PRTSC attendees were the Executive Director and Special Assistant to the Executive Director.
- 2017 GHSA Annual Meeting Crossroads: The Intersection of Technology and Driver Behavior in Louisville, Kentucky; PRTSC attendees were the Executive Director, Special Assistant and Federal Program Manager.

**Activities such as:**

- Las Fiestas de la Calle San Sebastián, Alcohol Campaign “Si bebes, no guíes”, “Pasa la llave”.
- Health and Safety Fairs in the municipalities of Cataño and Guaynabo, Department of Transportation and Public Works, the Department of Health and Open Mobile.
- Feria Educativa de Alcohol Joven Justas 2017, Mayaguez Municipality.
- Feria de Carros Antiguos, Dorado Municipality.
- And child safety seat inspections in Municipalities all around Puerto Rico.

**17-04-13 & 04-14ID**

**Federal Program Manager**

In FY 2017, 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-Occupant, Impaired Driving, Traffic Records, Police Traffic Services, Motorcycle Safety among State and Municipal Police, Community Programs and FIESTA Projects, among others. Also, during FY 2017, 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 2018. Also, it

prepared the applications of the grants, participated in the Impaired Driving Summit and 2017 GHSA Annual Meeting.

Project proposals for FY2018 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 to discuss media educational campaigns and other issues.

**HOW THE PROJECTS CONTRIBUTED TO MEETING THE TARGET:**

PRTSC developed a comprehensive 2018 Highway Safety Plan and submitted it on June 30, 2017. HSP was approved by NHTSA on August 17, 2017. 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 goals.

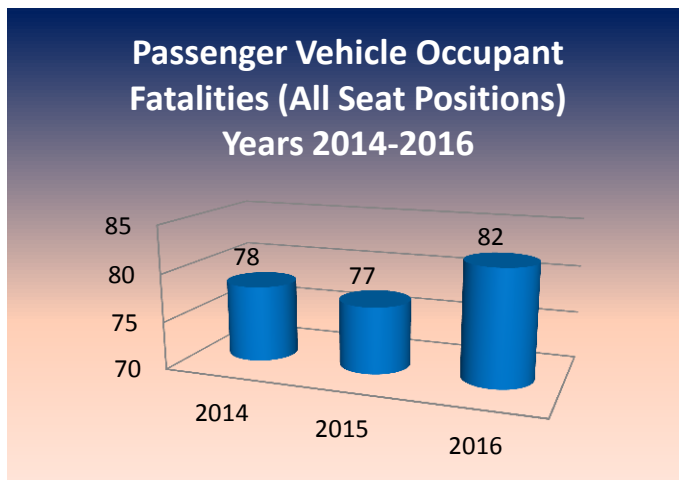
*Fiscal Review*

Project Number	Project Name	Agency	Obligation Funds	Expended	Unexpended Balances
17-04-02	EVALUATE HSP - 0402	PRTSC	11,459.35	11,459.35	-
17-04-02	EVALUATE HSP - 0402	PRTSC	38,180.65	35,160.50	3,020.15
17-04-03	ADMINISTER PROGRAM - 0403	PRTSC	45,110.50	45,110.50	-
17-04-03	ADMINISTER PROGRAM - 0403	PRTSC	114,196.50	65,461.35	48,735.15
17-04-07	EVALUATE HSP - 0407	PRTSC	93,865.66	54,508.35	39,357.31
17-04-12	EVALUATE HSP - 0412	PRTSC	14,737.31	14,737.31	-
17-04-12	EVALUATE HSP - 0412	PRTSC	49,289.47	44,203.74	5,085.73
17-04-13	FEDERAL PROGRAM MANAGER - 0414	PRTSC	35,675.24	33,651.25	2,023.99
17-04-14	FEDERAL PROGRAM MANAGER - 0414	PRTSC	36,028.00	33,630.82	2,397.18
<b>Total 04 - Planning and Administration</b>			<b>\$ 438,542.68</b>	<b>\$ 337,923.17</b>	<b>\$ 100,619.51</b>

## 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 2016, there were 82 unrestrained passenger vehicle fatalities. The number of unrestrained passenger fatalities in 2016 increased 6% from 2015.



During the FY 2017, 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 which includes local, primary and secondary roads to be observed. Also, as part of the new methodology, rural municipalities of the center of the island were included in the sample of the study. It is likely that all these factors played a role in the recent numbers of the observational rate of 87.9%. A decrease in the rate of 6.29% when compare to 2016 observation rate of 93.8%.

Seat Belt & Child Safety Seat Usage Rates					
	2013	2014	2015	2016	2017
<b>Seat Belt</b>	89.7%	89.5%	91.8%	93.8%	87.9%
<b>Child Safety Seat</b>	No Survey	No Survey	No Survey	No Survey	82.3%

Child restraint seat usage reached 82.3% in 2017. 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 18 participants. Among these were: firefighters, personnel of community programs, and municipal police. To date, there are 72 fire stations (out of 92) and 6 Community Programs 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, USA Baby, and Babies R' Us.

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*Performance Goals*

- To decrease unrestrained passenger vehicle fatalities in all seating position by 3 percent from 2014 calendar year of 78 to 76 by December 31, 2017. – *Based on the latest crash data from NHTSA FARS database for year 2016, the goal wasn't achieved; PRTSC did not meet the 2016 goal, with an increase in unrestrained passenger vehicle fatalities from 77 in 2015 to 82 in 2016. Preliminary data for 2017 report a total of 65 unrestrained passenger vehicle fatalities.*
  - To decrease unrestrained passenger vehicle occupant injury crashes, all seat position by 9 percent from 2014 calendar year of 1,320 to 1,200 by December 31, 2017. – *PRTSC met the 2016 goal, with a decrease unrestrained passenger vehicle occupant injury crashes from 1,474 in 2015 to 1,434 in 2016. Preliminary data for 2017 is not available at this time.*
  - Increase seat belt use from 93.8% in 2016 to 94% in 2017. – *PRTSC did not meet the 2017 goal; the seat belt use rate for FY 2017 is 87.9%.*
  - Increase child restraint use from 94.7% in 2013 to 95% in 2017. – *PRTSC did not meet the 2017 goal; the child restraint use rate for FY 2017 is 82.3%. This observational study was not performed four (4) years ago.*
  - Increase fitting stations through the establishment of five (5) more stations, from 65 in 2016 to 70 in 2017 – *PRTSC met the 2017 goal; 6 new stations were established for FY 2017.*
  - To certify 20 more technicians, from 111 certified technicians in 2016 to 131 in 2017. – *PRTSC met the 2017 goal; we have a total of 143 certified technicians at the end FY 2017.*
  - To participate in the 2017 National Click it or Ticket (CIOT) Mobilization and an additional Seat Belt Mobilization in October 2016 – *PRTSC met the 2017 goal; from May 22 to June 4, 2017, the Click It or Ticket (CIOT) National Campaign was held. PRTSC, as in previous years, granted funds for overtime hours for State Police and 19 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 of time. The other mobilization was performed during October 10 - 16, 2016, in the same hours. For this mobilization the State Police and 10 Municipal Police participated.*
-

*Projects*

**17-05-03**

**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.



**17-05-27**

**CPST Training**

During 2017, PRTSC conducted 6 massive Child Safety Seat Checkpoints. The result, a total of 141 safety seats were inspected and certified by Child Safety Seat Technicians and 95 child restraint were given to the “Préstame un asiento” (Loan me a seat).

Training for new Child Safety Seat Technicians took place from the 2<sup>nd</sup> to the 5<sup>th</sup> of May, 2017. This Project funded costs of equipment and materials, venue fees, and the hiring of instructors, their airfare and hotel stay.



**17-05-29**

**Observational Survey**

During the FY 2017, 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 8,743 occupants (6,800 drivers and 1,943 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 a 87.9%, with a standard error of 1.7%.

The study conducted in FY 2017 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 of the procedures related with the estimated rate of car seat usage followed the sample design of the Puerto Rico Observational Survey Safety Belt Use 2017.



This study concluded, 82.3% of car seat usage is estimated, with a standard error of 8.3% (in vehicles with occupants of 0 to 4 years).

**17-05-39**

**PR Fire Department Fitting Stations**

According to data provided from the inspections 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 restraint are not installed correctly.

- Orientations/Inspections in Fire Stations – 8,346
- Educational activities – 28
- Interviews TV programs - 3
- Coordination and operation of checkpoints – 15
- 13 firefighters were certified as Child Safety Seat Technicians and 6 new Child Safety Seat Inspection and Orientation Centers were created.
- Renewal of 78 licenses (child technical)

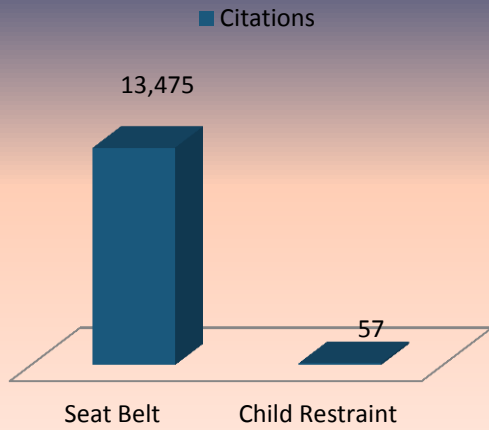


**17-05-XX**

**Traffic Patrol Overtime**

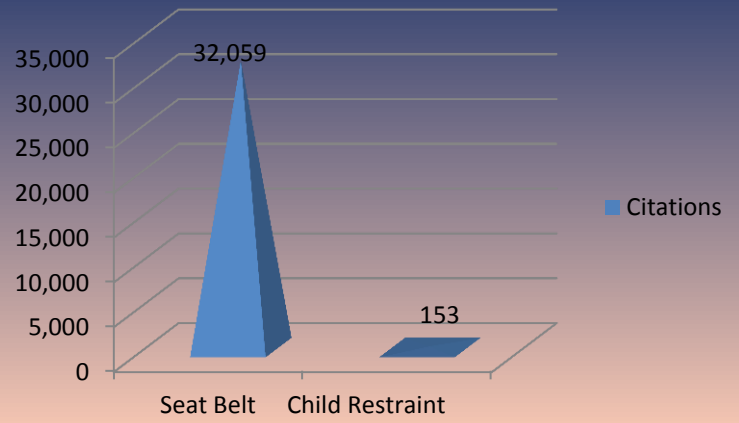
From October 10-16, 2016 and from May 22 to June 4, 2017, the Seat Belt Mobilization Campaign and the Click It or Ticket (CIOT) National Campaign were held. PRTSC, as in previous years, granted funds for overtime hours to the PRPD and Municipal Police Corps. These mobilizations took place during the hours of 12:00 pm - 8:00 pm, since statistics show that fatalities involving non-use of seat belt occur in this period of time. See graphics below:

### Seat Belt Mobilization October 10-16, 2016



Participating Municipalities and PRPD-11

### CIOT Mobilization May 22 to June 4, 2017



Participating Municipalities and PRPD - 20

Fiscal Review

Project Number	Project Name	Agency	Obligation Funds	Expended	Unexpended Balances
17-05-03	OCCUPANT RESTRAINT COORDINATOR - 0503	PRTSC	46,100.00	39,639.91	6,460.09
17-05-09	CIOT TE - 0509	GUAYNABO	9,748.35	6,926.14	2,822.21
17-05-09	TE SEAT BELT - 0509	GUAYNABO	16,517.84	16,137.67	380.17
17-05-10	TE SEAT BELT - 0510	CIDRA	5,043.84	4,630.78	413.06
17-05-14	TE SEAT BELT - 05014	AGUADILLA	15,993.95	10,911.74	5,082.21
17-05-15	CIOT TE - 0515	PONCE	2,300.24	1,992.08	308.16
17-05-15	TE SEAT BELT - 0515	PONCE	4,132.75	3,880.47	252.28
17-05-16	CIOT TE - 0516	MOROVIS	4,126.07	3,840.58	285.49
17-05-17	TE SEAT BELT - 0517	SAN JUAN	18,547.41	16,163.17	2,384.24
17-05-18	CIOT TE - 0518	BAYAMON	3,932.95	3,778.51	154.44
17-05-18	TE SEAT BELT - 0518	BAYAMON	17,956.32	16,440.23	1,516.09
17-05-27	INCREASE CHILD PROTECTION AND EDUCATION - 0527	PRTSC	42,347.34	13,749.68	28,597.66
17-05-27	INCREASE CHILD PROTECTION AND EDUCATION - 0527	PRTSC	4,652.66	-	4,652.66
17-05-29	OP SURVEY - 0529	PRTSC	80,000.00	80,000.00	-
17-05-39	PR FIRE DEPARTMENT FITTING STATIONS - 0539	PR FIRE DEPT.	18,035.00	11,037.39	6,997.61
17-05-45	TE SEAT BELT - 0545	SAN GERMAN	6,815.58	6,657.21	158.37
17-05-46	TE SEAT BELT - 0546	MOCA	4,091.49	3,994.44	97.05
17-05-47	CIOT TE - 0547	YAUCO	2,460.23	2,460.23	-
17-05-47	TE SEAT BELT - 0547	YAUCO	4,852.27	4,677.85	174.42
17-05-50	PUERTO RICO POLICE DEPARTMENT - 0550	PRPD	156,691.65	139,007.03	17,684.62
17-05-50	TE SEAT BELT - 0550	PRPD	1,291.14		1,291.14
17-05-50	TE SEAT BELT - 0550	PRPD	27,380.41		27,380.41
17-05-50	TE SEAT BELT - 0550	PRPD	214,636.80	133,423.89	81,212.91
17-05-51	TE SEAT BELT - 0551	GUAYAMA	4,341.56	3,959.98	381.58
17-05-52	CIOT TE - 0552	BARCELONETA	12,697.20	6,806.28	5,890.92
17-05-52	TE SEAT BELT - 0552	BARCELONETA	4,803.99	4,659.17	144.82
17-05-53	CIOT TE - 0553	HATILLO	2,660.67	2,372.34	288.33
17-05-53	TE SEAT BELT - 0553	HATILLO	4,793.97	4,761.52	32.45
17-05-54	TE SEAT BELT - 0554	CAGUAS	13,800.23	6,958.44	6,841.79
17-05-55	TE SEAT BELT - 0550	NARANJITO	4,346.55	3,583.19	763.36
17-05-57	CIOT TE - 0557	ARECIBO	4,307.01	4,204.76	102.25
17-05-57	TE SEAT BELT - 0557	ARECIBO	6,882.16	6,568.24	313.92
17-05-58	CIOT TE - 0558	CAROLINA	8,441.34	7,108.47	1,332.87
17-05-58	TE SEAT BELT - 0558	CAROLINA	14,259.00	13,160.34	1,098.66
17-05-61	CIOT TE - 0561	CAMUY	2,616.28	2,293.74	322.54
17-05-61	TE SEAT BELT - 0561	CAMUY	7,185.92	4,569.44	2,616.48
17-05-67	TE SEAT BELT - 0567	FLORIDA	3,300.86	2,832.15	468.71
17-05-69	TE SEAT BELT - 0569	ISABELA	10,543.55	9,572.19	971.36
<b>Total 05 - Occupant Protection</b>			<b>\$ 812,634.58</b>	<b>\$ 602,759.25</b>	<b>\$ 209,875.33</b>

## Community Programas

### *Problem Statement*

Community Traffic Safety Programs include projects managed by Municipalities, with the purpose of using their knowledge and experiences regarding specific traffic safety issues observed in their particular area. These programs carry out different strategies that target PRTSC’s program areas: Impaired Driving, Youth Alcohol, Occupant, Non-occupant 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 general public. Eight community programs were an integral part of our efforts to assist and provide technical advice on all topics related to the PRTSC Safety Programs. These Programs were: Naranjito, San Germán, Barceloneta, Guayama, Luquillo, Isabela and Sabana Grande.

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 two Certified Child Safety Seat Inspectors. In addition, park personnel have given support in traffic safety activities, such as: Child Seat Checkpoints and Educational Talks.

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### *Performance Goals*

- To decrease traffic fatalities by 4.5 percent from the 2014 calendar year of 304 to 291 by December 31, 2017. – *PRTSC met the 2016 goal, with decrease traffic fatalities from 310 in 2015 to 279 in 2016. Preliminary data for 2017 report a total of 268 traffic fatalities.*
- To decrease serious traffic injuries 11 percent from the 2014 calendar year of 4,040 to 3,600 by December 31, 2017. – *PRTSC did not meet the 2016 goal, with increase serious traffic injuries from 4,789 in 2015 to 5,249 in 2016. Preliminary data for 2017 report a total of 1,540 serious traffic injuries.*
- Reduce the number of fatalities at the municipal level, especially in high incidence Municipalities. – *PRTSC met the 2016 goal, with decrease traffic fatalities from 310 in 2015 to 279 in 2016 in the municipalities and the Island’s. Preliminary data for 2017 report a total of 268 traffic fatalities.*
- Increase the total number of people impacted by CTSP’S’s from 46,084 in 2015 to 65,000 in 2017. – *PRTSC met the 2017 goal, with increase the total number of people impacted by CTSP’S’s from 46,084 in 2015 to 83,686 in 2017 in the municipalities and the Island’s.*
- Increase the number of visitors to the PESET Park from 5,445 in 2015 to 6,000 in 2017. – *PRTSC met the 2017 goal; 6,619 visited to the PESET Park in FY 2017.*

*Projects*

**17-06-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. Community Programs are valuable because of their direct access to citizens and because they receive first-hand road safety information.

These programs provided education on occupant (seatbelt, child restraint, and distracted driving) and non-occupant protection (pedestrians, bicyclists and horse riders). Also, youth alcohol consumption, alcohol-related, drunk driving, and motorcycle safety, were topics of discussion during orientations. These workshops and educational conferences targeted children, teenagers, adults, and seniors. Also, CTSPs collaborated with local law enforcement by planning national mobilizations and providing assistance in the completion of forms and documents.



The CTSPs worked at child seat fitting stations, aiding local Fire Stations in this important task directed at child safety. Multiple child restraint checkpoints were conducted through the year.

Community Programs identified traffic safety necessities and collaborated in coordinating different trainings for municipal police officers in areas, such as: Emergency Medical Services, law enforcement, etc.

Another area that CTSP covered was providing assistance to municipalities by identifying road hazards and areas prone to crashes and fatalities. Community Programs coordinated with PRTSC’s Impact Team the evaluation of these potential road safety hazards, such as: lack of signage and pavement markings, road audits, and recommendations.

Community Programs funding include personnel costs for a coordinator, an assistant, office and educational materials, rent, purchase and maintenance of equipment and vehicles, outside and local travel costs for training, and other related costs.



17-06-28

San Germán Community Program

Presentations					
Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
24	25	37	42	15	9
Other Activities					
Child Seat Inspections In Office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fairs	Radio Programs	Press Conference
111	3	90	16	13	0

**Total of people impacted**

Directly: 21,131

Indirectly: 306,398

17-06-29

Naranjito Community Program

Presentations					
Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
208	208	208	202	208	208
Other Activities					
Child seat inspections in office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fairs	Preventive Road Blocks	
281	10	150	104	0	

**Total of people impacted**

Directly: 24,692

Indirectly: 98,768

17-06-15

Barceloneta Community Program

Presentations					
Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
5	10	7	19	10	0



Other Activities					
Child Seat Inspections In Office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fairs	Distribution of educational material	Hazard Elimination Inspections
14	3	3	15	0	0

**Total of people impacted**

Directly: 3,131

Indirectly: 13,637

**17-06-11**

**Guayama Community Program**

Presentations					
Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
12	13	11	16	23	2
Other Activities					
Child Seat Inspections In Office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fairs	Distribution of educational material	Hazard Elimination Inspections
74	4	53	8	0	0

**Total of people impacted**

Directly: 7,192

Indirectly: 18,492

**17-06-04**

**Luquillo Community Program**

Presentations					
Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
0	0	0	11	32	0
Other Activities					
Child Seat Inspections In Office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fairs	Distribution of educational material	Hazard Elimination Inspections
0	0	0	2	0	0

**Total of people impacted**

Directly: 670

Indirectly: 2,010

**17-06-21**

**Isabela Community Program**

<b>Presentations</b>					
<b>Seat Belt</b>	<b>Child Seat</b>	<b>Speed</b>	<b>Alcohol</b>	<b>Non-occupant</b>	<b>Motorcycle</b>
<b>17</b>	<b>21</b>	<b>17</b>	<b>17</b>	<b>14</b>	<b>14</b>
<b>Other Activities</b>					
<b>Child Seat Inspections In Office</b>	<b>Child Seat Checkpoints</b>	<b>Child Seat Inspections In Checkpoints</b>	<b>Educational Fairs</b>	<b>Distribution of educational material</b>	<b>Hazard Elimination Inspections</b>
<b>23</b>	<b>3</b>	<b>40</b>	<b>11</b>	<b>0</b>	<b>0</b>

**Total of people impacted**

Directly: 4,650

Indirectly: 13,950

**17-06-04**

**Sabana Grande Community Program**

<b>Presentations FY17</b>					
<b>Seat Belt</b>	<b>Child Seat</b>	<b>Speed</b>	<b>Alcohol</b>	<b>Non-occupant</b>	<b>Cell Phone</b>
<b>42</b>	<b>9</b>	<b>34</b>	<b>39</b>	<b>15</b>	<b>0</b>
<b>Other Activities</b>					
<b>Child Seat Inspections In Office</b>	<b>Child Seat Checkpoints</b>	<b>Child Seat Inspections In Checkpoints</b>	<b>Educational Fairs</b>	<b>Distribution of educational material</b>	<b>Hazard Elimination Inspections</b>
<b>77</b>	<b>6</b>	<b>103</b>	<b>12</b>	<b>0</b>	<b>0</b>

**Total of people impacted**

Directly: 22,220

Indirectly: 95,195

**17-06-50**

**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 6-10 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.

PESET increased the number of visitors from 5,754 in 2016 to 6,619 in FY 2017.

Child Seat Inspections	FY 2016	FY 2017
	40	66

Visitors	FY 2016	FY 2017
	5,754	6,619

FY 2017	
<b>Other Educational Activities Held by PESET Personnel Outside of the Park</b>	25

*Fiscal Review*

Project Number	Project Name	Agency	Obligation Funds	Expended	Unexpended Balances
17-06-04	COMMUNITY PROGRAM LUQUILLO - 0604	LUQUILLO	45,268.00	29,187.15	16,080.85
17-06-11	COMMUNITY PROGRAM GUAYAMA - 0611	GUAYAMA	64,183.00	48,083.73	16,099.27
17-06-15	COMMUNITY PROGRAM BARCELONETA - 0615	BARCELONETA	49,844.75	44,519.82	5,324.93
17-06-21	COMMUNITY PROGRAM ISABELA - 0621	ISABELA	38,664.20	24,082.61	14,581.59
17-06-22	COMMUNITY PROGRAM SABANA GRANDE - 0622	SABANA GRANDE	70,425.86	61,353.52	9,072.34
17-06-28	COMMUNITY PROGRAM SAN GERMAN - 0628	SAN GERMAN	74,895.00	64,287.92	10,607.08
17-06-29	COMMUNITY PROGRAM NARANJITO - 0629	NARANJITO	55,539.00	47,630.47	7,908.53
17-06-50	PESET - 0650	PRTSC	305,904.00	246,264.00	59,640.00
<b>Total 06 - Community Programs</b>			<b>\$ 704,723.81</b>	<b>\$ 565,409.22</b>	<b>\$ 139,314.59</b>

## 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.

### **Traffic Records Coordinating Committee Members:**

- **State agencies:**
  - Department of Transportation
  - Highway and Transportation Authority
  - Federal Highway Administration
  - Automobile Accident Compensation Administration
  - Puerto Rico Police Department
  - Administration of Courts
  - Department of Justice
  - Emergency Medical System
  - Department of Health
  - Federal Motor Carrier Safety Administration
  - University of Puerto Rico, Research Center
  - 911 Services
  
- **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 2017 Traffic Records Assessment, the PRTRCC is making efforts to implementing an electronic crash 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 775 days to 400 days by the end of 2017.
- 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.
- To provide training to law enforcement and traffic safety agencies on complete and accurate traffic data collection and CARE database during 2017.
- To provide stakeholders (TRCC members) with direct access to traffic records data, like CARE Web and CARE Desktop Version by the end of 2017 and promote the availability of drunk drivers and repeat offenders data.
- 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 FY 2017.
- To improve traffic records data collection to increase MIRE fields, from 26 in 2014 to 36 in 2017.
- To promote the integration (and warehousing) of traffic records to have 20% integration between two traffic records systems by the end of 2017; DAVID+ and SIJC database.

*Performance Goals*

- To collect digital data from the Police Accident Report (PAR) by the end of the calendar year, from 0 in 2015 to 25% in 2017. – *Objective not achieved; not developed during FY 2016.*
- To increase Project CARE access, from 150 users in 2015 to 160 in 2017. – *Objective achieved; currently there are 171 users with access to the CARE system.*
- To reduce the time between crash and data availability in the Accidents Analysis Office (DOT) from 416 days in 2015 to 365 days in 2017. – *Objective not achieved; however, it was reduced from 416 days to 389 days. We hope to meet the goal in 2018.*

- To improve traffic records data collection to increase MIRE fields from 28 fields in 2015 to 30 in 2017. – *Objective not achieved; however, it remained at 28 elements.*

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*Projects*

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.

**17-07-01**

**Traffic Records Coordinator**

The project was approved in October 2016, but did not had a coordinator until June 1, 2017 when they hired a new person for the job. This factor influences the development of the project causing a delay for seven months and the accomplishment of the programmed activities. Upon join the new TR Coordinator continues representing 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 meeting with the TRCC, the Directors of the different projects approved under the PRTRCC 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. We participated in the 47<sup>th</sup> Traffic Records Forum in New Orleans, Louisiana, from August 6 to 9, 2017. The TR Coordinator attended accompanied by two members of the TRCC. 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 3 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 8 meetings with the Project’s Coordinators to supervise the projected tasks and 4 periodic visits to one of them.
- A total of 5 meeting to discuss the work plan for the implementation of MIRE and found sources of funds.
- Strategic Plan, Charter and Membership were updated.
- A Progress Report to qualify for the 405 (c) Grant Fund was prepared and submitted.

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**17-07-10**

**Analysis and Collection of Traffic Crashes 2017**

Funds were provided to contract 15 employees to work in the Accident Analyses Office of the Department of Transportation and Public Works. The employees worked on the following: debugging, zoning, coding, and data entry. Data entry was performed using the current



procedure and cases for year 2016 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 15 employees.
- All data entry (injuries, fatalities and damage property) for year 2016.
- Total data entered: 216,979 traffic crashes records for the year 2016 and 117,736 for October 2017.
- Progress reports updated.
- Data uploaded in CARE System.

**17-07-13**

**CARE System to Puerto Rico Crash Data 5**

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 goal 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.

- Uploading of 2016 crash dataset (Injuries, fatalities and property damage).
- Currently 171 users have access to the database.
- 100% of users were migrated to the new Safety Portal.
- Training was given to PRTSC personnel responsible of preparing and submitting project proposals.
- 100% of the historical maps were processed and included in the map base, totaling 138 maps.
- The directions of the roads on the map were identified base, for this, 8,741 segments were processed, totaling 100% of the roads identified.
- The routes that have no name in the base map were identified, they total 175,928 routes. 116,112 routes were named for a 66% completed task.
- Development of interface for MapClick – a geolocation tool to georeferenced crashes in all – state and local – roads and alpha testing.
- Development of pre-programmed reports for Office of Accident Analysis.
- Development of comprehensive crash data report covering years 2002-2016.
- Maintenance of data portal and technical support to users.

**17-07-14**

**Fatality Analysis Reporting System (FARS)**

Funds were provided to cover fringe benefits for the FARS Analyst. These funds were used especially to cover social security, retirement, workers compensation, health insurance, and Christmas bonus. FARS Program provides all data on fatal motor vehicle traffic crashes that are gathered from the State’s own source documents and are coded on standard FARS forms. In addition, statistical reports have been performed from this data to be used by other agencies. The FARS proposal received a funding reduction, which will be needed to cover the rest of expenses. The data entered into the system was delivered to Dr. Hector M. Colón, Project Manager, and the 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.

- FARS proposal covered a portion of fringe benefits for the FARS Analyst, who manages, analyzes, decodes, and maintains FARS database of all traffic fatalities within Puerto Rico.
- The FARS Analyst has entered 149 fatalities in the database for the year 2016 and 117 fatalities in the database of year 2017.

*Fiscal Review*

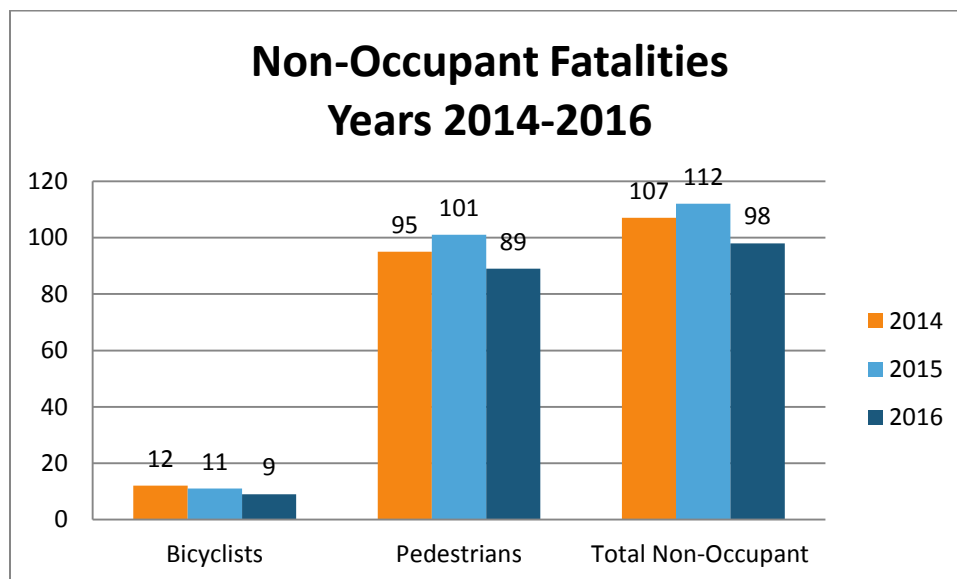
Project Number	Project Name	Agency	Obligation Funds	Expended	Unexpended Balances
17-07-01	TRAFFIC RECORDS COORDINATOR	PRTSC	56,110.81	35,634.70	20,476.11
17-07-10	TRAFFIC RECORDS BACKLOG UPDATE	PRDOTPW	370,953.77	252,216.52	118,737.25
17-07-13	IMPLEMENTATION OF CARE SYSTEM TO PR CRASH DATA - 0713	UPR RIO PIEDRAS	101,996.93		101,996.93
17-07-13	IMPLEMENTATION OF CARE SYSTEM TO PR CRASH DATA - 0713	UPR RIO PIEDRAS	477,442.07	336,962.73	140,479.34
17-07-14	FARS-NHTSA - 0714	PRTSC	8,159.80	5,692.34	2,467.46
<b>Total 07 - Traffic Records</b>			<b>\$ 1,014,663.38</b>	<b>\$ 630,506.29</b>	<b>\$ 384,157.09</b>

## Non-Occupant Protection

### *Problem Statement*

Non-occupant fatalities rank second in total traffic fatalities. Between years 2014-2016, non-occupant fatalities totaled 317, comprising 35% of total of 893 fatalities. Of these, 285 were pedestrian fatalities for a 90% of total non-occupant fatalities, and 32 were bicyclist fatalities for a 10%.

A reduction in non-occupant fatalities could be attributed to several factors like education, improvement in facilities and law enforcement; however, more importantly and most difficult to achieve, by behavioral changes. This is possible by making citizens more aware of their own safety and that of others.



### *Performance Goals*

- To reduce pedestrian fatalities 6 percent from the 2014 calendar year of 95 to 89 by December 31, 2017. – *PRTSC met this goal in 2016; with reduce pedestrian fatalities from 101 in 2015 to 89 in 2016. Preliminary data for 2017 report a total of 83 pedestrian fatalities.*
- To reduce pedestrian injury crashes by 9 percent from the 2014 calendar year of 471 to 425 by December 31, 2017. - *PRTSC met this goal in 2016; with reduce pedestrian injury crashes from 471 in 2014 to 390 in 2016. Preliminary data for 2017 is not available.*
- To reduce bicyclist fatalities 16 percent from the 2014 calendar year of 12 to 10 by December 31, 2017. – *PRTSC met this goal in 2016; with reduce bicyclist fatalities from 11 in 2015 to 9 in 2016. Preliminary data for 2017 report a total of 9 bicyclist fatalities.*

- To reduce bicyclist injury crashes by 21 percent from 2014 calendar year of 19 to 15 by December 31, 2017. - *PRTSC met this goal in 2016; with reduce bicyclist injury crashes from 19 in 2014 to 7 in 2016. Preliminary data for 2017 is not available.*

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*Projects*

**17-08-01**

**Non-Occupant Program Coordinator**

Not developed during fiscal year 2017; however the PRTSC carried out educational campaigns during the year in the Media Program.

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*Fiscal Review*

Does not apply for this fiscal year

## 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 for 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 and pedestrians, 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, Enforcement and EMS (4E's) to focus on road improvements, and includes analytical tools for identifying safety problems and considering, implementing and evaluating all possible remedies.

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### *Performance Goals*

- Analyze and inspect multiple roads with reported safety issues around the island. – *Approximately 13 site visits and 24 meetings were held, during 2017.*
  - Coordinate and promote Professional Highway Safety Education. – *For the FY 2017, it was planned to offer 2 trainings approximately 40 people per training of the High Fiction Surface Treatment offered by ATTSA but despite all the efforts we could not reach an agreement to offer it this year so it had to be moved for the following fiscal year. The Traffic Safety Inspector took nine (9) trainings; most of them were cost free.*
  - Increase the number of site visits to refer problems to the DOT. – *Approximately nineteen (19) school inspections and six (6) site visits presented to us by worried public were held, during FY 2017.*
  - Continue managing and monitoring new and ongoing projects. – *At all times, there was constant monitoring of the 6 ongoing constructions projects by the program manager and staff of the PRTSC. Hazard Elimination Funds Liquidation \$1,257,376.36*
  - Promote the replacement and Up-Grade of Traffic Safety Control Devices in the road system. – *Our current six (6) projects involve replacements and traffic control devices. Hopefully there are 2 upcoming projects for this matter, still nothing concrete.*
-

*Projects*

**17-11-02**

**Traffic Engineering Program Manager & Traffic Safety Inspector**

In FY 2017, 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

Year after year the project manager coordinates seminars for the road safety professionals to maintain or improve their knowledge, and to show them what is new in the area and how to implement it.

**17-11-13**

**Special Safety Projects / Hazard Elimination Budget**

These projects were approved since FY 2015, and are still under development, because construction projects can vary constantly either due to weather conditions or by administrative processes like certifications of manufacture, extra works, etc. The remaining balance of these funds will be moved to FY 18 for the subvention and completion of these.

Most of these projects involve:

- signs
- rumble strips
- pavement marking
- reflectors
- crosswalk
- barriers
- replacement and upgrade of traffic control devices or systems



**Implementation of the High Friction Surface treatment in the PR-54 with PR-7711.**



PR 174 / Bayamón



Awarded  
**\$280,000.00**

PR 107 / Aguadilla



Awarded  
**\$200,000.00**

PR 54 int. PR 7711 / Guayama



Awarded  
**\$1,200,000.00**

PR 127 / Guayanilla



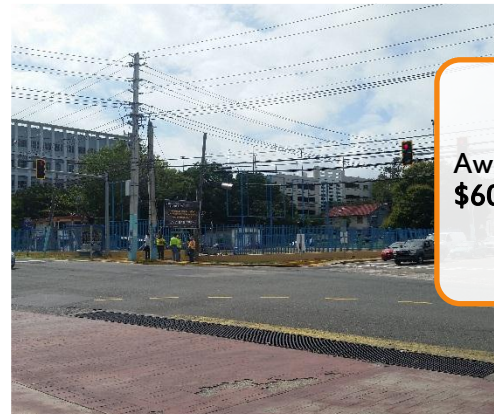
Awarded  
**\$100,000.00**

PR 100 / Cabo Rojo



Awarded  
**\$400,000.00**

PR 194 / Fajardo



Awarded  
**\$60,000.00**



*Fiscal Review*

Project Number	Project Name	Agency	Obligation Funds	Expended	Unexpended Balances
17-11-02	IMPACT TEAM COORDINATOR - 1102	PRTSC	74,468.00	50,830.74	23,637.26
17-11-13	SPECIAL PROJECTS-ACT - 1115	PRHTA	1,900,000.00	1,209,341.46	690,658.54
17-11-13	SPECIAL PROJECTS-ACT - 1115	PRHTA	340,000.00	48,034.90	291,965.10
<b>Total 11 - Traffic Engineering</b>			<b>\$ 2,314,468.00</b>	<b>\$ 1,308,207.10</b>	<b>\$ 1,006,260.90</b>

## Media

### *Problem Statement*

The main objective of the communications department is to deliver the message of road safety laws and regulations on our roads. This is our purpose in all our developed programs. The integration of various departments such as planning, strategic development, advertising and public relations are crucial to deliver the message, including the social media activity in various applications. The Strategic Communication Plan was our guide in the development and implementation, of the strategies used to achieve the purpose of reducing fatal crashes and injuries on our roads.

Educational campaigns were developed for each of the programs in conjunction with enforcement by the Puerto Rico Police Department and Municipal Police. Working together with community programs and FIESTA projects, has proven an efficient way to deliver the educational messages to a larger population. At the end of media and enforcement campaigns some observational and attitude studies were conducted which provides the PRTSC with the statistics of how effective was the message delivered.

The presence in the internet has been very important; constantly evolving, in 2015 there was 33% of penetration, and in 2017 it had a 71% of penetration. Recent studies establish that people connect and surfer the web an average of 3 hours per day. An average of 2.2 millions of Puerto Ricans, 12 years old+, surf the web and, 95% of those, have a presence on social networks<sup>1</sup>. It is very important for PRTSC to keep using social media and local digital platforms such as: *El Nuevo Día Digital, Online Clasificados, Wapa TV Online, Vocero, Caribbean Cinemas, Metro.pr* among others as an educational tool.

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### *Performance Goals*

- Achieve that the Target Market adopts the road safety message and incorporates it as part of their lifestyle. – *Objective achieved; during 2017, a reduction of traffic crashes was observed which indicates that road safety messages are being incorporate to lifestyles.*
- Increase recognition of the PRTSC traffic safety educational messages by program area and its target market. – *Objective not achieved; during FY 2017, Puerto Rico and government had faced a lot of changes. First, a new government administration took office on January 2017. All contracts and expenditures have had to be approve by the Governor’s Office which is related to the financial cuts impose by PROMESA. These resulted in a delay in the renewal of recurrent media services for the first quarter. In addition, a month before FY 2017 was over, two major hurricanes afflicted the island. There was no electricity and no infrastructure for telecommunications services which*

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<sup>1</sup> Source: SME 2017 Digital and Mobile Behavioral Study.

changed local media and social networks availability. For these and other reasons we conclude that goal wasn't achieved.

- Obtain an effective and positive change in attitudes towards traffic safety. – *Objective achieved; on 2017, a reduction of traffic fatalities was reported.*
- Increase Earned Media: TV and Radio bonus spots, Editorials in Newspapers, and other printed media. Exposition through TV and Radio interviews and more engagement with publics on social media - *Objective not achieved; as previously explained, FY 2017 has been one with many challenges and goal was missed by 6% only.*

*Projects*

**17-12-01**

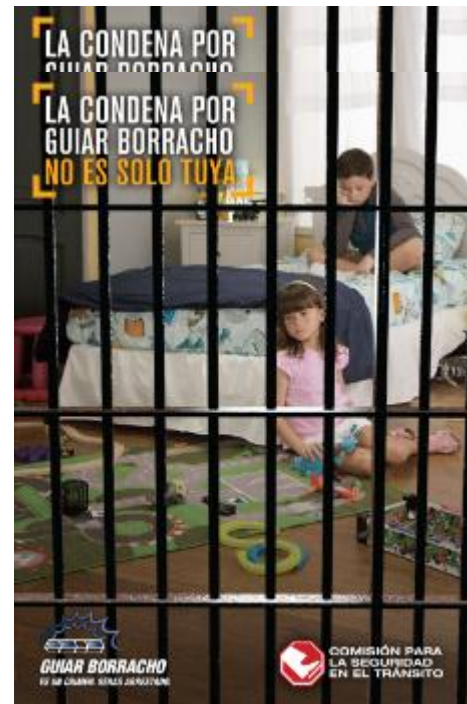
**Impaired Driving Media Campaign**

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

**Total Investment: \$882,781.06**

▪ **Thanksgiving Crackdown – November 14 to 27, 2016**

During this period PRTSC reproduced the 2016 educational campaign *La Condena por guiar borracho no es solo tuya* (The sentence for drunk driving it's not only yours) with the slogan "*Guiar borracho es un crimen serás arrestado*". 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, mass media campaign on television, radio, digital networks, newspapers, and out of home media tactics (OOH).



Media Activity	
TV Ads	162
Radio Ads	690
Digital Ads (24/7 exposure)	7
Newspaper Ads (½ pages)	13
OOH Ads	23
Achieved Impressions for target audience	16,693,552

▪ **Holiday Crackdown – December 14 to 31, 2016**

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 2016 educational campaign *La Condena por guiar borracho no es solo tuya* with the slogan *Guiar borracho, es un crimen, serás arrestado*. 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, mass media campaign on television, radio, digital networks, newspapers, and out of home media tactics (OOH).

Media Activity	
TV Ads	275
Radio Ads	547
Digital Ads (24/7 exposure)	21
Print Ads (½ pages)	16
Achieved Impressions for target audience	15,964,017

▪ **Easter Crackdown – April 13 to 17, 2017**

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 other prefer the beach, either, or, the consumption of alcoholic beverages is high. Therefore, for this period PRTSC continued using *La Condena por guiar borracho no es solo tuya* campaign with the alcohol awareness slogan *Guiar borracho, es un crimen, serás arrestado*. The educational effort was focused on creating awareness on the consequences of drinking and driving.

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, mass media campaign on television, radio, digital networks, newspapers, and out of home media tactics (OOH).

Media Activity	
TV Ads	368
Radio Ads	533
Digital Ads (24/7 exposure)	10
Print Ads (½ pages)	7
Achieved Impressions for target audience	1,723,551

A new concept was created, a mobile photo-booth that included the *Si bebes, #PasaLaLlave* slogan (If you drink, pass the car keys) for public interaction.



▪ **Summer Crackdown – July 14 to 31<sup>st</sup>, 2017**

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 Crackdown was used in this period. PRTSC kept using the slogan of alcohol awareness *Guiar borracho, es un crimen, serás arrestado*. 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, mass media campaign on television, radio, digital networks, newspapers, and out of home media tactics (OOH) and movie theaters.



Media Activity	
TV Ads	233
Radio Ads	768
Digital Ads (24/7 exposure)	8
Print Ads (½ pages)	16
OOH Ads	27
Movie Theaters Ads	180
Achieved Impressions for target audience	4,505,366

▪ **Labor Day Crackdown – August 29 to September 4, 2017**

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*. The educational effort was focused on alerting the public about the consequences of drinking and driving. 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, mass media campaign on television, radio, digital networks, newspapers, and out of home media tactics (OOH) and movie theaters.

Media Activity	
TV Ads	116
Radio Ads	581
Digital Ads (24/7 exposure)	4
Print Ads (½ pages)	7
OOH Ads	27
Movie Theaters Ads	70
Achieved Impressions for target audience	2,652,043





17-12-02

**Youth Impaired Driving Media Campaign**

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

**Total Investment: \$24,471.34**

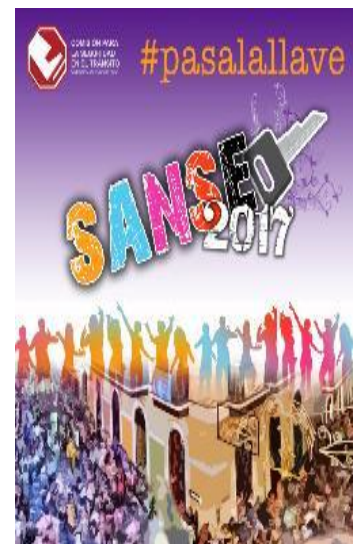
▪ **Fiestas de la calle San Sebastián – January 12 to 15, 2017**

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 bebes, #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.



Media Activity	
Reaches	80,100
Reactions	2,333
Posts	146



▪ **Justas de la Liga Atlética Interuniversitarias (LAI) – April 21 & 22, 2017**

A week-long sports competition during the spring that gathered universities and colleges students to compete in more than 20 sports events with an attendance over 125k people. In 2017, was held in Mayagüez, the island far west region. The *Justas* are an annual event where most sports competitions are held by daytime and at nighttime many concerts, parties and cultural presentations are taking 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.

Media Activity	
Facebook Views	229,900
Facebook Reactions	12,133
Facebook Shares	4,781
Instagram Views	59,614
Instagram Loves	3,575





17-12-03

**Speed, Aggressive & Distracted Driving Media Campaign**

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

**Total Investment: \$505,017.35**

▪ **Speed and Aggressive Driving Media Campaign – February 4 to 15, 2017**

PRTSC continued using the 2015 educational campaign *Si ellos pudieran detenerte, lo harían* (If they [your family] could pull you over, they would) 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.



Media Activity	
TV Ads	1,646
Radio Ads	588
Digital Ads (24/7 exposure)	7
Print Ads (½ pages)	14
Movie Theaters Ads	268
Achieved Impressions for target audience	17,925,448



▪ **Distractive Driving Campaign – April 4 to 10, 2017**

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 textead pagas* (U Drive, U Text, U Pay). The campaign ran simultaneously with the National Crackdown, and 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, digital networks, newspapers, and movie theaters.

Media Activity	
TV Ads	1,233
Radio Ads	503
Digital Ads (24/7 exposure)	8
Print Ads (½ pages)	11
Movie Theaters Ads	268
Achieved Impressions for target audience	6,505,937



17-12-07

Occupant Protection Media Campaign

Total Investment: \$405,320.95

▪ Seat Belt Usage Campaigns

Target Audience- men 16-24 and 25-36; 513,716 estimated

○ Seat Belt Mobilization – October 7 to 13, 2016

During the month of October PR TSC reproduced the 2016 educational campaign *Cuando usas el cinturón la vida continua...* (When using your seatbelt your life continues...) with the enforcement slogan *De día y de noche, si no te amarras pagas* (Day and 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.

Media Activity	
TV Ads	165
Radio Ads	696
Digital Ads (24/7 exposure)	7
Print Ads (½ pages)	10
Achieved Impressions for target audience	10,453,787

▪ **CIOT Campaign – May 15 to June 4, 2017**

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*. 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.



Media Activity	
TV Ads	752
Radio Ads	498
Digital Ads (24/7 exposure)	5
Print Ads (½ pages)	23
Achieved Impressions for target audience	11,292,415



▪ **Child Seat Campaign - Production - September 2017**

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

A new Media Campaign was produced on September with the educational slogan “¿Sabes si tu niño(a) viaja Seguro(a)?” which translated as *Do you know if your child travels safely?* An educational video as well as digital image were created. However, with hurricanes Irma and María landfall, media campaign could not be launched and it was postpone for November. Also, previous reproduced educational content continued to be handed out to law enforcement agents, fire stations, educators, Institutions and walk in public.

**3 DE CADA 5 ASIENTOS PROTECTORES ESTÁN MAL INSTALADOS**

¿Sabes si tu niño(a) viaja seguro(a)?

Desmonta los errores más comunes que cometen los padres al instalar un asiento protector:

- ❌ Está mal instalado si no es apropiado para su peso. ¡No! Un asiento protector que los lleva en posición en el piso de tu hijo(a) es un error. Solo se debe utilizar el dispositivo de manera adecuada en el vehículo (sujeción, posición, inclinación y altura de los pies).
- ❌ Está mal instalado si está colocado al lado equivocado. ¡No! Un asiento protector debe estar siempre colocado al lado contrario al del lado del conductor. ¡No! No se debe utilizar un asiento protector al lado del conductor.
- ❌ Está mal instalado si está apinado. ¡No! El espacio entre el asiento protector y el asiento del vehículo debe ser de 1 pulgada o menos.
- ❌ Está mal instalado si tiene juguetes. ¡No! No se debe utilizar un asiento protector con juguetes. Los juguetes pueden distraer al niño(a) y afectar su capacidad de reacción.
- ❌ Está mal instalado si está suelto. ¡No! El asiento protector debe estar bien sujeto al asiento del vehículo.

Si de todas formas te surge alguna duda, acude a una oficina de tránsito.

El más importante es usar los cinturones. ¡Siempre! ¡Nunca! ¡Nunca! ¡Nunca! ¡Nunca! ¡Nunca! ¡Nunca! ¡Nunca! ¡Nunca! ¡Nunca!

¿Sabes si tu niño(a) viaja seguro(a)?

¡Seguridad en el tránsito!

COMISIÓN PARA LA SEGURIDAD EN EL TRÁNSITO GOBIERNO DE PUERTO RICO

17-12-10

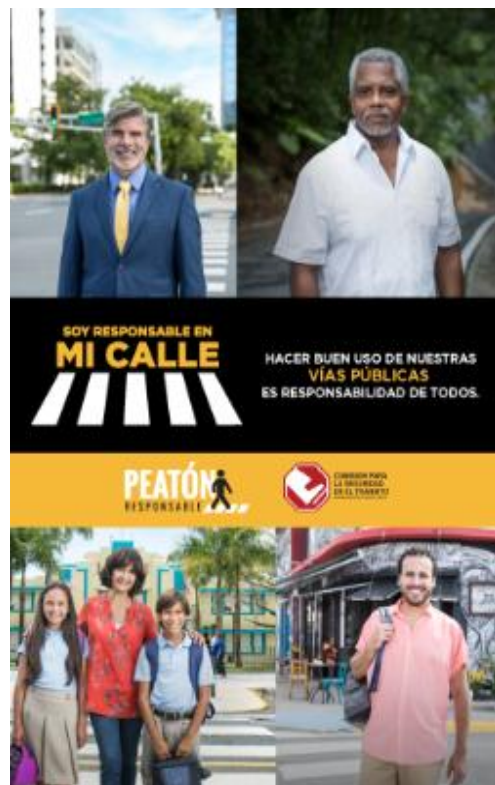
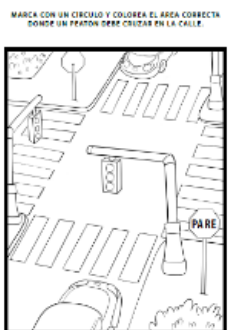
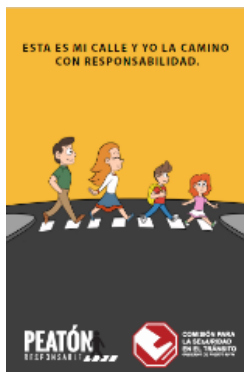
**Non-Occupant Protection Media Campaign**

**Total Investment: \$393,019.41**

▪ **Pedestrian Safety Campaign – August 22 - 28, 2017.**

For the first time in PRTSC history a full educational campaign with all media pieces was created during the month of August. The educational campaign featured was *Soy responsable en mi calle* (I'm [a pedestrian] Responsible in my Streets) with the reinforcement of *Peatón Responsable* (Responsible Pedestrian) slogan. Media campaign launched on TV, radio, and digital networks, newspapers, OOH Bus Shelters, and movie theaters. Also, all produced educational content, including an 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.

Media Activity	
TV Ads	752
Radio Ads	661
Digital Ads (24/7 exposure)	9
Print Ads (½ pages)	23
OOH Ads – Bus Shelters	45
Movie Theaters Ads	288
Achieved Impressions for target audience	2,652,043



▪ **Bicyclists Safety Campaign – May 1 - 7, 2017**



PRTSC digital the slogan of the slogan of Mucha Vida (In 3 feet there’s much life). The educational effort was focused on alerting the public of the safety measures for bicyclists. Also, a social media campaign ran on digital networks. Other reproduced educational content was handed out to youth educators, Institutions and walk in public.

Clicks	12,129
Achieved Impressions for target audience	1,548,770

relaunched a campaign under En 3 Pies Cabe



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

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.

Although the FY 2017 Plan of Action included efforts to increase assistance to the PESET, it could not be achieved as explained on Performance Goals, specifically on Increase recognition of the PRTSC educational messages by program area and its target market bullet. Though, previous reproduced educational content continued to be handed out to educators, Institutions and walk in public.




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17-12-12

**Motorcycle Safety Media Campaign**

**Total Investment: \$80,718.06**

- **Motorcycle Campaign – June 13 - 19, 2017.**

A new educational campaign with all media pieces was created during the month of August. The educational campaign featured was “Su Uso tiene una razón de ser” (Its use has a reason to be) with the re-enforcement of “Motociclista Seguro” (Safe Motorcyclist) slogan.

Media campaign launched on radio, digital networks, newspapers. Also, all produced educational content was handed out to law enforcement agents, educators, Institutions and walk in public.



Media Activity	
Radio Ads	216
Digital Ads (24/7 exposure)	5
Print Ads (½ pages)	6
OOH Ads – Zoom Media	27
Achieved Impressions for target audience	1,305,142





17-12-12S

**Motorcycle Share the Road Media Campaign**

**Total Investment: \$19,571.11**

▪ **Motorcycle Share the Road Campaign – June 20, 2017.**

The educational campaign Motorcycle Share the Road (Motorcycle Share the Road) was supplement and support for the Motorcycle Campaign. The message; it is especially important that motorists understand the safety challenges faced by motorcyclists, such as size and visibility, and motorcycle driving practices. Also, motorcyclists must also obey the laws and rules of the road. Media campaign launched digital networks, and social media.

Media Activity	
Clicks	5,682
Achieved Impressions for target audience	1,257,960



*Impressions Effect on PRTSC 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.

Impressions*	
Thanksgiving Crackdown	16,693,552
Christmas Crackdown	15,964,017
Easter Crackdown	1,723,551
Summer Crackdown	4,505,366
Labor Day Crackdown	2,652,043
Speed and Aggressive Driving Campaign	17,925,448
Distractive Campaign	6,505,937
National Seat Belt Mobilization	10,453,787
Seat Belt Campaign	11,292,415
Pedestrian Safety Campaign	2,652,043
Bicyclists Safety Campaign	1,548,770
Motorcycle Safety Campaign	1,305,142
Motorcycle Share the Road Campaign	1,527,960
Audience Impressions Achieved	94,750,031
* Source: Arteaga & Arteaga Advertising Agency and KOI Americas, LLC	



TELEMUNDO



*Fiscal Review*

Project Number	Project Name	Agency	Obligation Funds	Expended	Unexpended Balances
17-12-01	ID MEDIA CAMPAIGN - 1201	PRTSC	1,000,000.00	882,781.06	117,218.94
17-12-02	YOUTH ID MEDIA CAMPAIGN - 1202	PRTSC	50,000.00	24,471.34	25,528.66
17-12-03	SPEED, AGGRESSIVE AND DISTRACTIVE PM - 1203	PRTSC	262,631.00	262,631.00	-
17-12-03	SPEED, AGGRESSIVE AND DISTRACTIVE PM - 1203	PRTSC	177,986.65	172,816.32	5,170.33
17-12-03	SPEED, AGGRESSIVE AND DISTRACTIVE PM - 1203	PRTSC	70,509.03	69,570.03	939.00
17-12-07	PM OCCUPANT PROTECTION - 1207	PRTSC	207,700.00	207,114.80	585.20
17-12-07	PM OCCUPANT PROTECTION - 1207	PRTSC	260,000.00	198,206.15	61,793.85
17-12-10	PM PEDESTRIAN - 1210	PRTSC	86,140.00	85,150.00	990.00
17-12-10	PM PEDESTRIAN - 1210	PRTSC	224,160.00	224,160.00	-
17-12-10	PM PEDESTRIAN - 1210	PRTSC	112,500.00	83,709.41	28,790.59
17-12-12	MC STR MEDIA CAMPAIGN - 1212	PRTSC	112,000.00	80,718.06	31,281.94
17-12-12S	MC STR MEDIA CAMPAIGN - 1212	PRTSC	19,571.11	19,571.11	-
<b>Total 12 - Media</b>			<b>\$ 2,583,197.79</b>	<b>\$ 2,310,899.28</b>	<b>\$ 272,298.51</b>

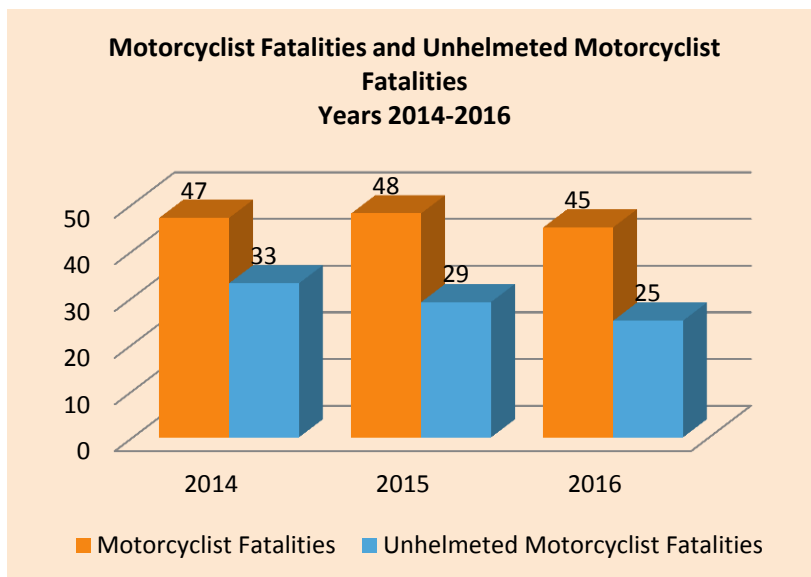
## Motorcycle Safety

### 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 2016, it showed a decrease, from 48 in 2015 to 45 reported in 2016.

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 unhelmeted motorcyclist fatalities from 29 in 2015 to 25 in 2016.

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 Goals

- To decrease motorcycle fatalities 6 percent from the 2014 calendar year of 47 to 44 by December 31, 2017. – *PRTSC did not meet the 2016 goal, with decrease motorcycle fatalities from 48 in 2015 to 45 in 2016. Preliminary data for 2017 report a total of 25 motorcycle fatalities.*
- To decrease motorcyclist injury crashes 5 percent from the 2014 calendar year of 971 to 920 by December 31, 2017. - *PRTSC met the 2016 goal, with decrease motorcyclist injury crashes from 1,063 in 2015 to 896 in 2016. Preliminary data for 2017 is not available at this time.*
- To decrease unhelmeted motorcyclist fatalities 24 percent from the 2014 calendar year of 33 to 24 by December 31, 2017. – *PRTSC did not meet the 2016 goal, with decrease unhelmeted motorcyclist fatalities from 29 in 2015 to 25 in 2016. Preliminary data for 2017 report a total of 11 unhelmeted motorcyclist fatalities.*

*Projects*

**17-13-06**

**Motorcycle Safety Coordinator**

Enforcement in motorcycle laws has been directed mostly on helmet and proper gear use, and on 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, as a result 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.
- 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 have to be licensed, but they don’t need the Motorcycle endorsement that 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 have to be distributed island wide. Also, impaired riding and share the road brochures focused on both, drivers and motorcyclists, have to be distributed island wide.

*Fiscal Review*

Project Number	Project Name	Agency	Obligation Funds	Expended	Unexpended Balances
17-13-06	MOTORCYCLE SAFETY COORDINATOR - 1306	PRTSC	41,524.80	30,439.40	11,085.40
<b>Total 13 - Motorcycle Safety</b>			<b>\$ 41,524.80</b>	<b>\$ 30,439.40</b>	<b>\$ 11,085.40</b>

## 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 2017 realized in Puerto Rico showed that 93.8% and only 44.1% use it while driving. For those who did use their cellular phones while driving, 28.5% use it “always” or “almost always”. Almost half of the participants (48.3%) use it “sometimes”, while 22.2% use it “rarely”. Of the participants that did use their cell phone while driving, a little more than three quarters (76.3%) use it to make or receives calls while driving “very often” or “sometimes”. The remaining 23.7% use it “almost never” or “never” for those purposes. In terms of the use of cell phones for sending or receiving text messages, 65.7% of the participants indicated that they “never” or “rarely” use their phones for those purposes while driving. However, 15.5% of the participants reported that they use their phones for text messages “always” or “almost always”, while almost two out of ten (18.8%) use it sometimes.

Almost 9 out of 10 participants (89.4%) think they are at risk when they use their cell phones while driving. The majority of the participants (87.4%) 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 48.6% of them. 9 out of 10 participants “always” or “almost always” use these hands-free devices, while 4.4% 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 47,217 citations were issued for violations to this Law from January to September 2016; also the Municipal Police Corps issued a total of 7,613 citations during 2017.

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 cognitive 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 Goals*

- To decrease the percentage of people that reported making cell phone calls while driving from 71% on 2015 to 65% in 2017. – Objective achieved; the PRTSC Study 2017 reported, only 44.1% of participants admit use cell phones while driving.
- To educate the public through mass media efforts containing information about the dangers of texting or using a cell phone while driving – Objective achieved; total achieved impressions for target audience was 6,505,937.
- To coordinate a national law enforcement mobilization targeting distracted drivers. – Objective achieved; a National Mobilization was carried out during April 3 - 12, 2017, between the hours of 6:00 a.m. to 6:00 pm with the participation of 22 Municipal Police Corps and the State Police.

*Projects*

**17-14-03**

**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.

**17-14-02**

**Distracted Driving Surveys**

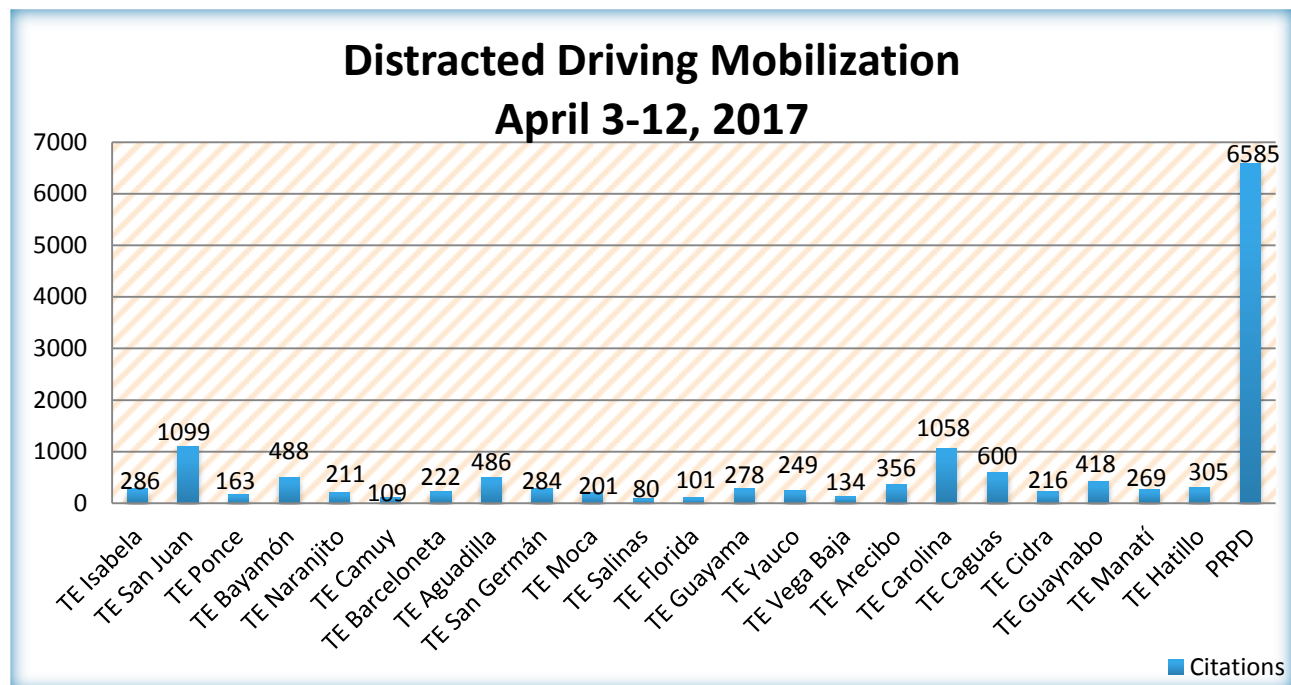
During FY 2017, PRTSC hired a specialist to conduct a study to better understand driving habits in Puerto Rico and also, measure the effectiveness of media campaigns on several issues, and for this program distractive driving. A total of 500 person to person interviews were conducted among licensed drivers, 16 years of age or older, with an active driver’s license.

The most significant findings revealed that the greatest concerns expressed by interviewees are the use of Road Safety, Distracted Driving and Cell Phone Usage. A total of 93.8% of all participants owned cell phones, and of those, 44.1% admitted to use their cell phone while driving, 6.8% 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, 65.7% of the participants indicated that they “never” or “rarely use their phones for those purposes while driving. On the other hand, about 67.6% of all participants remember 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, the majority of the participants (98.8%) understand that driving and talking on a cell phone without a hands-free device in Puerto Rico is illegal. 99.6% also understand that driving and texting is illegal.

17-14-XX

**Distracted Driving Mobilizations**

The Distracted Driving National Campaign was held From April 3-12, 2017. PRTSC granted funds for overtime hours to State Police and to 22 Municipal Police Corps. During this mobilization, HVE and preventive patrol were increased in order 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 22 Municipal Police Corps during this mobilization was 14,198. See table below:



*Fiscal Review*

Project Number	Project Name	Agency	Obligation Funds	Expended	Unexpended Balances
17-14-02	DD MEDIA SURVEY - 1402	PRTSC	8,000.00	7,000.00	1,000.00
17-14-03	DISTRACTIVE COORDINATOR - 1403	PRTSC	7,747.00	6,937.79	809.21
17-14-10	TE DD GUAYAMA - 1410	GUAYAMA	3,166.20	2,931.98	234.22
17-14-11	TE DD GUAYNABO - 1411	GUAYNABO	8,366.16	7,983.62	382.54
17-14-13	TE DD HATILLO 1413	HATILLO	2,715.65	2,714.09	1.56
17-14-14	TE DD CAGUAS - 1414	CAGUAS	9,903.32	9,576.20	327.12
17-14-15	TE DD CAROLINA - 1415	CAROLINA	13,323.00	9,326.48	3,996.52
17-14-16	TE DD NARANJITO - 1416	NARANJITO	3,166.53	2,106.14	1,060.39
17-14-17	TE DD SAN JUAN - 1417	SAN JUAN	8,185.30	7,663.28	522.02
17-14-18	TE DD MANATI - 1418	MANATI	5,000.00	3,400.20	1,599.80
17-14-19	TE DD BAYAMON - 1419	BAYAMON	7,655.92	6,688.30	967.62
17-14-20	TE DD PRPD - 1420	PRPD	110,000.00	104,294.95	5,705.05
17-14-21	TE DD YAUCO - 1421	YAUCO	3,341.27	3,341.27	-
17-14-22	TE DD Ponce - 1422	PONCE	3,008.60	2,122.70	885.90
17-14-23	TE DD BARCELONETA - 1423	BARCELONETA	3,428.05	3,410.82	17.23
17-14-24	TE DD SAN GERMAN - 1424	SAN GERMAN	3,612.84	3,375.38	237.46
17-14-26	TE DD ARECIBO - 1426	ARECIBO	5,426.85	4,949.76	477.09
17-14-27	TE DD MOCA - 1427	MOCA	2,851.88	2,851.88	-
17-14-32	TE DD AGUADILLA - 1432	AGUADILLA	10,482.03	8,319.29	2,162.74
17-14-33	TE DD CAMUY - 1433	CAMUY	2,428.68	1,700.05	728.63
17-14-34	TE DD VEGA BAJA - 1434	VEGA BAJA	2,330.64	1,631.45	699.19
17-14-35	TE DD ISABELA - 1435	ISABELA	4,921.98	3,813.79	1,108.19
17-14-36	TE DD SALINAS - 1436	SALINAS	2,044.35	1,319.59	724.76
17-14-37	TE DD CIDRA - 1437	CIDRA	2,831.56	2,532.32	299.24
17-14-38	TE DD FLORIDA - 1438	FLORIDA	3,392.42	1,739.27	1,653.15
<b>Total 14 - Distracted Driving</b>			<b>\$ 237,330.23</b>	<b>\$ 211,730.60</b>	<b>\$ 25,599.63</b>

Financial Summary Fiscal Year 2017

GRANT	Current Funds 2017	Carry Forward Funds from 2016	Total 2017	Expended 2017	Reprogrammed to 2018	% expended
NHTSA 402	-	2,101,150.35	2,101,150.35	1,906,099.43	195,050.92	91%
FAST ACT NHTSA 402	2,454,632.26	-	2,454,632.26	1,163,280.79	1,291,351.47	47%
FAST ACT 405B HIGH	377,927.90	-	377,927.90	133,423.89	244,504.01	35%
FAST ACT 405C DATA	413,988.31	-	413,988.31	-	413,988.31	0%
FAST ACT 405D ID MID	1,481,834.14	-	1,481,834.14	-	1,481,834.14	0%
FAST ACT 405E DD	138,237.01	-	138,237.01	69,570.03	68,666.98	50%
FAST ACT 405F MC	45,512.53	-	45,512.53	-	45,512.53	0%
FAST ACT 405H	299,285.27	-	299,285.27	83,709.41	215,575.86	28%
154Transfer Funds-AL	842,494.00	2,080,834.45	2,923,328.45	671,738.04	2,251,590.41	23%
154Transfer Funds-HE	-	2,054,850.66	2,054,850.66	1,209,341.46	845,509.20	59%
164Transfer Funds-AL	842,494.00	2,171,984.78	3,014,478.78	33,630.82	2,980,847.96	1%
164Transfer Funds-HE	-	1,225,428.22	1,225,428.22	98,865.64	1,126,562.58	8%
408 Data Program	-	101,996.93	101,996.93	-	101,996.93	0%
410 High Fatality Rate	-	989,488.68	989,488.68	-	989,488.68	0%
410 High Visibility	-	100,408.67	100,408.67	-	100,408.67	0%
2010 Motorcycle Safety	-	19,571.11	19,571.11	19,571.11	-	100%
MAP21 405b OP Low	-	128,291.14	128,291.14	93,749.68	34,541.46	73%
MAP21 405b OP High	-	174,876.65	174,876.65	150,044.42	24,832.23	86%
MAP21 405c data	-	1,778,943.44	1,778,943.44	630,506.29	1,148,437.15	35%
MAP21 405d ID Mid	-	5,378,136.30	5,378,136.30	1,561,057.42	3,817,078.88	29%
MAP21 405f MC	-	137,915.37	137,915.37	80,718.06	57,197.31	59%
<b>Total</b>	<b>\$ 6,896,405.42</b>	<b>\$18,443,876.75</b>	<b>\$ 25,340,282.17</b>	<b>\$ 7,905,306.49</b>	<b>\$ 17,434,975.68</b>	<b>31%</b>

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