

Puerto Rico Traffic Safety Commission
Government of Puerto Rico



Puerto Rico Annual Report FY 2019



Hon. Wanda Vázquez Garced
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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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 Wanda Vázquez Garced, 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.

Another year has passed, and great challenges were overcome. The results of our continuous efforts are showing off and we can not be more proud of ourselves. Even though we know a lot has been done, there is so much more to do to keep saving lives in our streets. For all the Puerto Rico's Traffic Safety Commission employees, and for myself as its executive director, it is imperative to keep working hard towards our goal of zero deaths in our roads due to the misbehavior of people who do not follow traffic safety laws.

To uplift the chances of reaching every user of our roads, we keep working with our Impaired Driving and Youth impaired Driving Media Campaigns, both to educate drivers not to drink alcohol and drive. We also have the so important campaigns about distractive driving and speed and aggressive driving, as well as the Occupant Protection Media Campaign to increase the use of seat belt and child passenger safety. The Non-Occupant Protection Media Campaign is focus in pedestrian and bicyclist safety, including the *Parque Educativo de Seguridad en el Tránsito (PESET)*, to educate children and young adults about traffic safety. Finally, the Motorcycle Safety Media Campaign to reduce motorcyclist fatalities by promoting the proper use of suitable clothing before riding a motorcycle and the Motorcycle Share the Road Media Campaign to raise awareness of the importance of sharing the road between drivers and motorcyclists. It is our daily task the prevention and education using all media outlets available to deliver the message of road safety to all Puerto Ricans, ensuring that people understand its importance.

Continuing with our mission to prevent and reduce fatalities, injuries and property damage caused by traffic crashes, a work plan was drawn up by both, Planning and Communications areas to maximize the strategies to reach the target audiences presented in each of our media projects. This plan also integrated partnerships with the private sector and nonprofit corporations to create a much bigger impact and to be able to spread the message of traffic safety in different scenarios. Also, we continued our collaboration with the Puerto Rico Police Department and Municipal Police all around Puerto Rico and kept doing the hard work that has been done by our Community Programs and *FIESTA* Projects. These combinations of efforts reached a decrease in total traffic when comparing the results with the 2018 fatalities report.

Advertising efforts were also part of PRTSC's strategies to get our educational messages in national and regional media, cinemas and social media networks to increase the reach to our target audiences. Also, we add a new digital strategy that helped us buy, through our advertising agency, better digital spots in social networks and web pages where our target audiences have

more presence. To maximize the outreach effort, the public relations area coordinated different media tours throughout the year where I served as the official spokesperson and where I had the opportunity to provide updated information with the statistics that the PRTSC works daily, helping to clarify the questions of the journalists and guide the citizens to a new attitude towards road safety.

There is no doubt that 2019 was a year of many challenges, but it was also a year of accomplishments. Teamwork was a key factor for us to be able to educate as many people as we could about traffic safety, and we are proud to say that we have saved the lives of all of those we encourage to do well in our streets. We will continue our hard work to see the Puerto Rico's Traffic Safety Commission's vision and mission accomplished. We all deserve safe streets; we all deserve to walk and ride in safer roads.

Preface

This report is for the Federal Fiscal Year 2019 from October 1, 2018, through September 30, 2019. It contains a variety of crash data statistical references. The latest crash data currently available from the NHTSA FARS database (Fatality Analysis Reporting System) is the calendar year 2018. The latest crash/fatalities data available from the State of Puerto Rico crash database is the calendar year 2018. 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

Since the creation of Puerto Rico’s Traffic Safety Commission (PRTSC) back in 1972, this government entity has been doing efforts to save lives by creating educational campaigns to promote traffic safety and reduce injuries and fatalities due to bad behavior when using our public streets. These campaigns are developed strategically for every program individually, each and everyone of them with their own target audience.

These efforts and priorities have been made to maximize the chances of reaching every user of our roads, and includes the following:

- ✧ **Impaired Driving Media Campaign**
 - Focus on the importance alcohol related traffic issues
- ✧ **Youth Impaired Driving Media Campaign**
 - Educational efforts regarding alcohol consumption of young people
- ✧ **Distracted Driving Media Campaign**
 - Creates awareness of distracted driving and its consequences
- ✧ **Speed and Aggressive Media Campaign**
 - Reduce fatalities caused by speeding and aggressive driving
- ✧ **Occupant Protection Media Campaign**
 - Increase the use of seat belt and child passenger safety
- ✧ **Non-Occupant Protection Media Campaign**
 - Pedestrian and bicyclist safety
 - *Parque Educativo de Seguridad en el Tránsito (PESET)*, to educate children and young adults about traffic safety
- ✧ **Motorcycle Safety Media Campaign**
 - Reduce motorcyclist fatalities by promoting the proper use of suitable clothing before riding a motorcycle
- ✧ **Motorcycle Share the Road Media Campaign**
 - Raise awareness of the importance of sharing the road between drivers and motorcyclists
- ✧ **Up-to-date share of traffic fatalities data.**
- ✧ **P&E on road safety issues, traffic crash prevention and enforcement.**
- ✧ **Alliances and community programs to strengthen highway safety prevention.**

Even though the PRTSC has been doing its part to save as many lives as possible, the results presented on this Annual are a combination of active support of the Puerto Rico Police

Department, municipal police, and other road safety partners that believe in our mission and do their part to reduce traffic crashes and deaths.

It is well known by Puerto Ricans that our roads are very busy with heavy traffic, especially in rush hours. On average, 200,000 traffic crashes occur every year, which means that there is a lot more to be done to educate people about traffic safety for them to be aware whenever they decide to use our streets. It is imperative to work as a team and enhance Puerto Rico's Traffic Safety Commission media campaigns and alliances to improve driver's behavior and to reduce to zero the number of fatalities due to traffic crashes. The goal is to save as many lives as possible, and that can only happen if there is support of every component of society.

Legislative Update

Law No. 220 – September 17, 2018: To amend Articles 22.02 and 23.08 of Law 22-2000, as amended, known as the "Puerto Rico Vehicles and Transit Law", in order to establish at fifteen (15) dollars the payment of an administrative fine for not paying the amount of the Auto Expreso toll; and for other related purposes.

Law No. 279 – December 29, 2018: To add a section (21) in subsection (c) of Article 2.25 of Law 22-2000, as amended, known as the "Puerto Rico Vehicles and Transit Law," to allow persons with chronic epilepsy to be among those who are authorized to park in areas designated for persons with disabilities.

Law No. 280 – December 29, 2018: To amend Article 13.03 of Law 22-2000, as amended, known as the "Puerto Rico Vehicles and Transit Law"; for purposes of eliminating the requirement for certification of proper installation of protective seats; directing the Fire Department and the Commission for Traffic Safety to make available to the citizenry certified technicians throughout the island who can provide guidance on the proper use and installation of protective seats; urging the citizenry to receive guidance to ensure proper installation and use of seats; making technical amendments; and for other related purposes.

Law No. 24 – May 15, 2019: To amend Article 3.13 of Law 22-2000, as amended, known as the "Puerto Rico Vehicles and Transit Law," to include in the statute that the persons with Autistic Spectrum Disorder or Down Syndrome may request the Secretary of the Puerto Rico Department of Transportation and Public Works to have their condition included in the driver's license.

Law No. 25 – May 16, 2019: To amend Article 3.14, sub-paragraph (5) of subsection (b) of Article 7.04, and Article 7.09 of Law 22-2000, as amended, known as the "Puerto Rico Vehicles and Transit Law," in order to increase the applicable time period for the driver's license to expire, add criteria for law enforcement officers to have additional tools in intervening with a driver who is under the effects of intoxicating beverages and/or controlled substances; and for other related purposes.

Law No. 124 – August 1, 2019: To amend Article 3.25 of Law 22-2000, as amended, better known as the "Puerto Rico Vehicle and Transit Law," in order to clarify the language and temper it to the existing legal reality regarding registration to the U.S. Selective Service System; and for other related purposes.

Law No. 134 – August 1, 2019: To establish various incentives in order to accelerated payment of fines issued and thus registered to driver's licenses and license plates, for infractions including

interest, surcharges and penalties; to repeal the current Article 23.06 and add a new Article 23.06 to Law 22-2000, as amended, known as the "Ley de Vehículos y Tránsito de Puerto Rico", for the purpose of establishing the rules applicable to payment plans and incentives for debts on license plates and driver's licenses respectively; to amend Article 3.23 of Law 22-2000, as amended, on illegal acts and penalties; to amend Article 3.14 of Law 22-2000, as amended, on the process of renewal of expired driver's licenses; and for other related purpose.

Traffic Safety Core Performance Measures

FY 2019 Annual Report					
Performance Report on All Measure					
NHTSA Core Performance Measures	Target period (Performance Target)	Performance Target from FY 2019 HSP	Current Final 2018 (NHTSA FARS database)	Status (As of December 27, 2019)	Comments
C-1) Traffic Fatalities (FARS)	5 Year	272	298	276	Target not met: YTD, there were 4 more traffic fatalities that target established in FY 2019 HSP.
C-2) Number of Serious Traffic Injuries in traffic crashes (ACAA)*	5 Year	3,822	3,964	4,365	Target not met: YTD, there were 401 more serious injuries traffic crashes that target established in FY 2019 HSP.
C-3) Traffic Fatalities VMT (FARS & FHWA)	5 Year	1.79	Data Not Available	Data Not Available	Data is not available but PR is expecting to achieve the target.
C-4) Unrestrained Passenger Vehicle Occupant Fatalities	Annual	88	77	80	In Progress: The target set for the end 2019 is likely to be met.
C-5) Impaired Driving Fatalities	5 Year	86	101	45	In Progress: The target set for the end 2019 is likely to be met.
C- 6) Speeding-Related Fatalities	Annual	91	82	57	In Progress: The target set for the end 2019 is likely to be met.
C-7) Motorcyclist Fatalities	Annual	36	44	32	In Progress: In 2018, Puerto Rico had 44 motorcyclist fatalities. YTD, has 4 fewer motorcyclist fatalities than the target set; is likely to be met.
C-8) Unhelmeted Motorcyclist Fatalities	Annual	19	37	17	In Progress: YTD, has 2 fewer unhelmeted motorcyclist fatalities than the target set; is likely to be met.
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	Annual	28	31	20	In Progress: The target set for the end 2019 is likely to be met.
C-10) Pedestrian Fatalities	Annual	88	116	95	Target not met: In 2018, Puerto Rico had 116 pedestrian fatalities. YTD, there were 7 more pedestrian fatalities that target established in FY 2019 HSP.
C- 11) Bicyclist Fatalities	Annual	9	9	9	In Progress: The target set for the end 2019 is likely to be met.
C-12) Number of youth impaired driving fatalities	Annual	19	23	9	In Progress: The target set for the end 2019 is likely to be met.
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupant	Annual	89%	85%	88.3%	Target not met: In 2019, the seat belt use rate is 88.3%.
B-2) Percentage of people that reported making cell phone calls while driving	Annual	74%	67%	67%	Target met: In 2019, the percentage of people that reported making cell phone calls while driving is 67%.
B-3) Mean number of days from crash date to date crash report is entered into database	Annual	35%	4%	60%	Target met: In 2019, the mean number of days from crash date to date crash report is entered into database is 60%.

*Data provided by ACAA

Areas tracked but with no targets set

Grant Funded Activity Measures	2016	2017	2018	2019
Seat Belt Citations	46,214	59,219	21,801	31,364
DWI Arrests	2,600	2,657	2,103	1,922
Speeding Citations	11,865	24,088	13,743	23,666

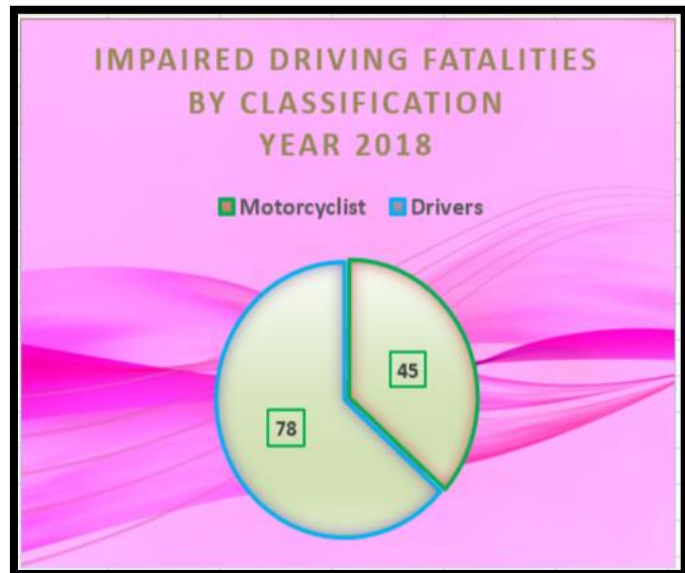
Alcohol Impaired Driving

Problem Statement

More than 3 million people died in 2016 as a result of alcohol use, according to the World Health Organization. In Puerto Rico for year 2018, 123 alcohol impaired driving fatalities occurred according to FARS.

FARS 2018 impaired driving data showed:

- * Prevalence of impaired driving among males was 92% and females 8%. An increase of 5.7% among males its observed when compared to 87% of 2017.
- * If age groups 25-36 and 37-49 are combined, they represented 53% of total alcohol impaired driving. However, if analyzed separately, age group 25-36 represented 32% of total impaired driving fatalities(1st), followed by age groups 37-49 with 21%. Baby boomers’ group is rising in fatalities as population is getting older, 50+ reported 28% of total impaired driving fatalities. Age group 16-24 comprised 19% of total impaired driving fatalities.
- * Day of the week analysis showed that Sunday reported most of the id fatalities with 42%, two times higher than Saturday which reported 21% and Friday with 14%. Weekends comprised 63% of total impaired driving fatalities which showed an increase of 6.8% when compare with 2017 weekends. Wednesday reported 11%, same as year 2017.
- * Nighttime (between 6:00pm-6:00am) accounted for 79% of total impaired driving fatalities, same as years 2017 and 2016.
- * 65 % of impaired drivers killed during the crash were unrestrained a decrease of 7% when compared to 2017.
- * 91% of impaired motorcyclists killed were un-helmeted at the time of the crash. This represents an increase of 42% when compare to 2017.
- * 46% of impaired driving fatalities showed a speeding contributing factor to the crash an 8% decrease from 2017.
- * Impaired driving fatalities are distributed very similar among all municipalities. Metropolitan areas such as San Juan, Bayamón, Carolina and Toa Baja are among the highest.
- * Impaired driving fatalities mainly occurred on tertiary roads with 39% followed by primary roads with 37% and secondary with 14%.



Impaired driving fatalities were reported in all the months of 2018. Some peaks are identified on the months of December 16%, July and November with 8%. Summer months comprised 27% of impaired driving fatalities.

Performance Target

- ✱ **To decrease the five-year moving average of the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above from 109 in 2015 to 86 in 2019.** – *Based on the latest crash data from NHTSA FARS database for the 5-year moving average 2014-2018, the target wasn't achieved; alcohol-impaired driving fatalities in 2014-2018 were 101 alcohol-impaired driving fatalities.*

Planned Activity

19-01-67

Victims Impact Panel

Year 2019 was the first year of the Project. Though it started slowly, project conducted 18 panels reaching 118 DWI offenders referred by the courts. Meetings were conducted in three major metropolitan areas: San Juan north and east, Mayagüez west and Ponce south west and center of the island. Lack of state funds has hindered project growth specifically regarding equipment, supplies and contracting a communications agency. To aid on that matter, for FY 2020 NHTSA approved a cost incurred reimbursement method.

Profile of DWI offenders who attend the panel during fiscal year 2019:

- ✱ 93% were male
- ✱ 39% were on age group 45-64 and 16% were 65 years old and older. Together it comprises 55% of total DWI offenders served.
- ✱ 43% have a fulltime job.
- ✱ At the time of the arrest, 54% had a BAC of .16% to .29%.
- ✱ 80% reported no damage at the time of the arrest followed by 12% of property damage reported.
- ✱ 38% reported this was their 2nd DWI conviction and 15% its 3rd DWI conviction. Three people reported a 6th DWI conviction and 1 its 8th DWI conviction.

19-01-75

Support for Victims of Drunk Drivers

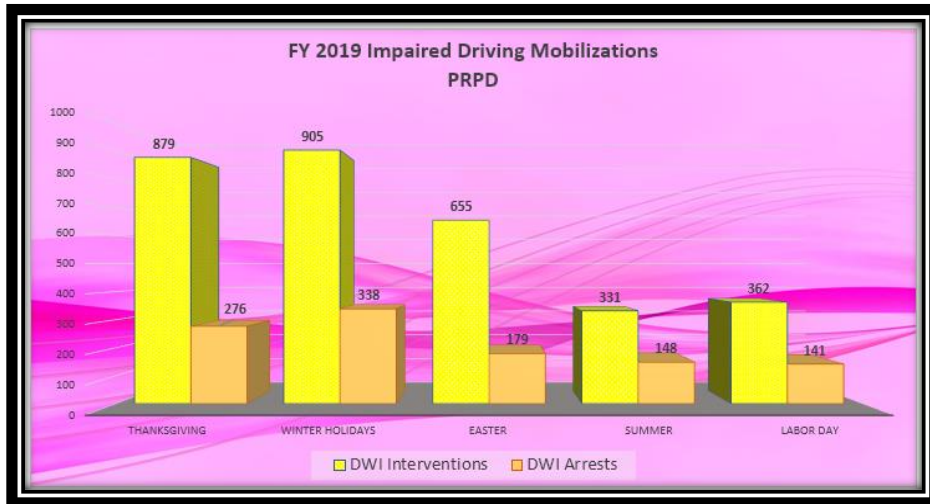
Not developed during FY 2019. Proponent didn't follow up on project proposal to meet the Fast Act requirements.

Not developed during FY 2019, no projects were submitted to the PRTSC.

19-01-01

Impaired Driving Overtime Enforcement & Equipment

Five Alcohol Impaired Driving Overtime Mobilizations were conducted during FY 2019 in coordination with the PRPD Traffic Bureau and several Municipal Police corps. Saturation patrols, overtime patrols and checkpoints were part of strategies coordinated by the PRTSC with PRPD Traffic Bureau and its 21 Units during high alcohol consumption periods detailed on the HSP 2019.



- * Thanksgiving - Mobilization was conducted from the 16 to the 26th of November 2018. This period is commonly known as the beginning of the winter holidays season. It consisted of 10 work nights in overtime from 6:00 PM to 6:00 AM. A total of 102 agents of the PRPD Traffic Bureau worked during the campaign. Participation seems low but there has been a reduction in active police officers in recent years, either by retirement or transferring to work in the United States. After evaluating the performance and subtracting the estimated time it takes to intervene and process the drunk drivers, on average it took 5.5 hours to arrest an impaired driver during the mobilization parameters.
- * Holidays/Christma - started on December 14, 2018 until January the 1st, 2019 the impaired driving Mobilization consisted of 18 nights, but the PPR worked 16 nights overtime from 6:00 PM to 6:00 AM. A total of 18 traffic units with 102 agents, same amount as Thanksgiving. After evaluating performance PRPD carried out a drunk driver arrest every 7.7 hours.
- * “Semana Santa” - (Easter Festivities/Spring Break) – Impaired Driving Overtime Mobilization of Easter Period 2019 consisted of 5 nights from 6:00 PM to 6:00 AM. A total of twenty-one traffic units and 116 officers worked. After reviewing and evaluating performance report, on average PRPD made an impaired driver arrest every 7.5 hours.
- * Summer- Mobilization started on July 12 until July 29, 2019. It consisted of 16 nights, the PRPD worked 15 nights, from 6:00 PM to 6:00 AM. A total of 16 traffic units with 84 agents

worked during the campaign. During July 2019, police agents had to work during the demonstrations and protests. People and property safety were priority and impaired driving campaign was affected. By executive order, all traffic agents had to work 12-hour shifts which prevented them from working hours in the mobilization. However, after evaluating performance PRPD made an impaired driving arrest every 6.9 hours.

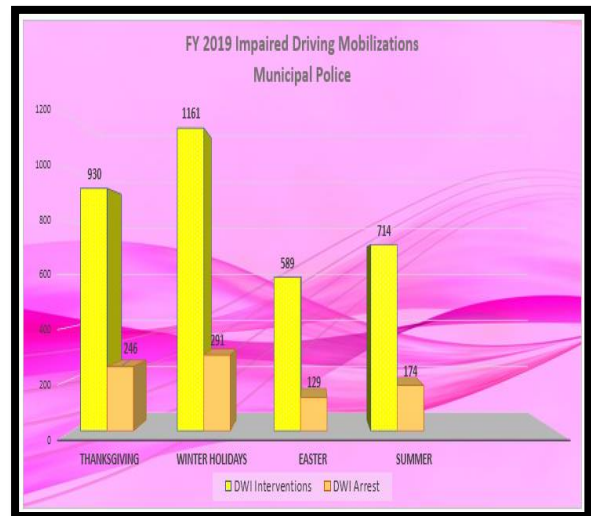
- * Labor Day - National Crackdown from 23rd of August to September 1st, 2019. Mobilization consisted of 9 nights from 6:00 PM to 6:00 AM. A total of 19 traffic units worked. Performance evaluation showed that PRPD made an impaired driving arrest every 4.8 hours. Only PRPD participated because municipalities couldn't payment within the fiscal year.

In addition, Project funded four (4) DWI Vans to be used exclusively during impaired driving roadblocks.



**19-01-XX
Impaired Driving Overtime Enforcement**

A total of 38 Municipal Police participated in four (4) impaired driving overtime mobilizations. A total of 840 impaired driving arrests were made.



**19-01-71
SFST Program Coordinator**

On its first year, the SFST Project has faced many setbacks due to the novelty and the number of agencies that are involved in the process of regulating and adopting it. This delay was anticipable

since in other states it has taken time to establish the SFST Program. Law changes, executive agencies with lack of funding and bureaucracy are some of the factors that had hinder SFST implementation. However, the SFST coordinator has remained active in working meetings for the regulation, integrating key agencies in the SFST Project such as: The Institute of Forensic Sciences, Laboratory of Alcohol Toxicology, Drunk Driver Processing Unit and Police Puerto Rico. In addition, he has remained in the revision of the curricula and materials of the Project to ensure the quality of the translation, its compliance with the laws and in the coordination of future training.

19-01-22

Impaired Driving Media Survey

The Survey to identify trends on driver’s behavior and habits in Puerto Rico, and to measure the effectiveness of media campaigns regarding driving under the influence of alcohol was conducted between August 22nd and September 16, 2019. A telephone survey was conducted to residents of Puerto Rico 16 years old and older with an active driver’s license. Sample was composed by 221 males and 279 females.

Findings:

- * 77% of participants of the survey reported driving their own vehicle every day.
- * On a typical weekday the median number of participants spend two hours driving.
- * 40% of respondents rated driving in Puerto Rico as “bad or very bad”.
- * Road conditions continues to be the main concerned for traffic safety, followed by distracted drivers, speeding and drunk drivers as the fifth concern.
- * 27.4% of participants informed they consumed alcoholic beverages 2 to 3 times a month.
- * 12.4% admitted having driven a motor vehicle after consuming alcohol during the past 30 days.
- * 67% of participants that respond knowing the BAC limits establish by traffic laws for people 21+ years old, had it right.
- * Only 14% of participants that respond knowing the BAC limits establish by traffic laws for people 18-20 years old, had it right.
- * 76% of participants perceived that in Puerto Rico is “very likely” or “likely” to get arrested for driving drunk.
- * 32.6% of survey participants respond having seen, read or heard of DWI police enforcement efforts and DWI media campaigns in the last 30 days.
- * 48.2% of participants recalled “some kind of message” as part of DWI media campaigns.
- * “Si guías borracho, serás arrestado” (a variant of *Guiar Borracho es un crimen, serás arrestado*, the official slogan) was the most remembered slogan with 30.6% and *Pasa la llave*, which is the youth impaired driving slogan, was the second one with 17.4%.
- * 66.6% of participants who recalled some kind of message ranked the DWI educational message as “very effective” and “effective”.

19-01-13

Impaired Driving Coordinator – PRTSC

PRTSC Impaired Driving Coordinator promoted impaired driving activities among PRPD, Municipal Police, and FIESTA Projects and other agencies and stakeholders. On mid-2019, another coordinator for the Program was appointed. Coordinators continued to have an active role among the SHSP committee and the impaired driving emphasis area. During 2019, meetings and webinars were attended to learn about GMSS database upgrades. Active collaboration was provided during Highway Safety Plan 2020 and 405 grants preparation. Meetings and trainings with PRPD and Municipal Police were conducted through the year; Operational plans for overtime campaigns were written, 48 performance reports were prepared for each mobilization worked. Overtime time sheets of municipal agents were revised with the Law Enforcement Liaisons (LEL) Project 26 proposals for FY 2020 were revised, rejected or recommended and technical assistance was provided to projects; 66 quarterly reports and 17 annual reports were evaluated and over 40 detailed plan changes. The coordinator worked closely with LEL and FP Manager to identify issues and decision making. Meetings and discussions were conducted with PRTSC Communications and Public Relations staff to aid in events coordination and impaired driving creative media design.

Active participation during public awareness campaigns were provided during *Sanse* 2019 campaign, Justas LAI, Auto Expo. On July 2019, Impaired Driving Coordinator participated of Conference All RISE 2019 in Maryland.



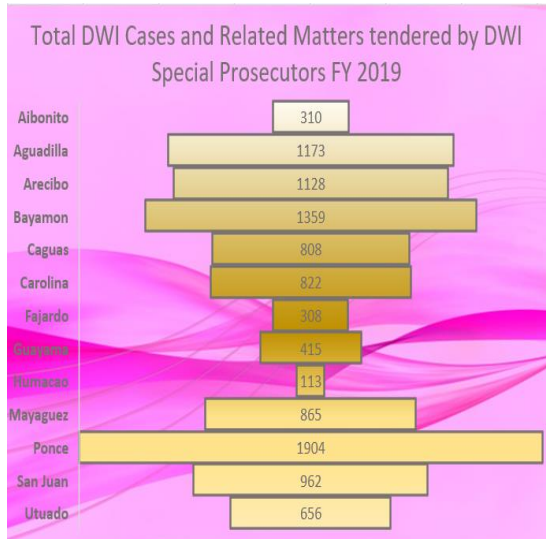
19-01-06

Puerto Rico Department of Justice-Impaired Driving Prosecution Unit

Year 2019 was the second of the Project and it expanded by hiring 7 more DWI special prosecutors totalizing 13 and 4 auxiliaries. A total of 10,823 cases were worked by prosecutors

on different stages of the DWI prosecution process. In addition, 13,242 tasks regarding DWI cases were conducted by the auxiliaries.

On November and December 2018, the Second DWI Specialized Academy for Prosecutors was conducted. At the end of last day, former Secretary of Justice, Governor Wanda Vázquez assigned the district units to the new DWI prosecutors.



TSRP & Project Director Rosaura González provided 15 trainings and seminars to state, municipal polices and other projects. Also, she attended to 20 conferences/trainings such TSRP Conference, All Rise 2019, GHTSA 2019 among others.



19-01-72

Puerto Rico Department of Health – Alcohol Toxicology Lab

This project began in March 2019. The alcohol toxicology laboratory for DWI cases has presented great difficulties for its full implementation. Bureaucratic processes, lack of economic resources within the Department of Health, specialized staff on sick and military licenses had hindered project full capacity. However, blood samples, chemical solutions, instruments calibration and courts expert testimony were performed.

PRTSC DWI Prevention Activities

1. PRTSC and its Community Programs conducted a Youth DWI awareness campaign during July 2019. Pubs and bars from twelve municipalities, from the southwest and north coastline, were visited to raise awareness among owners and workers of the law that prohibited selling alcohol to minors. Also, staff-oriented owners and workers about informing customers of alternative transportation after consuming alcoholic beverages. About 1,200 people were reached.
2. During the Labor Day Impaired Driving Campaign 2019, PRTSC participated in the Caribbean International Auto Expo at the Puerto Rico Convention Center. A DWI prevention and educational exhibit received all visitors and staff provided brochures and

information to mostly men between 18 to 70 years old almost 3 thousand people were reached.



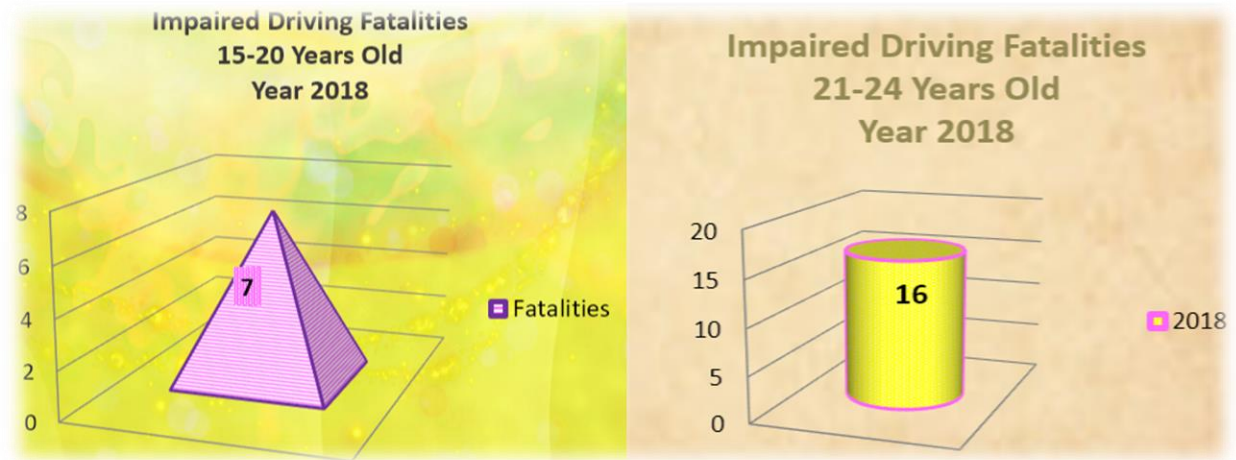
Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
19-01-01	DWI Patrol Unit - 0101	Pol de PR - 10	1,056,054.00	800,253.53	255,800.47
19-01-06	DWI Prosecutor Unit - 0106	Dep Justicia - 16	814,222.00	678,893.82	135,328.18
19-01-13	ID Coordinator - 0113	CST - 00	221,705.00	210,025.03	11,679.97
19-01-17	TE ID Isabela - 0117	Isabela - 84	6,790.23	5,260.75	1,529.48
19-01-17	TE ID Isabela - 0117	Isabela - 84	4,806.93	4,806.93	-
19-01-25	evaluation - 0125	CST - 00	15,000.00	15,000.00	-
19-01-27	TE ID Arecibo - 0127	Arecibo - 116	8,404.00	3,529.60	4,874.40
19-01-28	TE ID Bayamon - 0128	Bayamon - 011	16,405.86	14,888.02	1,517.84
19-01-36	TE ID Guaynabo - 0136	Guaynabo - 305	38,926.17	32,289.31	6,636.86
19-01-36	TE ID Guaynabo - 0136	Guaynabo - 305	14,459.37	14,459.37	-
19-01-43	TE ID Ponce - 0143	Ponce - 74	15,404.73	14,419.71	985.02
19-01-43	TE ID Ponce - 0143	Ponce - 74	4,133.76	4,133.76	-
19-01-45	TE ID Hatillo - 0145	Hatillo - 115	12,571.00	10,737.71	1,833.29
19-01-45	TE ID Hatillo - 0145	Hatillo - 115	5,412.00	5,412.00	-
19-01-47	TE ID San Juan - 0147	San Juan - 098	37,219.44	37,217.05	2.39
19-01-47	TE ID San Juan - 0147	San Juan - 098	8,199.03	8,199.03	-
19-01-48	TE ID San German - 0148	San German - 628	16,893.25	13,776.57	3,116.68
19-01-48	TE ID San German - 0148	San German - 628	5,853.86	5,853.86	-
19-01-52	TE ID Caguas - 0152	Caguas - 66	31,329.18	29,477.00	1,852.18
19-01-52	TE ID Caguas - 0152	Caguas - 66	12,101.40	12,101.40	-
19-01-53	TE ID Yauco - 0153	Yauco - 105	13,719.45	13,114.92	604.53
19-01-53	TE ID Yauco - 0153	Yauco - 105	6,448.30	6,448.30	-
19-01-65	TE ID Barceloneta - 0165	Barceloneta - 126	12,034.75	5,845.32	6,189.43
19-01-65	TE ID Barceloneta - 0165	Barceloneta - 126	4,383.73	4,383.73	-
19-01-67	Panel de Impacto a Victimas - 0167	ASSMCA - 122	162,358.94	15,039.30	147,319.64
19-01-69	TE ID Cidra - 0169	Cidra - 135	11,496.33	10,992.11	504.22
19-01-69	TE ID Cidra - 0169	Cidra - 135	2,487.51	2,487.51	-
19-01-71	SFST Coordinator - 0171	CST - 00	120,000.00	62,484.67	57,515.33
19-01-72	Alcohol Toxicology Lab - 0172	Depto Salud - 18	313,454.00	85,858.88	227,595.12
19-01-74	TE ID Vega Alta - 0174	Vega Alta - 54	10,017.27	2,630.37	7,386.90
Total 01 - Alcohol Impaired Driving			\$ 3,002,291.49	\$ 2,130,019.56	\$ 872,271.93

Youth Alcohol

Problem Statement

FARS data indicates there were 23 youth impaired driving fatalities for age group 16-24 years old during 2018. This represents an increase of 35% in comparison to 2017.



Alcohol consumption among teenagers and young adults are mostly based upon factors such as:

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

Alcohol consumption prevalence in Puerto Rico, as early as elementary school, and its deadly consequences, such as impaired driving, must continue to be address with creative ways to ensure the impaired driving prevention message is kept alive and current for youngsters and young adults.

When examining FARS 2018 data, we concluded:

- ✱ Prevalence of impaired driving among young males between 16-24 years of age was 83% a decrease of 10.7% compared to 93% of males on 2017.
- ✱ Sunday reported most youth impaired driving fatalities with 48%.
- ✱ Nighttime hours (between 6:00pm-6:00am) accounted for 87% of youth impaired driving fatalities.
- ✱ 100% of youth impaired driving fatalities were unrestrained, an increase of 9.8% compared to 91% on 2017.
- ✱ 100% of young impaired motorcyclists weren't wearing helmets at the time of the fatal crash.
- ✱ 8 out of the 12 months of the year reported a young impaired fatality; October reported most with 26% followed by September, November and December with 17% each.
- ✱ 70% of total youth impaired driving fatalities had a .08+ BAC.
- ✱ 74% reported a speeding factor; an increase of 1.4% when compared to 2017.

Performance Targets

- ✱ **To maintain youth impaired driving fatalities from the 2015 calendar year of 19 to 19 by December 31, 2019.** – *Based on the latest crash data from NHTSA FARS database for year 2018, the target wasn't achieved; youth impaired driving fatalities in 2018 were 23.*
- ✱ **To decrease the five-year moving average of the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above from 109 in 2015 to 86 in 2019.** – *Based on the latest crash data from NHTSA FARS database for the 5-year moving average 2014-2018, the target wasn't achieved; alcohol-impaired driving fatalities in 2014-2018 were 101 alcohol-impaired driving fatalities.*

Planned Activity

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

During 2019, PRSC had 9 FIESTA College Projects; reaching college campuses and youngsters island wide to educate and prevent about alcohol consumption and DWI. Main target of these projects are teenagers and college students from 15-24 years old. In addition, there is FIESTA Project that serves an alcohol and drug rehabilitation Program and its communities. Using a peer-to-peer approach, FIESTA Projects develop DWI awareness campaigns, distribute educational materials, provide orientations, conduct workshops, research and surveys related to alcohol

impaired driving. Also, projects conducted educational booths at Safety Fairs, Sports events and maintain an intense prevention and education presence on social media.

19-02-02

FIESTA – University of Puerto Rico- Río Piedras Campus

During 2019, this project directly reached approximately 25,300 young adults, mostly college students fluctuating between the ages of 17-25 years, through creative impaired driving awareness campaigns, researches, educational materials, newsletters, and exhibits. Also, a total of 97 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 118,000 people.



19-02-05

FIESTA- University of Puerto Rico-Mayagüez Campus

During 2019, this project reached directly approximately 15,000 young adults, mostly college students oscillating between the ages of 17-24 years. At least 400 activities were conducted, including informative emails and social media publications as part of impaired driving awareness campaigns, educational materials, art, theatre, sponsor socio-cultural (without alcohol) events such as Salsa Dance Night at the Student’s Hall, workshops and trainings. FIESTA-Mayagüez reached approximately 70,000 people indirectly through social media, campus web page, radio interviews, and massive events, such as: college sports rallies (before and during the *Justas LAI*) and impaired driving inspired art exhibits and bulletin boards through the Mayagüez Campus.



19-02-10

FIESTA- University of Puerto Rico-Cayey Campus

During 2019, project directly reached approximately 68,000 young adults, mostly college students fluctuating between the ages of 17-24 years, social media, Facebook, through impaired driving awareness campaigns, educational materials, and art exhibits. A total of 291 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 200,000 people indirectly.



19-02-16

FIESTA-Pontifical Catholic University of Puerto Rico

PCUPR is a private, non-profit university. During 2019, project FIESTA reached 50,000 young adults, mostly college students oscillating between the ages of 17-24 years, with impaired driving awareness campaigns and educational materials, designed and produced by FIESTA staff. This fiscal year Project produced and filmed four short videos and Caribbean Cinemas aired, one of them, free for a few weeks. Project conducted 271 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 84,000 people indirectly.

19-02-17

FIESTA- University of Puerto Rico-Utuado Campus

During 2019, project reached directly approximately 12,000 young adults, mostly college students fluctuating between the ages of 17-24 years, with impaired driving awareness campaigns, educational materials, and two safety fairs. A total of 324 educational activities including, workshops, trainings, safety fairs, drama scenes, social media campaigns/Face Book posts, rallies etc. Utuado reached about 36,000 people indirectly.

19-02-21

FIESTA- University of Puerto Rico- Aguadilla Campus

During 2019, project directly reached approximately 42,000 young adults, mostly college students ranging between the ages of 17-24 years. Approximately 313 educational activities were conducted; awareness campaigns, Face Book posts, educational materials, safety fairs, workshops and trainings related to impaired driving among college students. Also, safety fairs, an alcohol-free Karaoke night, and the distribution of educational material during spring break, summer, and *Justas LAI*. FIESTA-Aguadilla reached indirectly approximately 131,000 people through social media, educational tables, and safety walks and rallies.

19-02-14

FIESTA- University of Puerto Rico-Ponce Campus

During 2019, project directly reached approximately 46,800 young adults, mostly college students, fluctuating between the ages of 17-24 years. About 148 educational activities such as: impaired driving awareness campaigns, workshops, trainings, alcohol-free gathering, surveys, Face Book posts, theatre, safety fairs and *Justas LAI* alcohol and impaired driving awareness campaign. Ponce reached about 140,000 people indirectly.


19-02-25

FIESTA-PISTA – Ana G. Méndez University-Cupey Campus

UMET is a private, non-profit University. During 2019, project directly reached approximately 12,000 young adults, mostly college students ranging between the ages of 17-25 years. Approximately 332 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 36,000 people indirectly.

19-02-32

POLI-FIESTA- Polytechnic University

Polytechnic is a private, non-profit college. During fiscal year 2019 project directly reached approximately 7,000 young adults, mostly college students fluctuating between the ages of 17-26 years. Approximately 60 educational activities were conducted; impaired driving awareness campaigns, 121  posts, educational materials, spring break and *Justas LAI* impaired driving awareness campaigns, workshops, trainings, art exhibits, etc. POLI-FIESTA reached about 21,000 people indirectly.



19-02-15

FIESTA-Creativo

Hogar CREA, Inc. is a non-profit organization that offers drug and alcohol rehabilitation to people who voluntarily seek treatment or referred by the courts. FIESTA Promoters 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, visitors and surrounding communities in 6 districts throughout the island. During 2019, project developed 1,784 alcohol and impaired educational activities directly reaching 20,600 and indirectly 27,600.

19-02-29
FIESTA ACAA

Not developed during FY 2019, no project proposal was submitted to the PRSTSC.

PRSTSC Youth DWI Prevention Activities

1. Winter Holidays impaired driving awareness and prevention campaign was extended until mid-January 2019, targeting *Las Fiestas de la Calle San Sebastián (SANSE)*. With the slogan *No Seas Cabezudo, Si Bebes, Pasa la Llave*, Tico continued to spread his impaired driving prevention message. The big headed young guy or “cabezudo”, which is representative of a Puerto Rican tradition during festivals and cultural events, encourage people to have fun in a healthy way: “Don’t be a big head like me (he had injuries in his head and face), if you are going to drink, pass your keys! During la SANSE over 10,000 people were reached indirectly and 20,000 directly with two parallel events: one inside the subway for people heading to “la SANSE” at Old San Juan and another one at Cataño’s water terminal for people taking the boats to Old San Juan.



2. During Police Officers Commemorative Week on February 2019, the PRSTSC was invited to display an interactive exhibit to teach children, teenagers and young adults how alcohol impairs the abilities needed to drive a motor vehicle. For six days, on the first floor of Plaza Las América’s Mall, approximately 1,000 people took a drive, wearing the fatal vision goggles, on the roadster pedal kart. In addition, teenager DWI prevention tips were provided by FIESTA Projects and Community Programs personnel and an informative stand with educational brochures were distributed. At least, 5,000 people were reached.



3. On spring break 2019, a campaign was conducted before and during the *Justas Interuniversitarias*, the biggest college sports competition. Town squares, beaches, pep rallies, sporting and cultural events were visited by FIESTA projects, Community Programs and PRSTSC staff with its character *Tico*, 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 Ponce Justas. Over 15,500 college students and other people were reached during coordinated educational efforts between PRTSC and Projects FIESTA.

Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
19-02-02	fiesta UPR Rio Piedras - 0202	UPR Rio Piedras - 24	139,501.00	119,378.35	20,122.65
19-02-05	fiesta upr mayaguez - 0205	UPR Mayaguez - 26	77,403.00	47,470.60	29,932.40
19-02-10	fiesta cayey - 0210	UPR Cayey - 120	63,923.00	53,693.91	10,229.09
19-02-14	FIESTA upr ponce - 0214	UPR Ponce - 114	68,651.04	67,168.16	1,482.88
19-02-15	fiesta crea - 0215	hog. Crea - 129	72,437.00	72,396.16	40.84
19-02-16	Catolica Ponce - 0216	catolica ponce - 33	24,043.32	24,043.32	-
19-02-16	Catolica Ponce - 0216	catolica ponce - 33	75,217.68	66,688.31	8,529.37
19-02-17	UPR utuado - 0217	UPR Utuado - 23	63,496.00	45,622.52	17,873.48
19-02-21	fiesta upr aguadilla - 0221	UPR Aguadilla - 29	82,507.44	51,750.59	30,756.85
19-02-25	PISTA - 0225	UMET - 225	11,836.68	11,836.68	-
19-02-25	PISTA - 0225	UMET - 225	37,139.92	29,779.23	7,360.69
19-02-32	Fiesta Univ Politecnica - 0232	Univ Politecnica - 232	47,267.00	41,005.54	6,261.46
Total 02 - Youth Alcohol			\$ 763,423.08	\$ 630,833.37	\$ 132,589.71

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”.

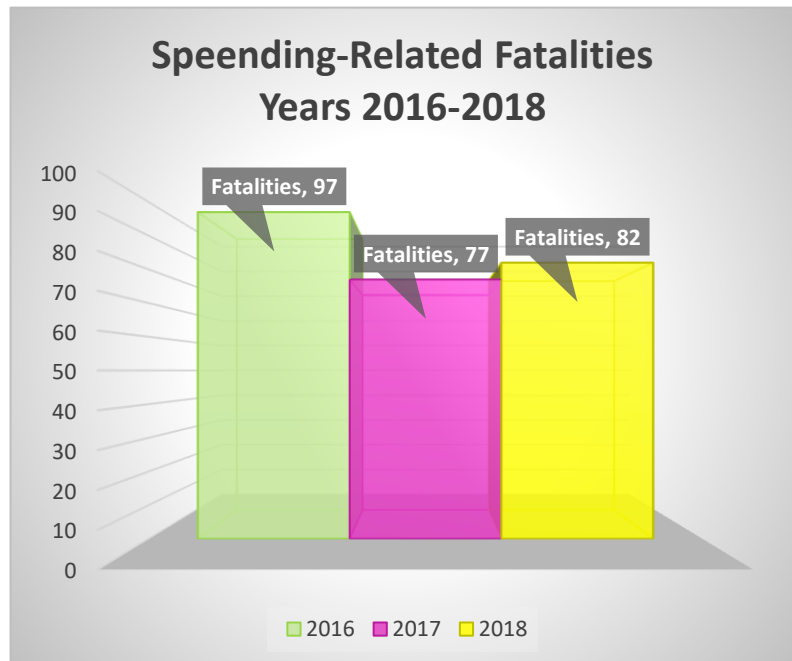
Speeding and aggressive driving continue to be a main traffic safety concern. In 2018, speeding was a major factor with 82 fatalities; equivalent to 27% of total fatalities reported. This reflects 5 fatalities more when compared to speed-related fatalities reported in 2017.

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

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

As part of these plans, during 2019, PRTSC’s Police Traffic Services Program granted funds to 31 Municipal Police Corps and the Puerto Rico Police Department (PRPD) to work in high visibility enforcement and overtime patrol with the purpose of intervening with drivers in violation of Law 22, emphasizing on speeding, alcohol impaired driving, and occupant protection enforcements. The payment of overtime hours has been an additional incentive for police officers committed to the application of law and safety maintenance on our roads.

Also, 8 trainings conducted by PRPD have provided 117 for state police officers and municipal officers with skills in patrol techniques, alcohol, and radar and photometer equipment, among others. In addition, PRTSC LEL’s and staff conducted 8 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
2015	131,138	7,544	6,165	130,937	4,315	66,571	403,472
2016	110,953	7821	6,189	145,512	2,489	67,795	361,325
2017	93,697	5,096	4,225	92,189	1,670	47,217	202,649
2018	113,163	6,854	5,876	124,134	2,388	63,941	250,474
2019*	62,129	3,354	2,877	61,929	1,424	33,543	

*Preliminary Data for 2019

Municipal Police Efforts

YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
2015	13,867	2,727	997	24,812	270	14,100	100,346
2016	5,338	2,620	723	13,423	73	6,855	Data Not Available
2017	8,332	3,571	929	12,342	114	8,635	41,040
2018	9,187	3,578	1,176	16,344	152	10,964	30,106
2019*	21,393	3,394	840	11,942	98	10,093	45,942

*Preliminary Data for 2019

Puerto Rico Police Department and Municipality Police have been demonstrating a decrease of traffic citations over the past years, which may be attributed to various factors. Due to Puerto Rico’s fiscal situation, many police officers have been forced to migrate to other parts of the world looking for better opportunities and better salaries to support their families, reducing the number of officers patrolling the streets. Outdated and lack of proper equipment to carry out traffic interventions is also a determining factor. Lastly, the police force has also suffered a reduction of personnel caused by the retirement of a considerable number of officers, and the difficulty the department has had to recruit new members due also to the high number of citizens migrating. The different municipalities have also the same problem recruiting Municipality Police Officers due to the fiscal situation of the government of Puerto Rico and the different municipalities.

Performance Target

- ✱ **To decrease the number of speeding-related fatalities 6.19 percent from the 2016 calendar base year of 97 to 91 by December 31, 2019.** – *Based on the latest crash data from NHTSA FARS database for year 2018, the PRTSC met this target; speeding-related fatalities in 2018 were 82. Good progress has been made in speeding-related fatalities; the target is likely to be met to 2019.*

Planned Activity

19-03-00

Speed and Aggressive Driving Media Survey

A survey was conducted between September 19 to October 11, 2019. 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:

- ✱ 71.0% of respondents admit to driving at the correct speed limit
- ✱ 14.0% admitted of rarely driving above the school zone speed limit
- ✱ 96.8% expressed they haven’t received a speeding ticket in the last 12 months
- ✱ 99.2% of respondents expressed they haven’t been involved in a speed related crash
- ✱ 49.2% of surveyed people indicated that is very unlikely to get a ticket if speeding
- ✱ 37.2% of respondents said that they have seen, read or heard anything about police officers giving speeding tickets.
- ✱ 75.7% did not remember seeing, reading or hearing any message of a campaign regarding driving above the speed limit on the roads of Puerto Rico.
- ✱ 28.2% of respondents, rate driving in Puerto Rico as “Very Bad”.
- ✱ 8% of respondents, rated driving in Puerto Rico as “Very Good”.

19-03-XX

Speed Enforcement Equipment and Mobilization

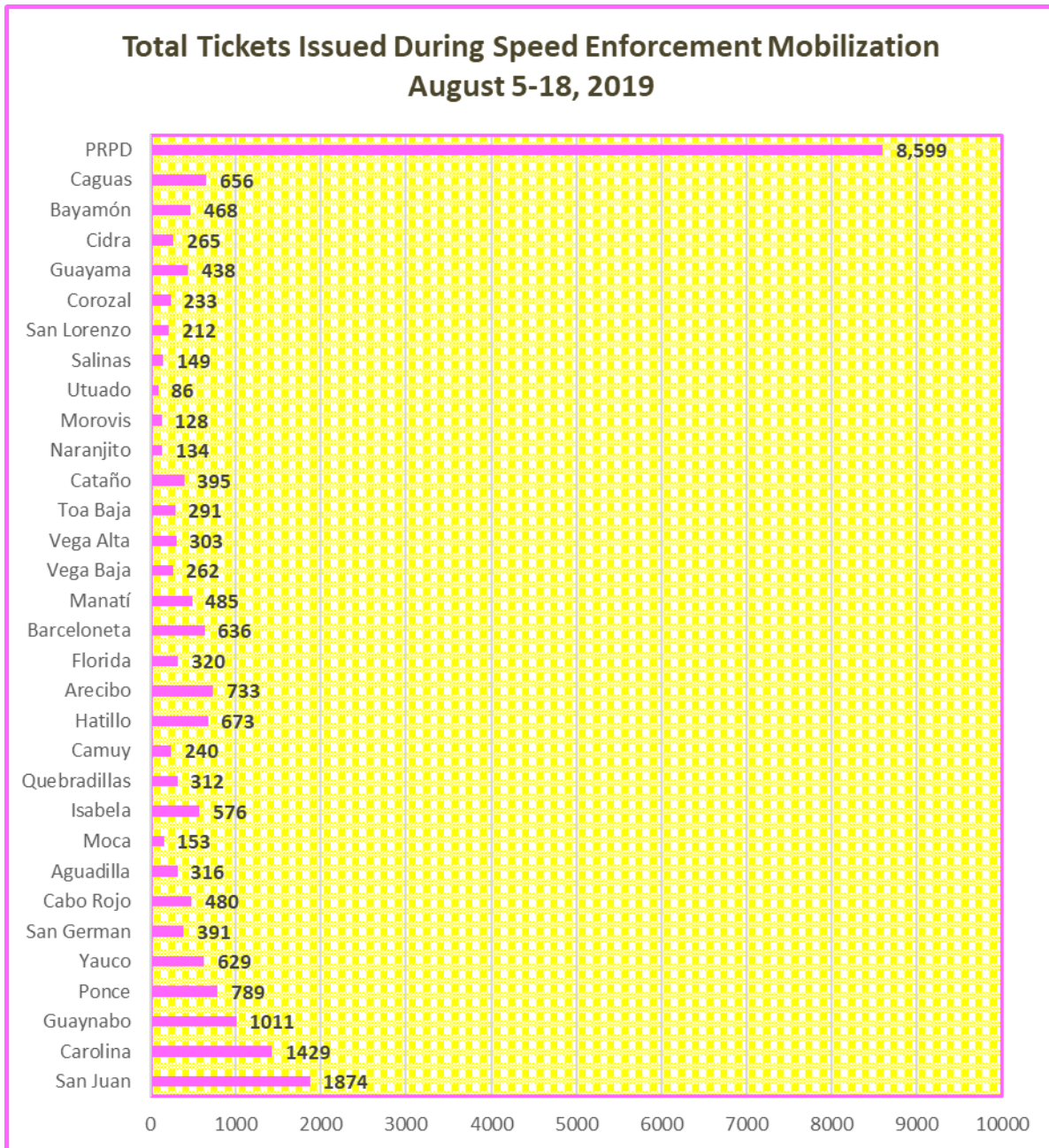
State and Municipal Police

The PRTSC provided funds for the PRPD for the purchase of radar equipment, payment of overtime for the speed mobilization and acquisition of radar parts to improve existing equipment. The state police complied with the cost of the process incurred and the acquisition of the 37 Stalker radar equipment in September 2019.

The PRTSC provided funds for 29 municipal police for the purchase of radar equipment and the payment of overtime for speed mobilization. Between January and February 2019, 88 Stalker radars were acquired for costs incurred. The stalker radars acquired will be monitored quarterly by the PRTSC by 5 years. See below work done with the radars from March to September 2019.

MUNICIPAL POLICE	STALKER RADARS	SPEEDING CITATIONS (March - September 2019)
SAN JUAN	3	2,109
CAROLINA	8	3,562
GUAYNABO	8	1,678
PONCE	4	1,061
YAUCO	3	679
SAN GERMAN	3	659
CABO ROJO	2	536
AGUADILLA	3	873
MOCA	2	170
ISABELA	4	857
QUEBRADILLAS	3	318
CAMUY	2	264
HATILLO	3	994
ARECIBO	4	917
FLORIDA	2	320
BARCELONETA	7	976
MANATI	3	535
VEGA BAJA	2	324
VEGA ALTA	2	471
TOA BAJA	2	302
CATANO	4	618
NARANJITO	1	139
MOROVIS	2	320
UTUADO	2	148
SALINAS	1	185
SAN LORENZO	2	231
COROZAL	1	253
GUAYAMA	2	444
CIDRA	3	278
TOTAL		20,221

Speed Enforcement Mobilization was conducted from August 5th to the 18th, 2019. Originally it was scheduled for February, but radar’s acquisition process took longer than anticipated. During the enforcement campaign, municipal police and PRPD use for the first time, the new equipment consisting of handheld moving radars and fixed patrol unit radars. A total of 31 Municipal Police and PRPD traffic units participated with different amount of overtime hours worked according to resources. Every project achieved targets set. A total of 23,666 tickets were issued for different speeding violations.



19-03-03

Law Enforcement Liaison

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

- ✦ Participate in weekly and monthly meetings with PRTSC personnel to discuss work plans related to State and Municipal Police, verify applications, and offer advice regarding law and order, and problem areas.
- ✦ Actively participated in meetings to improve forms and data gathering.
- ✦ Meetings were coordinated and offered to State and Municipal Police in relation to traffic interventions and the application of the Law for CIOT mobilization, speeding and distracted driving mobilization, and impaired driving overtime campaign.
- ✦ LEL's visited Municipal Police to offer advice related to mobilization paperwork, enforcement techniques, and requirements. Also, time sheets were intervened and evaluated.
- ✦ Assist the PRTSC staff in the evaluation of all equipment acquired for State and Municipal Police.
- ✦ Conduct approximately 300 field visits to different State and Municipal Police.
- ✦ Participation in the "Below 100 and TIM" trainings for 50 Municipal police officers.



19-03-78

Traffic Enforcement Coordinator

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

With the support through safety education and informational materials, are also being provided in conjunction with enforcement. The PRTSC will continue to support enforcement projects designed to increase compliance with speed limits on all types of roadways. Various speed enforcement strategies are being used, including dedicated roving patrols and saturation

enforcement details within Municipalities and regions at risk. Enforcement in high crash areas, have be encourage, routine day to day enforcement was used for public perception on the risk of apprehension.

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

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

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

Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
19-03-00	Speed, Aggressive and DD Survey - 0300	CST - 00	6,750.00	6,750.00	-
19-03-03	LEL - 0303	CST - 00	138,800.00	127,844.20	10,955.80
19-03-04	TE Speed - 0304	San Juan - 098	23,717.62	23,449.25	268.37
19-03-05	TE Speed - 0305	Guaynabo - 305	41,433.26	39,651.46	1,781.80
19-03-06	TE Speed - 0306	Toa Baja - 154	8,096.51	7,624.33	472.18
19-03-08	TE Speed - 0308	Cidra - 135	11,853.70	11,538.11	315.59
19-03-09	TE Speed - 0309	Bayamon - 011	9,029.99	4,130.66	4,899.33
19-03-10	TE Speed - 0310	Caguas - 66	7,161.35	6,680.76	480.59
19-03-11	TE Speed - 0311	Vega Alta - 54	9,196.55	9,196.55	-
19-03-12	TE Speed - 0312	Isabela - 84	23,079.26	18,462.41	4,616.85
19-03-13	TE Speed - 0313	Morovis - 313	7,250.76	6,943.36	307.40
19-03-15	TE Speed - 0315	Aguadilla - 157	12,956.72	12,110.28	846.44
19-03-17	TE Speed - 0317	Vega Baja - 88	8,963.34	8,963.34	-
19-03-19	TE Speed - 0319	Policia - 10	354,460.00	246,836.45	107,623.55
19-03-26	TE Speed - 0326	Carolina - 94	31,786.79	28,396.30	3,390.49
19-03-31	TE Speed - 0331	Moca - 112	6,037.16	5,833.00	204.16
19-03-33	TE Speed - 0333	Cataño - 145	17,613.35	14,668.14	2,945.21
19-03-39	TE Speed - 0339	Quebradillas - 104	12,149.09	11,769.26	379.83
19-03-40	TE Speed - 0340	Yauco - 105	15,102.94	14,696.70	406.24
19-03-42	TE Speed - 0342	San German - 628	13,520.23	12,920.63	599.60
19-03-45	TE Speed - 0345	Florida - 60	10,786.49	10,122.13	664.36
19-03-48	TE Speed - 0348	Hatillo - 115	16,278.44	16,278.44	-
19-03-55	TE Speed - 0355	Manati - 103	14,300.62	13,628.89	671.73
19-03-57	TE Speed - 0357	San Lorenzo - 162	8,901.24	8,839.37	61.87
19-03-58	TE Speed - 0358	Cabo Rojo - 133	9,334.51	9,196.04	138.47
19-03-60	TE Speed - 0360	Ponce - 74	20,095.85	19,737.21	358.64
19-03-61	TE Speed - 0361	Utuaado - 101	6,716.39	6,116.76	599.63
19-03-66	TE Speed - 0366	Naranjito - 629	5,259.55	5,013.23	246.32
19-03-74	TE Speed - 0374	Barceloneta - 126	21,421.11	20,083.69	1,337.42
19-03-78	TE Coordinator - 0378	CST - 00	28,978.00	25,407.61	3,570.39
19-03-80	TE Speed - 0380	Arecibo - 116	20,283.00	19,022.00	1,261.00
19-03-84	TE Speed - 0384	Salinas - 158	4,071.76	3,966.26	105.50
19-03-88	TE Speed - 0388	Camuy - 388	8,543.42	8,368.77	174.65
19-03-94	TE Speed - 0394	Corozal - 167	4,809.55	4,666.25	143.30
19-03-95	TE Speed - 0395	Guayama - 70	8,319.08	8,089.71	229.37
Total 03 - Police Traffic Services			\$ 947,057.63	\$ 797,001.55	\$ 150,056.08

Planning and Administration

Problem Statement

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

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

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

The Planning and Administration area achieved its objectives by prioritizing tasks and assigning resources, funds were used according to requirements and norms established. HSP was posted in PRTSC’s webpage and an open convocation for proposals for traffic safety programs was posted in a newspaper of major circulation. The Planning area received 92 proposals, they were evaluated and approved a total of 86 highway safety programs, 10 Mobilizations with a total of 155 Mini-grants which had been identified and included in the 2019 HSP. Monitors coordinated programmatic and on-site monitoring visits for 100% of subgrantees.

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

Performance Target

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

Legislative Targets

Provide support to all legislative amendments that will strengthen existing traffic safety law and regulations. Special attention will be provided to create severe penalties and procedures to unauthorized and/or suspended licensed drivers; increase penalties for second time offenders

distracted drivers and increase penalties for unrestrained vehicle occupants and cell phone use while driving. Application of regulations for the SFST Program in Puerto Rico and the proper use of protective seats in any vehicle that requires it.

Planned Activity

19-04-02, 04-07 & 04-12

Evaluate HSP Tasks

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

Fiscal Activities	Total
Worked Fund Petitions	1,235
Records Monitored	229
Field Visits	98
Worked Quarterly Reports	343
Reviewed Proposals	92

19-04-03

Administer Program

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

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

Trainings, such as:

- ✧ Official Receiver and Assistant in the Administration of Generals Serv.
- ✧ Basic Microsoft Excel 2016
- ✧ Intermediate Microsoft Excel 2016
- ✧ Elements to consider before imputing negligence; Correct use of the Protective Seat and Motorcycle
- ✧ Psychosocial aspects of Domestic Violence and Protocol
- ✧ Workshop on "Safety" Systems
- ✧ Excel to Organize and Manage Data
- ✧ Work and Discrimination; The Challenge of Occupational Equity
- ✧ Use, Control, Custody and Accounting of Property
- ✧ Preparation and Management of Federal Proposals

Meetings, such as:

- ✧ 2019 GHSA Annual Meeting - PRTSC attendees were the Executive Director, Special Assistant, Federal Program Manager, and TSRP.
- ✧ RISE 2019 NADCP - PRTSC attendees were the Executive Director, Special Assistant, Federal Program Manager, ID Coordinator, SFST Coordinator, two State Police, DUI Special Prosecutors, TSRP and, Judge D’Anglada.



GHSA Annual Meeting 2019

Activities such as:

- ✧ Las Fiestas de la Calle San Sebastián, Youth Alcohol Champaign “Si bebes, no guíes”, “Pasa la llave”.
- ✧ Feria de Seguridad at Plaza las Américas Mall at San Juan Municipality.
- ✧ Alcohol talk to senior students of Robinson School in San Juan.
- ✧ Feria Educativa de Alcohol Joven Justas 2019, San Juan and Ponce Municipalities.
- ✧ Caribbean International Auto Show at Pedro Rossello Convention Center.
- ✧ And child safety seat inspections in Municipalities all around Puerto Rico.

19-04-13 & 04-14ID

Federal Program Manager

In FY 2019, the Federal Program Manager coordinated and oversaw all project’s initiatives. The Federal Program Manager’s responsibilities included organize, manage and supervise the activities and strategies of monitors and coordinators to monitor projects and to coordinate countermeasure activities with local, state and community organizations.

The Federal Program Manager promoted the activities and strategies of Police Traffic Services, Occupant Protection, Non-Motorized, Impaired Driving, Traffic Records, Motorcycle Safety among State and Municipal Police, Community Programs and FIESTA Projects, among others. Also, during FY 2019, the Federal Program Manager had an active role among the committee working in the Strategic Highway Safety Plan, TRCC and Impaired Driving Task Force. In addition, it prepared Highway Safety Plan FY 2020 under the Grants Management Solutions Suite (GMSS) Administration System. Also, it prepared the applications of the grants and, participated in different events of PRTSC. Too participated in the All RISE in National Harbor, MD and, GHSA 2019 Annual Meeting in Anaheim, GA. On September 2019, PRTSC received a visit from Ms. Beas from NHTSA R2, several monitoring visits and meetings took place.



RISE 2019 NADCP

Project proposals for FY 2020 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.



Monitoring Visit - FIESTA IX

HOW THE PLANNED ACTIVITY CONTRIBUTED TO MEETING THE TARGET:

PRTSC developed a comprehensive 2020 Highway Safety Plan and submitted it on July 01, 2019. HSP was approved by NHTSA on August 13, 2019. 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

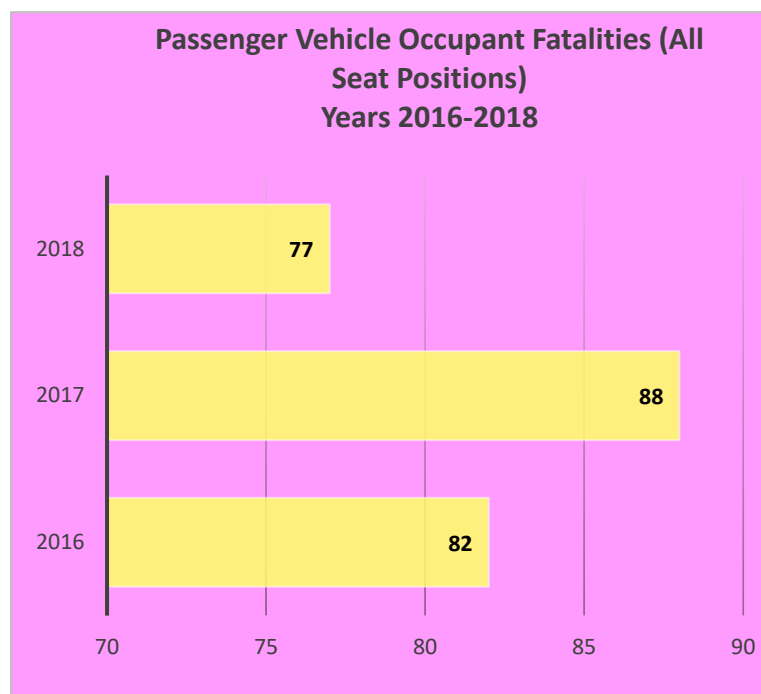
Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
19-04-02	Evaluate HSP task - 0402 Omayra	CST - 00	45,901.00	41,499.21	4,401.79
19-04-03	Administer Program - 0403	CST - 00	186,704.00	147,308.56	39,395.44
19-04-07	Evaluate HSP - 0407	CST - 00	79,167.00	59,401.27	19,765.73
19-04-12	Evaluate HSP task - 0412 Luz Marrero	CST - 00	59,807.00	54,809.74	4,997.26
19-04-13	Federal Program Manager - 0413	CST - 00	49,403.00	47,143.20	2,259.80
19-04-14	Federal Program Manager - 0414	CST - 00	18,631.00	18,099.19	531.81
Total 04 - Planning and Administration			\$ 439,613.00	\$ 368,261.17	\$ 71,351.83

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 2018, there were 79 unrestrained passenger vehicle fatalities. The number of unrestrained passenger fatalities in 2018 decreased compared to 2017.

During the FY 2019, the PRTSC contracted a specialized firm to conduct an observational seat



belt survey to determine usage rates for drivers and passengers of all seat position, using the new methodology approved by NHTSA in 2017, which includes local, primary and secondary roads to be observed. Also, as part of the new methodology, the rural roads of the municipalities of the center of the island that were included in the sample of the study, are those not patrolled by the police because they concentrate their efforts on the high-crash roads, and these are not. It is likely that all these factors played a role in the recent numbers of the observational rate of 88.3%.

Seat Belt & Child Safety Seat Usage Rates					
	2015	2016	2017	2018	2019
Seat Belt	91.8%	93.8%	87.9%	85.0%	88.3%
Child Safety Seat	No Survey	No Survey	82.3%	81.7%	93.5%

Child restraint seat usage reached 93.8% in 2019. 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 38 participants in three courses. Among these were: firefighters, personnel of community programs, state police and municipal police. To date, there are 83 fire stations, 8 Community Programs, 5 Municipal Police and 10 State Police that have established fitting stations. Child seat inspection activities are also conducted periodically with the cooperation and partial sponsorship of commercial chains, such as: Wal-Mart and USA Baby.

Performance Targets

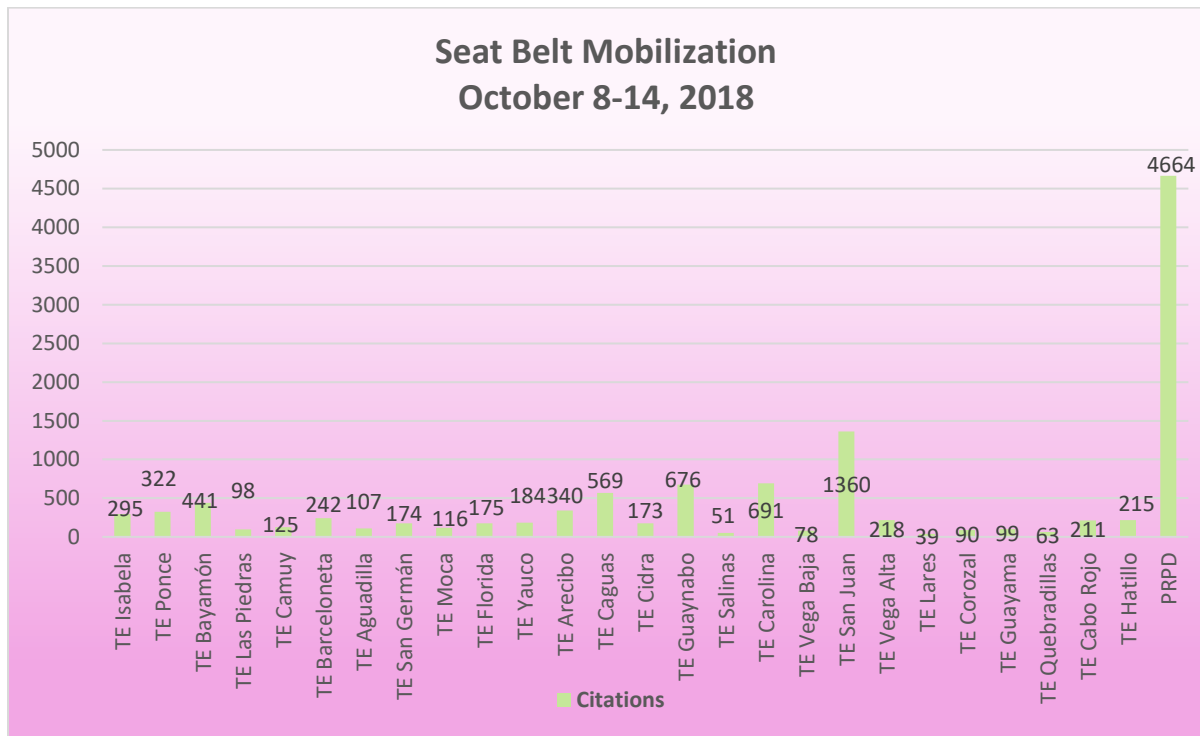
- ✱ **To decrease the number of unrestrained passenger vehicle occupant fatalities 1.12 percent from the 2017 calendar year of 89 to 88 by December 31, 2019.** – *Based on the latest crash data from NHTSA FARS database for year 2018; PRTSC met the 2018 target, with decreased unrestrained passenger vehicle fatalities from 88 in 2017 to 77 in 2018. Preliminary data for 2019 report a total of 80 unrestrained passenger vehicle fatalities.*
- ✱ **To increase statewide observed seat belt use of front out board occupants in passenger vehicles 1.10 percentage from the 2016 calendar year average usage rate of 87.90 percent to 89.00 percent by December 31, 2019.** – *PRTSC did not meet the 2018 target; the seat belt use rate for 2018 is 88.3%. The PRTSC will focus its efforts on enforcement and education to increase seat belt use.*

Planned Activity

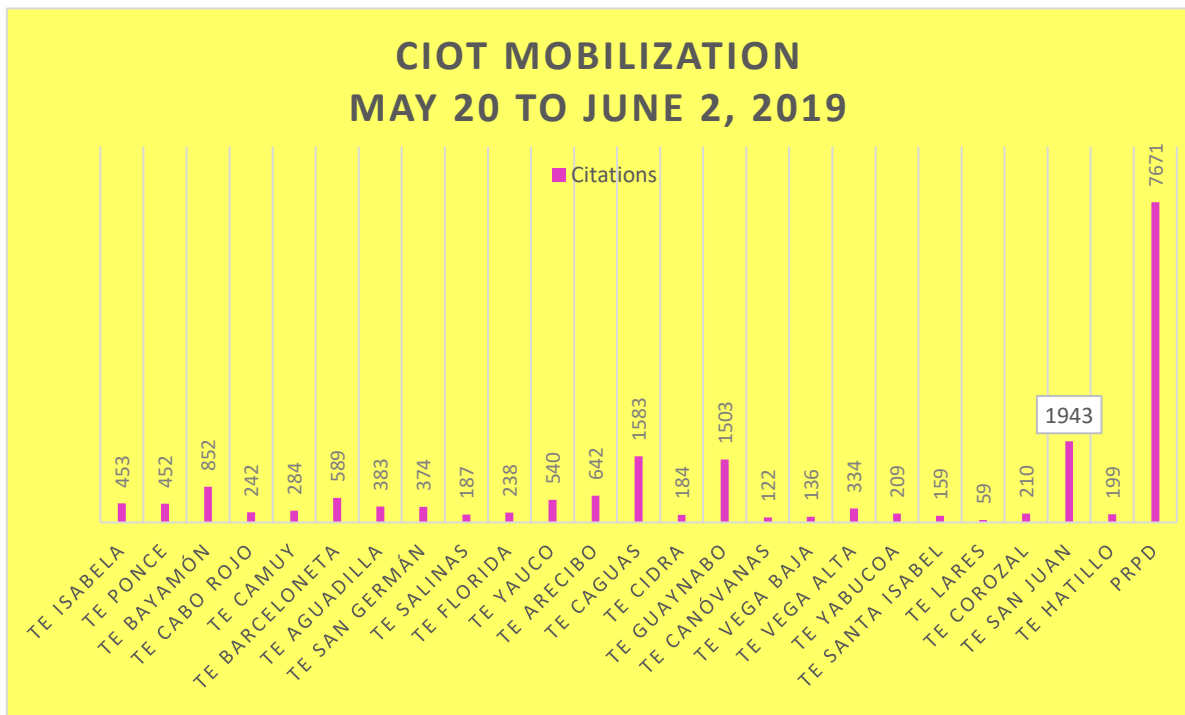
19-05-XX

Seat Belt Enforcement – Mobilization Overtime

From October 8 – 14, 2018 and May 20 to June 2, 2019, 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 2:00 pm - 10:00 pm, since statistics show that fatalities involving non-use of seat belt occur in this period.



Participating Municipalities and PRPD = 27
 Total citations (seat belt/child restraint) = 11,816



Participating Municipalities and PRPD = 25
 Total citations (seat belt/child restraint) = 19,548

19-05-29

Occupant Protection Observational Surveys

During the FY 2019, 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 8,524 occupants (6,800 drivers and 1,724 front passengers). This study concluded the overall seat belt use measure, combining drivers and passengers (once weights were applied as described in the sample design), to be an 88.3%, with a standard error of 1.07%.

The study conducted in FY 2019 was Observational Survey of Car Seat. This study has not been done since 2012, in this study seventeen counties were visited, for a total of 6,800 vehicle observations in 68 segments. All the procedures related with the estimated rate of car seat usage followed the sample design of the Puerto Rico Observational Survey Safety Belt Use 2019.

This study concluded, 93.5% of car seat usage is estimated, with a standard error of 2.4%.

19-05-03

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 trainings to certify new technicians and child seat checkpoints



19-05-27

Increase Child Protection & Education

During 2019, PRTSC conducted 10 massive Child Safety Seat Checkpoints. The result, a total of 146 safety seats were inspected and certified by Child Safety Seat Technicians. For the FY 2019, 161 child safety seats were acquired to the loan program “Préstame un asiento” a of which 131 have been provided according to the necessity of the families.



For fiscal year 2019, three (3) trainings were conducted to certify 38 new Child Safety Seat Technicians. These took place from February 26 to March 1, 2019, August 20-23, 2019 and the other was, 18 – 21 of September 2019. A total of 38 new technicians are certify. This Project funded costs of equipment and materials, venue fees, and the hiring of instructors, their airfare and hotel stay.

19-05-43

PR Fire Department Fitting Stations – Fitting Stations

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



- ✧ Orientations/Inspections in Fire Stations – **9,040**
- ✧ Educational activities – **49**
- ✧ Conferences - **11**
- ✧ Interviews TV programs - **2**
- ✧ Coordination and operation of checkpoints – **24**
- ✧ **23** firefighters were certified as Child Safety Seat Technicians and **4** new Child Safety Seat Inspection and Orientation Centers were created.
- ✧ Renewal of **73** licenses (child technical)

Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
19-05-03	OP Coordinator - 0503	CST - 00	46,218.00	42,848.90	3,369.10
19-05-09	TE Seat Belt - 0509	Guaynabo - 305	17,073.26	16,175.70	897.56
19-05-09	TE Seat Belt - 0509	Guaynabo - 305	10,359.68	10,359.68	-
19-05-10	TE Seat Belt - 0510	Cidra - 135	2,116.68	1,912.65	204.03
19-05-10	TE Seat Belt - 0510	Cidra - 135	1,422.81	1,422.81	-
19-05-12	TE Seat Belt - 0512	Vega Baja - 88	3,307.72	2,327.80	979.92
19-05-12	TE Seat Belt - 0512	Vega Baja - 88	750.69	750.69	-
19-05-13	TE Seat Belt - 0513	Vega Alta - 54	6,545.06	5,152.10	1,392.96
19-05-13	TE Seat Belt - 0513	Vega Alta - 54	2,868.01	2,868.01	-
19-05-14	TE Seat Belt - 0514	Aguadilla - 157	6,521.72	6,229.68	292.04
19-05-14	TE Seat Belt - 0514	Aguadilla - 157	1,982.92	1,982.92	-
19-05-15	TE Seat Belt - 0515	Ponce - 74	4,757.99	4,420.00	337.99
19-05-15	TE Seat Belt - 0515	Ponce - 74	2,216.34	2,216.34	-
19-05-17	TE Seat Belt - 0517	San Juan - 098	15,849.07	15,200.45	648.62
19-05-17	TE Seat Belt - 0517	San Juan - 098	9,156.62	9,156.62	-
19-05-18	TE Seat Belt - 0518	Bayamon - 011	12,171.34	10,729.72	1,441.62
19-05-18	TE Seat Belt - 0518	Bayamon - 011	5,189.98	5,189.98	-
19-05-27	Increase Child Protection and education - 0527	CST - 00	664.08	664.08	-
19-05-27	Increase Child Protection and education - 0527	CST - 00	19,270.92	19,270.92	-
19-05-27	Increase Child Protection and education - 0527	CST - 00	16,700.00	14,675.00	2,025.00
19-05-29	TE Seat Belt - 0529	CST - 00	15,000.00	15,000.00	-
19-05-29	TE Seat Belt - 0529	CST - 00	80,000.00	74,000.00	6,000.00
19-05-39	Fitting Station - 0543	Bomberos de PR - 35	18,225.00	11,144.50	7,080.50
19-05-45	TE Seat Belt - 0545	San German - 628	4,668.48	4,312.57	355.91
19-05-45	TE Seat Belt - 0545	San German - 628	2,175.08	2,175.08	-
19-05-46	TE Seat Belt - 0546	Moca - 112	1,542.42	1,542.42	-
19-05-47	TE Seat Belt - 0547	Yauco - 105	6,873.12	5,848.69	1,024.43
19-05-47	TE Seat Belt - 0547	Yauco - 105	2,329.24	2,329.24	-
19-05-50	TE SEAT BELT - 0550	Pol. De PR - 10	84,266.07	84,266.07	-
19-05-50	TE SEAT BELT - 0550	Pol. De PR - 10	121,872.39	68,856.37	53,016.02
19-05-51	TE Seat Belt - 0551	Guayama - 70	1,627.13	1,627.13	-
19-05-52	TE Seat Belt - 0552	Barceloneta - 126	5,195.43	3,737.55	1,457.88
19-05-52	TE Seat Belt - 0552	Barceloneta - 126	2,467.26	2,467.26	-
19-05-53	TE Seat Belt - 0553	Hatillo - 115	4,446.00	2,914.97	1,531.03
19-05-53	TE Seat Belt - 0553	Hatillo - 115	3,158.00	3,158.00	-
19-05-54	TE Seat Belt - 0554	Caguas - 66	14,281.80	13,600.63	681.17
19-05-54	TE Seat Belt - 0554	Caguas - 66	5,706.11	5,706.11	-
19-05-57	TE Seat Belt - 0557	Arecibo - 116	7,677.00	7,506.18	170.82
19-05-57	TE Seat Belt - 0557	Arecibo - 116	4,812.96	4,812.96	-
19-05-58	TE Seat Belt - 0558	Carolina - 94	4,778.93	4,778.93	-
19-05-61	TE Seat Belt - 0561	Camuy - 388	5,401.49	3,707.44	1,694.05
19-05-61	TE Seat Belt - 0561	Camuy - 388	1,768.68	1,768.68	-
19-05-64	TE Seat Belt - 0564	Santa Isabel - 168	8,661.92	2,226.71	6,435.21
19-05-67	TE Seat Belt - 0567	Florida - 60	3,857.44	3,429.93	427.51
19-05-67	TE Seat Belt - 0567	Florida - 60	2,530.80	2,530.80	-
19-05-68	TE Seat Belt - 0568	Cabo Rojo - 133	5,121.51	3,489.22	1,632.29
19-05-68	TE Seat Belt - 0568	Cabo Rojo - 133	2,869.02	2,869.02	-
19-05-69	TE Seat Belt - 0569	Isabela - 84	8,284.47	6,034.52	2,249.95
19-05-69	TE Seat Belt - 0569	Isabela - 84	4,108.95	4,108.95	-
19-05-71	TE Seat Belt - 0571	Lares - 130	1,643.14	755.22	887.92
19-05-71	TE Seat Belt - 0571	Lares - 130	528.65	528.65	-
19-05-72	TE Seat Belt - 0572	Las Piedras - 180	1,422.21	1,422.21	-
19-05-73	TE Seat Belt - 0573	Quebradillas - 104	954.70	954.70	-
19-05-74	TE Seat Belt - 0574	Salinas - 158	4,013.61	2,947.14	1,066.47
19-05-74	TE Seat Belt - 0574	Salinas - 158	754.59	754.59	-
19-05-75	TE Seat Belt - 0575	Corozal - 167	2,664.55	2,499.80	164.75
19-05-75	TE Seat Belt - 0575	Corozal - 167	1,249.59	1,249.59	-
19-05-76	TE Seat Belt - 0576	Yabucoa - 201	3,358.13	3,358.13	-
19-05-77	TE Seat Belt - 0577	Canóvanas - 161	4,879.76	2,209.83	2,669.93
Total 05 - Occupant Protection			\$ 640,318.52	\$ 540,183.84	\$ 100,134.68

Community Traffic Safety Program

Problem Statement

Community Traffic Safety Programs (CTSP) work to decrease the number of traffic crashes that are recorded annually on our roads and to reduce the number of fatalities and citizens injured in traffic crashes. The CTSP work with projects managed by Municipalities. CTSPs identifying road safety issues in their municipalities and educate citizens, in the road safety issues. These programs carry out different activities target PRTSC’s program areas including: Impaired Driving, Youth Alcohol, Occupant, Non-Motorized Safety, Distracted Driving and Motorcycle Safety. Also, the CTSPs reach previously unavailable segments of our population.

Community participation at the municipal level has been very important. Committed to traffic safety education, community programs continue to support and work simultaneously with efforts to build new attitudes within the public. The nine community programs form an integral part of our efforts to assist and provide technical advice on all topics related to the PRTSC Safety Programs. These programs are: Barceloneta, Cataño, Guaynabo, Guayama, Isabela, Naranjito, Sabana Grande, San Germán and Traffic Safety Education Park (PESET known by its Spanish acronym). This park also serves as a Child Safety Seat Inspection Center, counting with one Certified Child Safety Seat technician. In addition, park personnel have given support in traffic safety activities, such as: Child Seat Checkpoints and Educational Talks. The CTSPs have been instrumental in contributing to the continued effort of reducing traffic crashes, fatalities, injuries and property damage.

Performance Targets

- ✱ **To decrease the five-year rolling average of the number of traffic fatalities from 337 in 2015 to 272 in 2019.** – *Based on the latest crash data from NHTSA FARS database for the 5-year moving average 2014-2018, the target wasn’t achieved; traffic fatalities in 2014-2018 were 298 traffic fatalities. The PRTSC will focus its efforts on enforcement and traffic safety education to decrease traffic fatalities.*
- ✱ **To decrease the five-year rolling average of the number of serious injuries from 4,788 in 2015 to 3,822 in 2019.** - *Based on the latest serious traffic injuries data from ACAA database for the 5-year moving average 2014-2018, the target wasn’t achieved; serious traffic injuries in 2014-2018 were 3,964. The PRTSC will focus its efforts on enforcement and traffic safety education to decrease serious traffic injuries.*

Planned Activity

19-06-XX

Community Traffic Safety Programs

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

CTSP personnel also aid municipalities when their local law enforcement agencies participate on the different mobilizations scheduled by the PRTSC. They serve as direct contact with the municipality in cases on which PRTSC personnel can't reach different areas.

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

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

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

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



19-06-15

Barceloneta Community Program

Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle	Distracted
48	25	57	63	10	17	48
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
67	5	55	26	0	0	

Total of people impacted

Directly: 12,098

Indirectly: 33,050

19-06-46

Cataño Community Program

Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle	Distracted
22	3	22	22	33	22	22
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
115	6	18	12	0	0	

Total of people impacted

Directly: 16,610

Indirectly: 49,830

19-06-11

Guayama Community Program

Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle	Distracted
9	29	9	13	16	2	18
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
51	21	36	6	0	0	

Total of people impacted

Directly: 36,238

Indirectly: 108,174

19-06-21

Isabela Community Program

Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle	Distracted
39	39	39	39	39	39	39
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
194	6	30	8	4	1	

Total of people impacted

Directly: 5,081

Indirectly: 15,243

19-06-29

Naranjito Community Program

Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle	Distracted
60	73	79	81	79	79	64
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
390	6	86	18	0	0	

Total of people impacted

Directly: 71,101

Indirectly: 216,303

19-06-22

Sabana Grande Community Program

Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle	Distracted
50	6	39	46	12	0	39
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
35	1	7	6	6	0	

Total of people impacted

Directly: 65,093

Indirectly: 195,174

19-06-28

San Germán Community Program

Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle	Distracted
21	30	21	21	12	20	17
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
169	2	34	26	11	2	

Total of people impacted

Directly: 45,550

Indirectly: 280,324

19-06-52

Guaynabo Community Program

Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle	Distracted
9	13	13	15	15	5	2
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
20	2	7	21	0	0	

Total of people impacted

Directly: 7,297

Indirectly: 17,953

19-06-51

Vega Baja Community Program

Not developed during FY 2019. Proponent didn't follow up on project proposal to meet the Fast Act requirements.

19-06-50

Traffic Safety Education Park

The Traffic Safety Education Park (PESET) located in the municipality of Arecibo, provides an educational approach to all traffic safety issues. In a controlled environment, participants are educated as a driver, a pedestrian, and a bicyclist. PESET also offers an alcohol educational program and gives alcohol awareness workshops (now mandatory for all new drivers). The park educates children between the ages of 3 – 12 years of age using a replica of a typical Puerto Rican town and country roads. Likewise, the alcohol awareness program is offered to high school students and young adults from 13 to 18 years of age. The Park also serves as a Child Safety Seat Inspection Center with one Certified Inspector. PRTSC funds personnel costs (director, educators, and administrative staff), materials and office supplies, equipment, travel, and per diem.



Visitors	FY 2018	FY 2019
	5,990	8,187

Child Seat Inspections	FY 2018	FY 2019
	66	97

FY 2019	
Other Educational Activities	30
Held by PESET Personnel	27
Outside of the Park	3

19-06-31

Community Traffic Safety Programs Coordinator

The Community Program Coordinator participated in the youth alcohol campaign in the traditional celebration “Fiestas de la Calle San Sebastián” in the month of January, held in the municipalities of San Juan and Cataño. During the weekend of the event, three community programs participated, impacting over 30,000 inhabitants.

In addition, the coordinator collaborated in the areas of emphasis for the Strategic Highway Safety Plan (SHSP). The Community Program Coordinator performed tasks in overseeing programmatic compliance through continuous administrative follow up of the community program projects. Among tasks conducted during the FY 2019: 4 formal meetings were conducted to maintain project performance at the highest level, 3 trainings were offered to the community programs, and 17 monitoring visits were made. In addition, 15 changes to the approved proposal and 40 quarterly reports and 11 annual reports were evaluated. A total of 14 proposals were reviewed.

The CTSP Coordinator, was accredited as a Certified Instructor of child restraint in April 2018. As a certified instructor, he has participated in 3 trainings (February, August, and September) to certificate 38 new technicians. In addition, participated in 10 Child Seat Checkpoints in FY 2019.



The Community Program Coordinator conducted 4 meetings with the Community Programs included PESET. Participated in the activities of Work Zones Safety and different activities of traffic safety education. The funds covered the coordinator's salary, supplies, and other related costs.

Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
19-06-11	CP Guayama - 0611	mun guayama - 70	87,505.00	54,217.84	33,287.16
19-06-15	CP Barceloneta - 0615	mun barceloneta - 126	64,569.00	61,660.87	2,908.13
19-06-21	CP Isabela - 0621	mun isabela - 84	41,640.50	36,986.39	4,654.11
19-06-22	CP Sabana Grande - 0622	mun s grande - 131	65,699.21	59,119.95	6,579.26
19-06-28	CP San German - 0628	San German - 628	65,154.00	64,095.46	1,058.54
19-06-29	CP Naranjito - 0629	Naranjito - 629	59,475.00	55,969.38	3,505.62
19-06-31	CP Coordinator - 0631	CST - 00	37,829.00	27,919.19	9,909.81
19-06-46	CP Cataño - 0646	Cataño - 145	61,479.60	49,357.04	12,122.56
19-06-50	PESET - 0650	CST - 00	265,633.54	180,917.84	84,715.70
19-06-52	CP Guaynabo - 0652	Guaynabo - 305	63,797.00	37,473.79	26,323.21
Total 06 - Community Programas			\$ 812,781.85	\$ 627,717.75	\$ 185,064.10

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:

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

↪ Federal agencies:

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

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

A top priority for improving the Traffic Records Systems is electronic data of motor vehicle crashes. As recommended during the 2016 Traffic Record Assessment, the PRTRCC has achieved the approval of a digital Crash Report to be used by the Bureau of the Puerto Rico Police. The Digital Crash Report was implemented 100% in July 2019. At present, only 19% of the agents assigned to the Highway Patrol Bureau have been trained in the use of the new digital report. This is due to the lack of equipment to teach the course and changes in the work plan proposed by the agency’s service requirement. However, in August, ACAA donated 38 computers to the Highway Patrol Bureau to provide the Crash Reporting training. Currently the Highway Patrol Bureau has 754 agents.

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

- ✧ Support activities to improve the timeliness of the availability of data from traffic records databases.
- ✧ Support the implementation of the new PPR-93 now PPR-621.4, including the commercial motor vehicle data fields.
- ✧ Provide training for law enforcement personnel on how to collect complete and accurate traffic records.
- ✧ Provide stakeholders with direct access to traffic records data
- ✧ Enhance data analysis capabilities for traffic records.
- ✧ Improve traffic records data collections.
- ✧ Promote the integration and warehousing of traffic records.

Performance Targets

- ✧ **To collect digital data from the Police Accident Report (PAR) from 0 percent in 2017 to 35% by the end of the calendar year 2019.** – *PRTSC met the 2019 target, we collect a 60% of data for calendar year 2019. In July 2019, the PRPD implement 100% of digital crash report and PRTSC develop a tool to access the final crash report. Now, access is only for personnel working in the Office of Accident Analysis.*

Planned Activity

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

19-07-16

Traffic Records IT Consultant

The consultant will provide support to the TR Coordinator, with the continuity of the assessment recommendations of 2016. Provide support to the TR Coordinator in the following activities:

- ✳ Evaluating the work plans to unify the six systems.
- ✳ Attending meetings with the TR Coordinator,
- ✳ Support in the elaboration of suggestions has to be incorporated in the work plans of systems with deficiencies.

19-07-10

Analysis and Collection of Traffic Crashes 2019

Funds were provided to contract 14 employees to work in the Accident Analyses Office of the Department of Transportation and Public Works. But only 7 employees were contracted. The employees worked on the following: debugging, zoning, coding, and data entry. Data entry was performed using the current procedure and cases for year 2018 were entered. An input case per year is estimated at 200,000 (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 7 employees.
- ✳ All data entry (injuries, fatalities and damage property) for year 2017-2018.
- ✳ Total data entered: 116,631 traffic crashes records for the year 2018 and 29,584 for September 2019.
- ✳ Progress reports updated.
- ✳ Data uploaded in CARE System.

19-07-13

Implementation of SAFETYARE System to Puerto Rico Crash Data 7

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 has worked on the development of tool to access data from the PRPD to adapt to the new digital crash report.



Training workshop for Programs

- ✧ Uploading of 100% of the 2017 crash dataset.
- ✧ A total of 5 Training workshops offered to 63 users.
- ✧ Development of validation and congruence rules for the implementation of quality analyses.
- ✧ Maintenance of data portal and technical support to users.
- ✧ Development of two new datasets: a vehicle-level dataset and a personal-level dataset.
- ✧ Developed a user interface software with which to provide state agencies with official electronic crash reports on a per demand basis.

19-07-01

Traffic Records Coordinator

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



3th TRCC Meeting

This year still have the assistance of an IT consultant, who collaborates with the TR Coordinator to implement the assessment recommendations made in 2016.

We participated in the 45th Traffic Records Forum in Austin, Texas, from August 4 to 7, 2019. The TR Coordinator attended accompanied by two members of the PRTRCC. As part of the forum we were able to expand our knowledge about data integration; autonomous vehicles and challenges in the implementation of Suspected Serious Injury definition. The knowledge gathered in the Forum has prompted us to promote the implementation of validation rules in the digital Crash Report. We also recommend an update in the PRPD protocols about to the new definition of injury severity. It's recommended to confirm the initial assessment with the diagnosis given in the hospital. Many states understand that this data must come from EMS.



45th Traffic Records Forum

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

- ✧ A total of 4 meetings were held with members of the PRTRCC to review and evaluate new technologies to keep the highway safety data. In addition, to evaluate and approve new proposals.
- ✧ A total of 36 meeting with PRTRCC subcommittees.
- ✧ A total of 9 meeting with TR Consultant.
- ✧ A total of 15 meetings with the Project’s Coordinators to supervise the projected tasks and 9 periodic visits to one of them.
- ✧ Strategic Plan, Charter and Membership were updated.
- ✧ A Progress Report to qualify for the 405(c) Grant Fund was prepared and submitted.

Fiscal Review

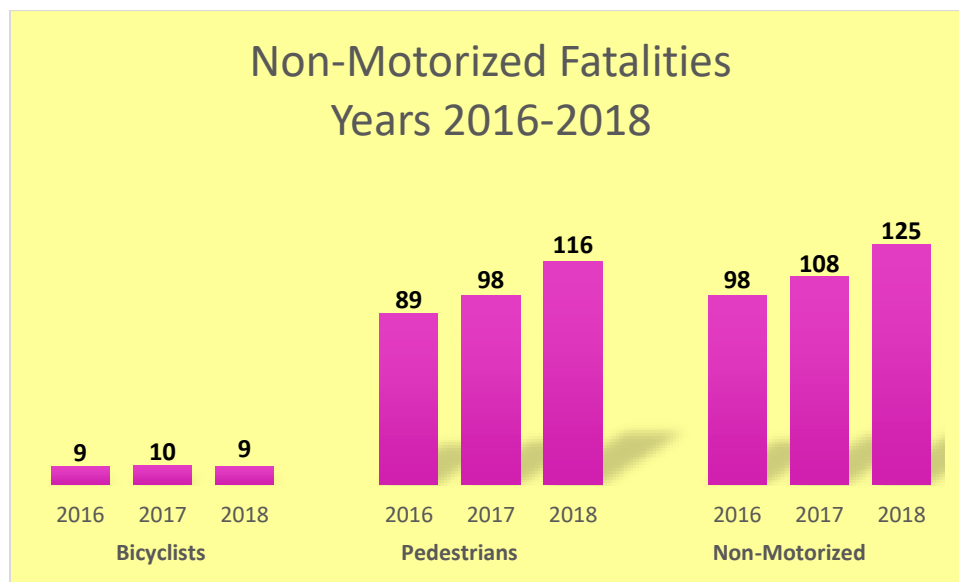
Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
19-07-01	Traffic Records Coordinator - 0701	CST - 00	57,178.00	46,268.12	10,909.88
19-07-10	Analysis and Data Collection - 0710	DTOP - 12	31,828.11	25,092.27	6,735.84
19-07-10	Analysis and Data Collection - 0710	DTOP - 12	122,706.10	122,706.10	-
19-07-13	Implementation of CARE system to PR Crash Data - 0713	Universidad Carlos Albizu - 200	167,300.31	166,760.07	540.24
19-07-13	Implementation of CARE system to PR Crash Data - 0713	Universidad Carlos Albizu - 200	117,780.21	117,780.21	-
19-07-16	TR IT Consultant - 0716	CST - 00	43,700.00	4,517.50	39,182.50
19-07-16	TR IT Consultant - 0716	CST - 00	1,300.00	1,300.00	-
Total 07 - Traffic Records			\$ 541,792.73	\$ 484,424.27	\$ 57,368.46

Non-Motorized Safety

Problem Statement

Non-motorized fatalities rank first in total traffic fatalities. Between the years 2016 thru 2018, non-motorized fatalities totaled 331, comprising 38% of the total of 877 fatalities. Of those, 302 were pedestrian fatalities comprising 91% and 28 were bicyclist fatalities comprising 9%.

Efforts continued during this period to reduce the deaths of our vulnerable users. As a matter of fact, cyclists reflected a reduction in fatalities from 30 in 2015 thru 2017 to 28 during 2016 to 2018. However, pedestrians reflected an increase in deaths that could be attributed to several factors; Pedestrians' behavior when crossing the road such as not wearing bright or reflective clothing when walking at night, not using pedestrian crossings, not being attentive when crossing, being intoxicated, among others. In addition, other factors that affect us are drunk drivers, speeding and distracted drivers most of these unfortunate practices cause fatalities in our most vulnerable users. Therefore, it is necessary to continue our effort in other to reduce fatalities. Also, we need to keep our education efforts and make our citizens aware of not only their safety but the safety of others.



Performance Targets

- * **To reduce pedestrian fatalities 1.13 percent from the 2016 calendar year of 89 to 88 by December 31, 2019.** - Based on the latest crash data from NHTSA FARS database for year 2018, the target wasn't achieved; pedestrian fatalities from 98 in 2017 to 116 in 2018.

Preliminary data for 2019 report a total of 95 pedestrian fatalities. The PRTSC will focus its efforts on enforcement and traffic safety education to decrease pedestrian fatalities.

- ✳ **To maintain bicyclists fatalities number from the 2016 calendar year of 9 to 9 by December 31, 2019.** – *Based on the latest crash data from NHTSA FARS database for the year 2018, the PRTSC met this target; bicyclist fatalities in 2018 were 9. The bicyclist fatalities have been maintained; the target is likely to be met to 2019.*

Planned Activity

19-08-19

Non-Motorized High Visibility Enforcement

For the first time in Puerto Rico a non-motorized road users’ rights campaign was conducted from May 6th to the 11th, 2019. The campaign combined law enforcement targeting motor vehicle drivers who blocked pedestrian crossings and an educational component directed to aware all people about pedestrians’ rights, and how drivers’ actions can affect the most vulnerable road users. PRTSC used the slogan: *Walking around on foot isn’t easy; driver, think of the pedestrian!* Sharing the road message was intended for drivers and pedestrians, to recognize each other road rights, responsibilities and traffic laws to make informed decision making. P&E efforts were conducted through social media, TV, radio and newspapers. Also, PRTSC Community Programs distributed educational brochures at highly busy road intersections.



Law enforcement efforts included 21 PRPD traffic units around the island working overtime hours from 6AM-6PM. Since this was a new strategy, PRTSC decided to work it only with PRPD (not municipal police) and determine performance public acceptance. A total of 2,500 traffic tickets were issued and public receptiveness was overwhelming including the media. A global consensus of the necessity to keep educating drivers to respect pedestrians’ rights was commented in different scenery’s such as daily tv news, radio talk shows and social media.

19-08-01

Non-Motorized Program Coordinator

PRTSC Non-Motorized Coordinator promoted pedestrian and cyclist safety awareness activities among Community Programs, PRPD, Municipal Police, and PESET. Main tasks consisted of overseeing programmatic compliance through continuous administrative follow up of all program projects. Among tasks conducted during fiscal year 2019: had an active role among the

SHSP committee and its emphasis area, 4 formal meetings were conducted to maintain projects performance at a highest level, 7 working meetings to coordinate logistics of educational massive events with the PRTSC Communications Office, 4 quarterly reports were completed and an annual report, 3 project proposals were evaluated. An Operational Plan for a law enforcement mobilization was prepared all performance reports of traffic units that participated were evaluated and audits of tickets issued were performed to ensure compliance by PRPD. In coordination with the Municipality of Caguas, a safe bicyclist zone was developed to encourage people to use alternative transportation at least one weekend a month. In addition, several agencies such AARP, Elderly Affairs Office, Municipality of Caguas were visited to establish common grounds to develop projects to serve elderly pedestrians and cyclists, further conversations are needed.

19-08-10

Non-Motorized Education Safety Zones

Not developed during FY 2019. Proponent didn't follow up on project proposal to meet the Fast Act requirements.

19-08-11

Office of the Ombudsman for the Elderly

Not developed during FY 2019, no project proposal was submitted to the PRTSC.

Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
19-08-01	Non-occupant Protection - 0801	CST - 00	16,298.00	11,155.00	5,143.00
19-08-19	TE PS - 0819	Pol de PR - 10	50,000.00	37,557.90	12,442.10
Total 08 - Non Motorized Safety			\$ 66,298.00	\$ 48,712.90	\$ 17,585.10

Media

Problem Statement

Puerto Rico is an island located in the Caribbean with an estimated population of 3.4 million. It is the 46th largest city in the United States, being San Juan, its capital, the largest city with over 395,326 inhabitants. Even though one third of Puerto Rico's entire population is located at the metropolitan area, according to 2010's Census, there are some other big cities across the island such as Bayamón, Caguas, Ponce and Mayagüez. Taking these facts into consideration, it is safe to say that many Puerto Ricans live an active life, which leads to crowded roads and bad behavior regarding traffic.

It is well known by Puerto Ricans that there is still a lot to be done for the betterment of our roads, and even though government is currently working strategies to improve our streets and highways, we still see traffic lights and posts lights without proper functioning, as well as missing traffic signs and severe road damage. Also, tropical climate and the extensive hurricane season may create constant flooding that damages the roads, putting everyone's safety at risk since people do as they please when it comes to traffic.

Another key factor is a visible decrease of police patrol which translate as a lack of police enforcement. Puerto Ricans drivers are aware of this reality, so it has led them to believe that they will not get caught when they do something wrong at driving. The result of this way of thinking can be seen in every crash, injury or fatalities that has been reported to this date.

Puerto Rico Traffic Safety Commission is fully committed in accomplishing the objective of increasing traffic safety awareness and to achieve positive results by educating Puerto Rico's population through campaigns and efforts that uplift the important message of saving lives by being responsible drivers, pedestrians, cyclists or motorcyclists. Each of these campaigns had its own strategies according to its statement problem. Educational and prevention campaigns were design, and some others were redesigned to add additional pieces. Also, in other programs, the previous campaign was relaunched. Although they all have their own target audience and media plans were created according to them, they all wanted to increase acceptance and recognition of the PRTSC educational messages of saving lives.

For all of this to happened, the services of an advertising agency were needed, along with social media and website management and media monitoring. They all were hired to maximize our efforts. The integration of Puerto Rico's Police Department and Municipal Police were also crucial to communicate the active work they do and promote their work plan and how it enhances our strategies.

As part of its Public Relations’ Plan, the PRTSC coordinated and/or participated in events and activities to educate attendees and promote the educational messages. Partnerships and alliances were form with private sector entities, government and non-profit organizations to promote the importance of working together to safe lives and create a positive behavior towards traffic safety. Press conferences and media tours were held to communicate strategically new campaigns and partnership agreements. For these activities, the services of a professional photographer/videographer were needed, as well as the reproduction of educational pieces, brochures, general equipment needed for the creation of an activity, travel costs and the purchase of water and food, among others.

In an additional effort to create better educational campaigns, the Communications Division managed and conducted all applicable surveys that aim specific behaviors among vehicle occupants to evidence the strengths and weaknesses of our traffic safety communication strategies. A specialized agency with the required expertise in road safety was hired for these purposes. This, along with the Strategic Communications Plan (SCP), symbolized a major contribution to remain focus on what our target audiences are paying attention and how the PRTSC can adjust itself to get even better at spreading its educational messages. Each campaign strategy detailed in the SCP, which was developed solely through the identification of traffic safety problems and analysis of relevant data to identify target audience and best strategies to spread the message, was overall addressed.

Performance Targets

- ✱ **To decrease the five-year rolling average of the number of traffic fatalities from 337 in 2015 to 272 in 2019.** – *Based on the latest crash data from NHTSA FARS database for the 5-year moving average 2014-2018, the target wasn’t achieved; traffic fatalities in 2014-2018 were 298 traffic fatalities. The PRTSC will focus its efforts on enforcement and traffic safety education to decrease traffic fatalities.*
 - ✱ **To decrease the five-year rolling average of the number of serious injuries from 4,788 in 2015 to 3,822 in 2019.** - *Based on the latest serious traffic injuries data from ACAA database for the 5-year moving average 2014-2018, the target wasn’t achieved; serious traffic injuries in 2014-2018 were 3,964. The PRTSC will focus its efforts on enforcement and traffic safety education to decrease serious traffic injuries.*
-

Planned Activity

19-12-01

Impaired Driving Media Campaign

Communications and Outreach

1. **Media Tactics** - target Audience - men 25-49 (327,000 estimated)

- A new campaign was produce, developed and launched under the concept of “Anfitrión Responsable” (Responsible Host) to raise awareness among people who host a celebration and offer alcohol drinks or that alcohol beverages are part of the establishment menu; to assume responsibility and prevent a person from leaving under the influence of alcohol, no matter the place, whether your hosting at the home, an office party or you´re bartending, you must warn and prevent drunk driving.
- Two (2) versions of this campaign were created: for mobilizations “Tú vas para la calle, nosotros también” (You are going out, we too), referring to police officer’s, with the campaign slogan approved for Puerto Rico “Guiar Borracho es un crimen, serás arrestado” (Drunk Driving is a crime, you will be Arrested). The other version is for social norming with the slogan “Así no puedes guiar” (you can’t drive like that, which is PR version of buzzed driving is drunk driving).
- Pieces produced were: Five (5) videos (one (1) of 60 seconds for digital and cinema, four (4) 30 seconds for TV, digital and social media [one (1) for enforcement and three (3) for social norming]), Four (4) 30 second radio ads (two (2) for enforcement period and two (2) for social norming efforts), two (2) ½ page newspapers ads (one (1) for enforcement and one (1) for social norming), five (5) web and digital banners and a 5”x7” educational postcard/brochure.



2. **Earned Media**

- As part of public relations efforts’, a press conference was held to launch the new campaign on November 2018.
- Media Tours were carried out with PRTSC spokesperson Executive Director Darelis López to carry the alcohol preventive message addressed to the drunk drivers, earning 32 interviews on TV, Radio, Digital and Newspaper and impacting target market on Thanksgiving, Easter, Summer and Labor Days Mobilizations periods.





- Results including organic coverage based on PR daily topics:

Media	Spots	Earnings
TV	70	\$ 85,897.50
Radio	306	77,096.25
Newspaper	9	13,277.58
Digital	27	32,946.50
Total	412	\$209,217.83

In summary, the goal of \$ 200,000 on earned media was exceeded by 5%.

3. Owned Media

Websites, Social Channels and Mobile Sites Engagement Results

Facebook		276 posts	2,800 likes	429,099 outreaches
Twitter		228 posts	225,980 engagements	791 retweets
Instagram		249 posts	1,978 likes	
YouTube		14 videos	1,629 views	

The table above indicates that the goal established in the strategy for obtaining at least 500 interactions through Owned Media surpass efficaciously.

4. Events and Massive Impact Activities

- PRTSC personnel participated in a total of 33 activities impacting 12,104 citizens with this program educational message.
- A total of 87,075 brochure were handed out to PRTSC Programs and Coordinators, law enforcement agents, educators, institutions and general public.

5. Identifying Partners

A Collaborative Accordance was reached with alternative transport companies, such as unionized taxi drivers, Uber, Pink Car, among others transportation apps, during the Holidays to ensure safety transportation for drunk drivers. The Accordance was signed by all parties on November 12, 2018. To communicate the Accordance a press release was made. Also, a digital and print advertisement was published to reaffirm this Accordance.

6. Strategic integration with PRPD and Municipality Police work plan

All mobilization campaigns were supported by overtime enforcement mobilization throughout the Island.

7. Paid Media

- Thanksgiving Mobilization – November 15 to 25, 2018

Media	Spots	Investment	%
TV	350	163,778.35	53%
Radio	487	41,850.29	14%
Print	22	24,275.24	8%
Digital		12,000.00	4%
OOH-Cinema	40	66,182.50	21%
Total	899	\$ 308,086.38	100%
Impressions>		4,310,175	

Digital Published Strategy	
Banners	14
Videos	3
Audio	2
Sites	1,508

Effort – November 24

to 13, 2018

Media	Spots	Investment	%
TV	410	188,846.26	63%
Radio	815	71,496.16	24%
Print	19	21,741.56	7%
Digital		12,000.00	4%
OOH-Cinema	40	5,980.00	2%
Total	1,284	\$ 300,063.98	100%
Impressions>		5,102,351	

Digital Published Strategy	
Banners	7
Videos	3
Audio	1
Sites	1,129

- Christmas Mobilization – December 14 to 31, 2018

Media	Spots	Investment	%
TV	1,205	128,030.62	41%
Radio	1,002	91,664.97	29%
Print	26	28,098.76	9%
Digital		12,000.00	4%
OOH- Cinema	192	32,775.00	10%
OOH- Zoom Media	160	20,000.80	6%
Total	2,585	\$ 312,570.15	100%
Impressions>		6,645,757	

Digital Published Strategy	
Banners	7
Videos	3
Audio	1
Sites	1,884

- Easter Mobilization – April 17 to 19, 2019

Media	Spots	Investment	%
TV	139	53,246.96	48%
Radio	402	30,474.37	28%
Print			0%
Digital*		14,539.80	13%
OOH-Cinmena	402	11,730.00	11%
Total	943	\$ 109,991.13	100%
Impressions>		2,615,043	

Digital Published Strategy	
Banners	7
Videos	1
Audio	1
Clicks	21,811

- Pre-Summer Prevention and Educational Effort – June 14 to July 7, 2019

Media	Spots	Investment	%
TV	69	37,604.48	13%
Radio	568	41,678.98	14%
Print	6	8,544.16	3%
Digital*		18,335.00	6%
OOH-Cinema		17,767.50	6%
Total	643	\$ 123,930.12	41%
Impressions>		6,290,329	

Digital Published Strategy	
Banners	7
Videos	3
Audio	1
Clicks	32,277

• Summer Mobilization –July 15 to 29, 2019

Media	Spots	Investment	%
TV	232	117,601.54	47%
Radio	947	77,970.58	31%
Print	13	14,549.91	6%
Digital*		29,019.64	12%
OOH-Cinmena	402	10,867.50	4%
Total	1,594	\$ 250,009.17	100%
Impressions>	2,438,876		

Digital Published Strategy	
Banners	7
Videos	1
Audio	1
Clicks	11,354

• Labor Day Mobilization –August 24 to 31, 2019

Media	Spots	Investment	%
TV	56	25,486.36	21%
Radio	473	37,242.18	31%
Print	2	6,443.81	5%
Digital*		40,034.25	33%
OOH-Cinmena	402	12,362.50	10%
Total	933	\$ 121,569.10	100%
Impressions>	5,133,666		

Digital Published Strategy	
Banners	7
Videos	1
Audio	1
Clicks	48,217

• Summary

Media	Spots	Investment	%
TV	2,461	714,594.57	47%
Radio	4,694	392,377.53	26%
Print	88	103,653.44	7%
Digital*		137,928.69	9%
OOH	1,638	177,665.80	12%
Total	8,881	1,526,220.03	100%
Impressions>	32,536,197		

Digital Strategic Summary*	
Webbanners	56
Videos	13
Audio	8
Cliks	113,659
Sites	4,521

Objective

Reach at least 70% of target audience with the educational message of consequences of alcohol impaired driving and its legal effect as established on PR Act 22-2000 with a frequency 2+ and increase impressions by 5% for each campaign at the end of year 2019- the table above summarizes the purchase by media and the in impressions total obtained, which means that the objective to increase impressions by 5%, from 21,433,210 in 2019 was exceeded by 50%.

Total Investment

Impaired Driving Media Campaign				
Approved	Advanced	Assigned	Available	Fund
\$ 1,973,106.74	\$ 1,973,106.74	\$ 1,973,106.74	\$ -	MAP21-405d
40,868.26	40,868.26	33,171.72	\$ 7,696.54	Fast Act 405d Mid
\$ 2,013,975.00	\$ 2,013,975.00	\$ 2,006,278.46	\$ 7,696.54	

GL	Category	Approved	Advanced	Assigned	Balance
9400	Contractual Services	2,013,825.00	2,013,825.00	2,006,128.46	7,696.54
9442	Office Supplies	150.00	150.00	150.00	-
9443	Equipment - rent	-	-	-	-
9444	Educational Supplies	-	-	-	-
9485	Travel - Local	-	-	-	-
9490	Travel - out of PR	-	-	-	-
9701	Other	-	-	-	-
	TOTAL	\$ 2,013,975.00	\$ 2,013,975.00	\$ 2,006,278.46	\$ 7,696.54

19-12-02

Youth Impaired Driving Media Campaign

Communications and Outreach

1. Media Tactics- target Audience- men 16-24 (188,597 estimated)

- During this year the strategy used was to reproduce both San Sebastián Street Fest and Intercollegiate Sports Competitions educational efforts pieces:
 - Two (2) videos to air digital and social media
 - Adaptations of arts and banners to air digital and social media
- During the Intercollegiate Sports Competitions educational effort, a radio audio was produced with the slogan “No seas cabezudo, si bebes, pasa la llave” (Don’t be hardheaded, if you drink, pass the car key).
- Tico Character:
 - repairs where done to the handcrafted *cabezudo* (head/mask) Tico that was created in 2017.
 - a handcrafted key was created to reinforced Tico’s slogan “No seas cabezudo, si bebes, pasa la llave” (Don’t be hardheaded, if you drink, pass the car key).
 - an educational piece was created with Tico’s image and his educational message “No seas cabezudo, si bebes, pasa la llave” (Don’t be hardheaded, if you drink, pass the car key).
 - a 5”x7” educational postcard/brochure was produced featuring Tico’s message and most importantly the consequences of drunk driving.



2. Earned Media

- On January 16, PR DOT and Public Security Department held a press conference on the logistics and security plan to be implemented during the celebration of the San Sebastián Street Fest. PRTSC Executive Director joined this press conference with the preventive message of this program addressed to young drivers, “No Guies Borracho, Pasa La Llave” (Don’t drink and drive, pass the car key). Tico character also accompany the Executive Director to interact with target audience and share his personal slogan “No seas cabezudo, si bebes, pasa la llave” (Don’t be hardheaded, if you drink, pass the car key) During this conference, 350 people were impacted.





- Media Tours were carried out with PRTSC spokesperson Executive Director Darelis López to share the alcohol preventive message addressed to young drunk drivers, earning 8 interviews on TV, Radio, Digital and Newspaper during the year.
- Results of this educational efforts:

<u>Media</u>	<u>Spots</u>	<u>Earnings</u>
TV	4	\$8,575.00
Radio	128	30,433.00
Print	1	252.00
Digital	8	3,485.84
Out of Home	20	3,000.00
Total	161	\$45,745.84

In summary, the goal of \$25,000 on earned media was exceeded by 46%.

3. Owned Media

Websites, Social Channels and Mobile Sites Engagement Results

Facebook 	93 posts	641 likes	161,906 outreaches
Twitter 	90 posts	71,972 engagements	411 retweets
Instagram 	77 posts	901 likes	
YouTube 	12 videos	21 views	

The table above indicates that the goal established in the strategy for obtaining at least 300 interactions through Owned Media surpass efficaciously.

4. Events and Massive Impact Activities

- PRTSC personnel participated in a total of 29 activities impacting 11,358 citizens with this program educational message.
- A total of 12,329 brochure were handed out to PRTSC Programs and Coordinators, law enforcement agents, educators, institutions and general public.
- More than 3,400 Tico’s educational pieces were distributed throughout the year.
- About 1,070 educational pieces "Hazte la prueba de Alcohol" (get tested for alcohol) were distributed and performed.

5. Identifying Partners

Combined efforts were made with the FIESTA Programs. An educational piece was created that consisted in a brochure with drunk driving prevention information and a breathalyzer to be used as an educational reinforcement activity. FIESTA programs develop their own activities with their peers to educate College students of the consequences drunk driving. About 450 young people between ages 16-24 were impacted with the educational piece "Hazte la prueba de Alcohol antes que lo haga la policía" (get tested for alcohol before it's done by a police officer).



6. Paid Media

- *Fiestas de la calle San Sebastián* Street Fest Prevention and Educational Effort - January 17 to 20, 2019

Digital Strategic	
Investment	\$ 8,871.12
Webbanners	5
Videos	1
Video Plays	235,945
Cliks	16,691
Sites	1,857
Impressions>	3,330,178

- Intercollegiate Sports Competitions Educational Effort – April 22 to 27, 2019

Paid Media			
Media	Spots	Investment	%
Radio	65	\$ 9,869.91	28%
Digital		\$ 24,862.67	72%
Webbanners	5		
Videos	1		
Video Plays	97,724		
Cliks	24,425		
Sites	1,857		
Total	71	\$ 34,732.58	100%
Impressions>	3,102,573		

- Summary

Paid Media Summary			
Media	Spots	Investment	%
Radio	65	\$ 9,869.91	23%
Digital		\$ 33,733.79	77%
Webbanners	10		
Videos	2		
Video Plays	333,669		
Cliks	41,116		
Sites	3,714		
Total	77	\$ 43,603.70	100%
Impressions>	3,216,376		

Objective

Reach at least 80% of target audience with the educational message of consequences of youth alcohol impaired driving and its legal effect as established on PR Act 22-2000 with a frequency 2+ and obtain at least 1,274,638 million impressions at the end of year 2019- the table above summarizes the purchase by media and the in impressions total obtained, which means that the objective to increase impressions by 5%, from 3,216,376 in 2019 was exceeded by 252%.

Total Investment

GL	Category	Approved	Advanced	Assigned	Balance
9400	Contractual Services	74,798.00	74,798.00	68,975.99	5,822.01
9442	Office Supplies	-	-	-	-
9443	Equipment - rent	1,979.00	1,979.00	1,979.00	-
9444	Educational Supplies	-	-	-	-
9485	Travel - Local	223.00	223.00	223.00	-
9490	Travel - out of PR	-	-	-	-
9701	Other	-	-	-	-
	TOTAL	\$ 77,000.00	\$ 77,000.00	\$ 71,177.99	\$ 5,822.01

19-12-03

Speed and Aggressive Driving Media Campaign

Communications and Outreach

1. Media Tactics - target Audience - men 37-64 (1.2 million estimated)

This year the strategy consisted in reproducing preexisting campaign for better commitment of objective and strategies. “La vida cambia igual de rápido” (Life Changes Equally Fast), with the slogan of this program “Respetar los límites de Velocidad, si no obedeces, pagas” (Obey the Sign or Pay the Fine). Pieces reproduced were banners with its adaptations for digital and social media, digital material, newspaper ½ page, radio and a video to air on TV, cinema, digital and social media and a 5”x7” educational postcard/brochure.





2. Earned Media

- A Media Tour was carried out with PRTSC spokesperson Executive Director Darelis López to carry the speed and aggressive preventive message addressed to drivers, earning 3 interviews on TV, Radio, Digital and Newspaper during the campaign.
- Results during all year effort:

Media	Spots	Earnings
TV	4	\$4,462.50
Radio	5	3,806.25
Print	4	2,169.58
Digital	13	9,647.34
Total	26	\$20,085.67

3. Owned Media

Websites, Social Channels and Mobile Sites Engagement Results

Facebook		77 posts	510 likes	173,772 outreaches
Twitter		76 posts	65,553 engagements	206 retweets
Instagram		67 posts	404 likes	
YouTube		18 videos	31 views	

The table above indicates that the goal established in the strategy for obtaining at least 300 interactions through Owned Media surpass efficaciously.

4. Events and Massive Impact Activities

- PRTSC personnel participated in a total of 29 activities impacting 12,658 citizens with this program educational message.
- A total of 38,925 brochure were handed out to PRTSC Programs and Coordinators, law enforcement agents, educators, institutions and general public.
- More than 250 educational pieces were distributed throughout the year.

5. Identifying Partners

Combined efforts were made with the PRTSC Community Programs. The educational display piece created in 2018 that consisted in a display with brochures with the speed driving prevention information with the slogan "Un choque real a alta velocidad puede ser mortal" (a real crash at high speed can be mortal) to be used as an educational reinforcement activity. Community Programs developed their own activities to educate High School students of the consequences speed driving. About 27,000 brochures were distributed among students, parents and school personnel.



6. Strategic integration with PRPD and Municipality Police work plan

The mobilization campaign was supported by overtime enforcement mobilization throughout the Island.

REGLAS DE VELOCIDAD

La velocidad máxima para todo vehículo pesado, ómnibus público o privado y transporte escolar, será siempre 10 millas menos de la permitida en cualquier zona.

Aquel conductor que transite a una velocidad menor a la establecida y que impida el flujo normal del tránsito, deberá conducir por el carril de la extrema derecha.

Ninguna persona podrá conducir un vehículo de motor a una velocidad menor de 20 millas por debajo del límite.

Están terminantemente prohibidas las carreras de competencia o regateo, concurso de velocidad y concurso de aceleración.

LÍMITES MÁXIMOS DE VELOCIDAD

ZONA	LÍMITES MÁXIMOS DE VELOCIDAD
Autopista 2 carriles vehículos livianos	55 - 65 MPH*
Autopista 2 carriles vehículos pesados	45 - 55 MPH*
Autopista 4 o más carriles vehículos livianos	55 MPH*
Autopista 4 o más carriles vehículos pesados	45 MPH*
Escolar rural 6:00 a.m. - 7:00 p.m.	25 MPH*
Escolar urbana 6:00 a.m. - 7:00 p.m.	15 MPH*
Rural	45 MPH*
Urbana	25 MPH*

* Millas por hora

MULTAS Y PENALIDADES POR VELOCIDAD

INFRACCIÓN	MULTAS Y PENALIDADES
Exceso de velocidad hasta un máximo de 99 MPH	Multa básica de \$100.00 + \$10.00 por cada milla adicional
Exceso de velocidad 100 MPH o más	Multa de \$1,000.00
Exceso de velocidad en Zona Escolar	Multa básica de \$200.00 + \$10.00 por cada milla adicional
Vehículos lentos	Vehículos que transiten a una velocidad menor de 20 MPH por debajo del límite establecido: \$100.00 y en vías de 2 o más carriles \$200.00
Carreras clandestinas	Primera convicción \$5,000 de multa + suspensión de licencia de conducir por un término de 6 meses* e incautación del vehículo. Convicciones subsiguientes \$5,000 de multa, 6 meses de cárcel, revocación de licencia de conducir por 1 año e incautación del vehículo.
Incitación	Multa de \$3,000.00

Todas estas sanciones se aplicarán en conjunto de manera acumulativa.

7. Paid Media – August 7 to 16, 2019

Media	Spots	Investment	%
TV	82	68,251.56	39%
Radio	530	50,492.96	29%
Print	12	11,812.87	7%
Digital*		26,674.77	15%
OOH- Cinema	1,554	17,767.50	10%
Total	2,178	\$ 174,999.66	100%
Impressions>	10,028,394		

Digital Strategic Summary*	
Webbanners	6
Videos	1
Audio	1
Cliks	67,782
Sites	8,836

Objective

To reach at least 65% out of over 1.2 million estimated of the target audience with the educational message of the consequences of speed and aggressive driving and its legal effect as established on PR Act 22-2000 with a frequency 2+ and increase impressions* by 2%; from 1,649,649 million in year 2018 to 1,682,642 million at the end of year 2019- the table above summarizes the purchase by media and the in impressions total obtained, which means that the objective to increase impressions by 5%, from 10,028,394 in 2019 was exceeded by 608%.

Total Investment

GL	Category	Approved	Advanced	Assigned	Balance
9400	Contractual Services	212,150.00	212,150.00	186,459.65	25,690.35
9442	Office Supplies	150.00	150.00	-	150.00
9443	Equipment - rent	1,500.00	1,500.00	-	1,500.00
9444	Educational Supplies	100.00	100.00	-	100.00
9485	Travel - Local	200.00	200.00	-	200.00
9490	Travel - out of PR	500.00	500.00	-	500.00
9701	Other	400.00	400.00	-	400.00
	TOTAL	\$ 215,000.00	\$ 215,000.00	\$ 186,459.65	\$ 28,540.35

19-12-07

Occupant Protection Media Campaign

Seat Belt

Communications and Outreach

1. Media Tactics - target Audience - men 18-36 (513,716 estimated)

For better commitment of objective and strategies the Communicatons’ Area reproduced preexisting campaign “Cuando usas el cinturón la vida continúa” (When you use the seat belt life continues...), with the slogan of this program “De día y de noche, si no te amarras, pagas” (**Day or Night, Click It or Ticket**). Pieces reproduced were a 30 second video ad to air on TV, cinema, digital and social media, a 20 second educational video to air on digital and social media, a 30 second radio ad, banners with adaptations for digital and social media, newspaper ½ page and a 5”x7” educational postcard/brochure.





2. Earned Media

- During yearlong spokesperson, Executive Director Darelis López, participated in interviews on TV, Radio, Digital and Newspaper to carry the preventive message for unrestrained drivers and passengers in all seating position.
- As a result of these efforts plus organic coverage based on PR daily topics the table below shows us the total gain from earned media:

<u>Media</u>	<u>Spots</u>	<u>Earnings</u>
TV	19	\$20,262.50
Radio	172	38,361.25
Print	4	5,096.25
Digital	11	2,807.34
Total	206	\$66,527.34

In summary, a 67% of the goal of \$100,000 was reached because a budget reduction that affected paid media investment, therefore hurts earned media results.

3. Owned Media - Websites, Social Channels and Mobile Sites Engagement Results

Facebook		90 posts	426 likes	205,044 outreaches
Twitter		66 posts	61,927 engagements	293 retweets
Instagram		81 posts	565 likes	
YouTube		1 video	1 view	

The table above indicates that the goal established in the strategy for obtaining at least 300 interactions through Owned Media surpass efficaciously.

4. Events and Massive Impact Activities

- PRTSC personnel participated in a total of 29 activities impacting 11,184 citizens with this program educational message.
- A total of 37,675 brochure were handed out to PRTSC Programs and Coordinators, law enforcement agents, educators, institutions and general public.

SINO TE AMARRAS, PAGAS



La mayoría de los choques fatales ocurren a pocas millas del hogar. Usa el cinturón de seguridad y asegúrate de que todos los pasajeros lo hagan.

EL NO LLEVAR EL CINTURÓN DE SEGURIDAD CONLLEVA UNA MULTA DE \$50.00 POR OCUPANTE EN EL VEHICULO Y \$100.00 POR NIÑO ENTRE LAS EDADES 0 A 9 AÑOS SIN ASIENTO PROTECTOR.

Cuando te abrochas el cinturón de seguridad al subir a un vehículo, tienes más probabilidades de:

- Evitar multas.
- Prevenir quedar incapacitado o mutilado. Cada 35.2 minutos alguien resulta lesionado en un choque automovilístico.
- Salvar tu vida. Una de cada tres muertes por choque está relacionada a no usar el cinturón de seguridad.

ÚSALO DÍA Y NOCHE

• El cinturón de seguridad te protege, reduce el riesgo de trauma severo y puede ayudarte a mantener el control de tu vehículo en caso de un choque.

• Abrocharse el cinturón de seguridad evita que tu cuerpo rebote dentro del vehículo o que sea arrojado fuera del mismo. El cinturón de seguridad reduce las probabilidades de que sufras lesiones porque te mantiene sujetado al asiento.

• Las bolsas de aire están diseñadas para ser usadas en conjunto con los cinturones de seguridad.

5. Identifying Partners

The strategic plan for this program was modified due to the reduction of the budget, so the efforts were mainly focused on impacts, events and obtaining media interviews to share this program educational message.

6. Strategic integration with PRPD and Municipality Police work plan

Both mobilization campaigns were supported by overtime enforcement mobilization throughout the Island.

7. Paid Media

- Seat Belt Mobilization – October 8 to 15, 2018

Media	Spots	Investment	%
TV	58	35,016.08	34%
Radio	373	33,527.10	33%
Print	18	21,741.56	21%
Digital*		9,511.12	9%
OOH- Cinema	308	3,162.50	3%
Total	757	\$ 102,958.36	100%
Impressions>	1,448,469		

Digital Strategic Summary*	
Webbanners	5
Videos	1
Cliks	2,255
Sites	7

- CIOT (Click It Or Ticket) Mobilization – May 20 to 31, 2019

Media	Spots	Investment	%
TV	159	81,862.83	41%
Radio	872	59,387.20	30%
Print	18	18,642.54	9%
Digital*		20,000.00	10%
OOH- Cinema	1,428	20,067.50	10%
Total	2,477	\$ 199,960.07	100%
Impressions>	6,426,738		

Digital Strategic Summary*	
Webbanners	7
Videos	1
Cliks	22,981
Sites	4,640

• Summary

Media	Spots	Investment	%
TV	217	116,878.91	39%
Radio	1,245	92,914.30	31%
Print	36	40,384.10	13%
Digital*		29,511.12	10%
OOH	1,736	23,230.00	8%
Total	3,234	\$ 302,918.43	100%
Impressions>	3,937,604		

Digital Strategic Summary*	
Webbanners	12
Videos	2
Cliks	25,236
Sites	4,647

Objective

To reach at least 60% out of over 513,716 estimated of the target audience with the educational message of the consequences of unrestrained vehicle occupant and its legal effect as established on PR Act 22-2000 with a frequency 2+ and increase impressions* by 2%, from 2,089,785 in year 2018 to at least 2,131,590 million impressions at the end of year 2019- the table above summarizes the purchase by media and the in impressions total obtained, which means that the objective to increase impressions by 5%, from 3,937,604 in 2019 was exceeded by 185%.

Car Seat

Communications and Outreach

1. Media Tactics - target Audience- men and women 18-36 (1.5 million estimated)

- The new advertising campaign “Una sola muerte por no utilizar el asiento protector es demasiado” (A single death for not using a car seat is too much) was created for this year with this program slogan “Asiento Protector, úsalo correctamente” (car seat, use it correctly). This new concept was developed in order to raise awareness among parents and guardians who have children between the ages of 0 to 8 about the consequences of not using a car seat, since previous campaigns focused on educating citizens about how to install the car seat correctly. Pieces reproduced were a 30 second video ad to air on TV, digital and social media, a 30 second radio ad, eleven (11) banners with adaptations for digital and social media, newspaper ½ page and a 5”x7” educational postcard/brochure.



2. Earned Media





- A Media Tour was carried out with PRTSC spokesperson Executive Director Darelis López to share the car seat usage addressed to parents, guardians and family with infants ages 0 to 8, earning 10 interviews on TV, Radio, Digital and Newspaper during the year.

- As a result of this effort plus organic coverage based on PR daily topics, the table below shows us the total gain from earned media:

Media	Spots	Earnings
TV	2	\$ 2,287.50
Radio	4	1,556.25
Print	3	1,246.25
Digital	18	19,407.34
Total	27	\$24,497.34

In summary, a 49% of the goal of \$50,000 was reached because a budget reduction that affected earned media results.

3. Owned Media - Websites, Social Channels and Mobile Sites Engagement Results

Facebook 	70 posts	1,165 likes	147,430 outreaches
Twitter 	54 posts	47,425 engagements	231 retweets
Instagram 	60 posts	509 likes	
YouTube 	15 videos	30 views	

The table above indicates that the goal established in the strategy for obtaining at least 200 interactions through Owned Media surpass efficaciously.

4. Events and Massive Impact Activities

- PRTSC personnel participated in a total of 34 activities impacting 11,184 citizens with this program educational message.
- A total of 36,365 brochure were handed out to PRTSC Programs and Coordinators, law enforcement agents, educators, institutions and general public.
- A total of 1,845 educational pieces were also distributed.

5. Identifying Partners

During this year, the collaborative effort between the Legislative Representatives and Mayors to impact low-income families with the Car Seat Loan Program continued. A total of 6 impacts were carried out and 30 car seats for infants between the ages of 0 to 8 years were granted.

6. Paid Media

- September 17 to 21, 2019

Media	Spots	Investment	%	Digital Strategic Summary*	
TV	51	32,272.15	46%	Webbanners	11
Radio	248	18,933.02	27%	Videos	1
Print	2	3,032.38	4%	Cliks	23,870
Digital*		16,175.14	23%	Sites	7,913
Total	301	\$ 70,412.69	100%		
<i>Impressions></i>		<i>3,004,746</i>			

Objective

To reach 40% of the target audience, women 18-36, with a frequency 2+ and obtain at least 1.5 million impressions from newspapers, Internet, social networks and media during the child restraint usage campaign- the table above summarizes the purchase by media and the in impressions total obtained, which means that the objective to increase impressions from 2,821,865 in 2019 was exceeded by 106%.

Total Occupant Protection Project Investment

Occupant Protection Media Campaign				
Approved	Advanced	Assigned	Available	Fund
\$ 489,157.00	\$ 489,157.00	\$ 473,746.37	\$ 10,495.38	FAST ACT 402
		15,410.63	\$ -	NHTSA 402
\$ 489,157.00	\$ 489,157.00	\$ 489,157.00	\$ 10,495.38	

GL	Category	Approved	Advanced	Assigned	Balance
9400	Contractual Services	488,507.00	488,507.00	478,661.62	9,845.38
9442	Office Supplies	150.00	150.00	-	150.00
9443	Equipment - rent	-	-	-	-
9444	Educational Supplies	-	-	-	-
9485	Travel - Local	200.00	200.00	-	200.00
9490	Travel - out of PR	-	-	-	-
9701	Other	300.00	300.00	-	300.00
	TOTAL	\$ 489,157.00	\$ 489,157.00	\$ 478,661.62	\$ 10,495.38

19-12-10

Non-Motorized Safety Media Campaign

Pedestrian Safety

Communications and Outreach

1. Media Tactics - Target Audience - men 50+ (1.2 million estimated)

- Peatón-Conductor “Somos Responsable”- a new advertising campaign called “Ponte en sus zapatos, detente antes del cruce peatonal. Evita ser multado” (put yourself in their shoes, stop before the crosswalk, avoid the fine) was created for this year with this program’s effort slogan “Somos Responsables” (We are Responsible). This new concept was developed in order to raise awareness among drivers. Pieces reproduced

were a two (2) 30 second videos ads to air on TV, digital and social media, two (2) 30 second radio ads, four (4) banners with adaptations for digital and social media, newspaper ½ page and a 5”x7” educational postcard/brochure.

- Peatón “Peatón Responsable”- the Communications’ Area reproduced preexisting campaign “Esta es mi calle” (This is my Street), with the slogan of this program “Peatón Responsable” (Responsible Pedestrian). Pieces reproduced were for impacts and social media purpose since the budget for the paid media campaign was cut. The 30 second video was reproduced unto four (4) 20 second videos and added closed caption as stated on PR Act 266-2018 Equal Rights for Audio Impaired Citizens, the 5”x7” educational postcard/brochure and an educational book for children.





2. Earned Media

- A Media Tour was carried out with PRTSC spokesperson Executive Director Darelis López to share the pedestrian safety message on TV, Radio, Digital and Newspaper earning 32 interviews.
- Results of this effort plus organic coverage based on PR daily media topics:

Media	Spots	Earnings
TV	12	\$35,544.00
Radio	60	67,865.25
Print	10	7,626.25
Digital	24	50,490.34
Total	106	\$161,525.84

In summary, the goal of \$ 75,000 on earned media was exceeded by 215%.

3. Owned Media - Websites, Social Channels and Mobile Sites Engagement Results:

Facebook		94 posts	1,059 likes	316,186 outreaches
Twitter		91 posts	108,610 engagements	431 retweets
Instagram		79 posts	669 likes	
YouTube		4 videos	4 views	

The table above indicates that the goal established in the strategy for obtaining at least 200 interactions through Owned Media surpass efficaciously.

4. Events and Massive Impact Activities

- PRTSC personnel participated in a total of 30 activities impacting 11,484 citizens with this program educational message.
- Pieces handed out to PRTSC Programs and Coordinators, law enforcement agents, educators, institutions and general public are as follow:
 - 24,425 brochures
 - 190 “Peatón Responsable” (Responsible Pedestrian) posters

- 6,349 educational books for children

5. Identifying Partners

During the pedestrian-driver campaign that took place during the month of May, PRTSC developed an effort in which Community Programs participated along with the PRTSC personnel. Crosswalks were impacted, carrying the message of this campaign “Ponte en sus zapatos, detente antes del cruce peatonal. Evita ser multado” (put yourself in their shoes, stop before the crosswalk, avoid the fine). This effort was carried out simultaneously at different crosswalks around the country. A total of 1,500 drivers and pedestrians were impacted.



6. Strategic integration with Puerto Rico Police Department work plan

This mobilization campaign was supported by overtime enforcement mobilization throughout the Island by the State police. This new effort helped spread the message among drivers of the importance of giving pedestrian the proper space to cross a street by not stopping their cars on crosswalks.

7. Paid Media

- Peatón-Conductor Mobilization – May 6 to 11, 2019

Media	Spots	Investment	%
TV	64	40,292.50	45%
Radio	435	28,967.46	32%
Print	3	4,272.08	5%
Digital*		9,000.00	10%
OOH- Cinema	476	7,417.50	8%
Total	978	\$ 89,949.54	100%
<i>Impressions></i>	<i>2,425,331</i>		

Digital Strategic Summary*	
Webbanners	3
Sites	9,893
Cliks	33,548
Videos	1
Video Views	427,026

Objective

Reach at least 50% of target audience with the pedestrian safety educational message and its legal regulations as established on PR Act 22-2000 with a frequency 2+ and obtain at least 1.5 million impressions during the paid media campaign at the end of year 2019- the table above summarizes the purchase by media and the in impressions total obtained, which means that the objective to increase impressions by 5%, from 3,937,604 in 2019 was reached only by 62% because a budget reduction affected paid media results.

Bicyclist Safety

Communications and Outreach

- 1. Media Tactics** - target Audience- men ages 50-62 (1.2 million estimated)

The Communications’ Area reproduced preexisting campaign “Compartir la Responsabilidad es Salvar Vidas” (Sharing Responsibility is Saving Lives), with the slogan of this program “Comparte la Carretera” (Share The Road). The two (2) educational videos were converted in a 30 second version for TV, Cinema, digital and social media. The newspaper ½ page, six (6) banners for digital and social media and the 5”x7” educational brochure were reproduced.



2. Earned Media

- During yearlong spokesperson, Executive Director Darelis López, participated in interviews on TV, Radio, Digital and Newspaper to carry the bicyclists safety message.
- As a result of these efforts plus organic coverage based on PR media daily topics the table below shows us the total gain from earned media.

Media	Spots	Earnings
TV	2	\$1,762.50
Radio	2	1,331.25
Print	3	1,246.25
Digital	9	2,348.34
Total	16	\$6,688.34

In summary, a 27% of the goal of \$25,000 was reached because a budget reduction that affected earned media results.

3. Owned Media - Websites, Social Channels and Mobile Sites Engagement Results

Facebook		41 posts	399 likes	45,829 outreaches
Twitter		38 posts	20,851 engagements	200 retweets
Instagram		25 posts	178 likes	
YouTube		7 videos	26 views	

The table above indicates that the goal established in the strategy for obtaining at least 100 interactions through Owned Media surpass efficaciously.

4. Events and Massive Impact Activities

- PRTSC personnel participated in a total of 29 activities impacting 11,184 citizens with this program educational message.
- A total of 30,322 brochure were handed out to PRTSC Programs and Coordinators, law enforcement agents, educators, institutions and general public.

5. Identifying Partners

On May 16, PRTSC allied with the organization LA BC Kleta to orientate target market on the rights and duties of the bicyclist and drivers. The event occurred at University Avenue in the University of Puerto Rico in Río Piedras area impacting 300 people with this program educational message and brochure.

Bicyclist Paid Media Educational Effort Paid Media – May 17 to 19, 2019

Media	Spots	Investment	%
Print	3	4,272.08	15%
Digital*		7,564.00	26%
OOH- Cinema	1,939	17,551.88	60%
Total	1,942	\$ 29,387.96	100%
Impressions>		2,076,126	

Digital Strategic Summary*	
Webbanners	5
Sites	1,919
Cliks	13,997
Videos	2
Video Views	239,247

Objective

Reach at least 50% of target audience with the bicyclist safety educational message and its legal regulations as established on PR Act 22-2000 with a frequency 2+ and obtain at least 211,290 impressions during the paid media campaign at the end of year 2019- the table above summarizes the purchase by media and the in impressions total obtained, which means that the objective to increase impressions was exceeded by 983%.

PESET Media Campaign

Communications and Outreach

1. Media Tactics - target Audience - women 37-49 (639,168 estimated)





This year the strategic consisted in reproducing preexisting campaign for better commitment of objective and strategies. Pieces reproduced were the educational brochure and the educational activity book.

2. Earned Media

PRTSC spokesperson Executive Director Darelis López appeared in 2 interviews on TV, Radio, Digital and Newspaper during the year.

3. Owned Media

Websites, Social Channels and Mobile Sites Engagement Results

Facebook		41 posts	399 likes	45,829 outreaches
Twitter		38 posts	20,851 engagements	200 retweets
Instagram		25 posts	178 likes	
YouTube		7 videos	26 views	

The table above indicates that the goal established in the strategy for obtaining at least 100 interactions through Owned Media surpass efficaciously.

4. Events and Massive Impact Activities

- During the month of August, the Back to School Event was held in coordination with the Governor’s Office. Its main purpose was to supply children with the necessary materials for back to school, PRTSC integrated its PESET educational activity book to educate children on road safety. Around 2,600 people were impacted.
- On the last weekend of August, the PRTSC participated in the Caribbean International Auto Expo. Bonus space was giving to recreate the PESET, where children were able to drive PESET’s electric cars and practice traffic signs and signals. Around 904 children were impacted.
- A total of 8,320 brochure and 1,084 educational activity books were handed out to PRTSC Programs and Coordinators, law enforcement agents, educators, institutions and general public.

5. Identifying Partners

Alliances were made with several public and private schools in the island where the PESET was recreated in their facilities. Students, faculty and parents were oriented on the importance of following traffic safety rules and regulations, complying with PR Act 22-2000 "Vehicles and Traffic" and inviting them to visit the PESET facilities in Arecibo. More than three (3) schools participate and 400 people were impacted.

6. PESET Paid Media Educational Effort Paid Media

During this year the educational campaign for the PESET program did not advertised since during the scheduled dates the island there was overcoming a serial of events that disrupted the stability of the government and its agencies, leaving the PRTSC with no legal licensed advertising company, which is required by state law to place an advertising campaign.

Objective

Reach at least 60% of target audience with the educational message to visit PESET with a frequency 2+ and obtain at least 200,000 impressions during the paid media campaign at the end of year 2019- was not reached because the media buy campaign was cancelled because of serial of events that disrupted the stability of the government and its agencies in which the agency had no legal mechanism to place advertisements.

Total Non-Motorized Safety Media Project Investment

Non-Motorized Safety Media Campaign				
Approved	Advanced	Assigned	Available	Fund
\$ 291,000.00	\$ 291,000.00	\$ 262,600.00	\$ 6,066.14	FAST ACT 405h
		28,400.00	\$ 1,972.48	FAST ACT 402
\$ 291,000.00	\$ 291,000.00	\$ 291,000.00	\$ 8,038.62	

GL	Category	Approved	Advanced	Assigned	Balance
9400	Contractual Services	284,850.00	284,850.00	219,028.74	65,821.26
9442	Office Supplies	150.00	150.00	-	150.00
9443	Equipment - rent	4,500.00	4,500.00	-	4,500.00
9444	Educational Supplies	250.00	250.00	-	250.00
9485	Travel - Local	200.00	200.00	-	200.00
9490	Travel - out of PR	750.00	750.00	-	750.00
9701	Other	300.00	300.00	83.86	216.14
	TOTAL	\$ 291,000.00	\$ 291,000.00	\$ 219,112.60	\$ 71,887.40

19-12-12

Motorcycle Awareness Media Campaign

Communications and Outreach

1. Media Tactics - target Audience - men 18-36 (715,255 estimated)

This year the strategic implemented was reproducing preexisting campaign for better commitment of objective and strategies. The campaign with this program slogan “Comparte la Carretera” (Share the Road) reproduced the following pieces: three (3) banners with its adaptations for digital and social media and the 5”x7” educational postcard/brochure. The 2017 video was adapted for TV, cinema, digital and social media.



2. Earned Media

During yearlong spokesperson, Executive Director Darelis López, participated in interviews on TV, Radio, Digital and Newspaper to carry the Motorcycle Share the Road message earning 2 interviews.

3. Owned Media - Websites, Social Channels and Mobile Sites Engagement Results

Facebook		23 posts	131 likes	22,643 outreaches
Twitter		32 posts	17,204 engagements	57 retweets
Instagram		21 posts	145 likes	

The table above indicates that the goal established in the strategy for obtaining at least 50 interactions through Owned Media surpass efficaciously.

4. Events and Massive Impact Activities

- PRTSC personnel participated in a total of 32 activities impacting 12,400 citizens with this program educational message.
- A total of 43,425 brochure and 75 posters were handed out to PRTSC Programs and Coordinators, law enforcement agents, educators, institutions and general public.

5. Paid Media

- March 21 to 24, 2019

Media	Spots	Investment	%
TV	90	57,236.51	72%
Digital*		14,599.90	18%
OOH- Cinema	658	7,417.50	9%
Total	748	\$ 79,253.91	100%
<i>Impressions></i>	<i>2,473,143</i>		

Digital Strategic Summary*	
Webbanners	3
Sites	2,797
Cliks	15,021
Videos	1
Video Views	1,155,616

Objective

Reach at least 50% of target audience with the motorcycle safety educational message with a frequency 2+ and obtain at least 200,000 impressions during the paid media campaign at the end of year 2019- the table above summarizes the purchase by media and the in impressions total obtained, which means that the objective to increase impressions was exceeded by 1,237%.

Total Investment

GL	Category	Approved	Advanced	Assigned	Balance
9400	Contractual Services	87,709.84	87,709.84	87,709.84	-
9442	Office Supplies	-	-	-	-
9443	Equipment - rent	-	-	-	-
9444	Educational Supplies	-	-	-	-
9485	Travel - Local	-	-	-	-
9490	Travel - out of PR	-	-	-	-
9701	Other	-	-	-	-
	TOTAL	\$ 87,709.84	\$ 87,709.84	\$ 87,709.84	\$ -

19-12-13

Motorcycle Safety Media Campaign

Communications and Outreach

1. Media Tactics - target Audience- men 18-36 (715,255 estimated)

This year the strategic implemented was reproducing preexisting campaign for better commitment of objective and strategies. The campaign “Su uso tiene una razón de ser” (It’s [motorcyclist gear] use has a reason) with this program slogan “Motociclista Seguro” (Motorcycle Safety). A 30 second video to air TV, Cinema, digital and social media was developed to reinforce this campaign. 2017 pieces were also refreshed and reproduced for target market purpose. These were: the 30 second radio ads, digital banners with adaptations for digital and social media and the newspaper ½ page and the 5”x7” educational postcard/brochure was refresh.



2. Earned Media

- During yearlong spokesperson, Executive Director Darelis López, participated in interviews on TV, Radio, Digital and Newspaper to share the motorcycle safety preventive message earning 2 interviews.
- This are the results of these efforts plus organic coverage based on PR media:

<u>Media</u>	<u>Spots</u>	<u>Earnings</u>
TV	1	\$ 825.00
Radio	75	13,166.25
Print	3	1,246.25
Digital	10	4,348.34
Total	89	\$19,585.84

In summary, a 78% of the goal of \$25,000 was reached because a budget reduction that affected earned media results.

3. Owned Media - Websites, Social Channels and Mobile Sites Engagement Results

Facebook		46 posts	288 likes	69,867 outreaches
Twitter		37 posts	25,566 engagements	146 retweets
Instagram		54 posts	391 likes	

The table above indicates that the goal established in the strategy for obtaining at least 50 interactions through Owned Media surpass efficaciously.

4. Events and Massive Impact Activities

- To reinforce the motorcyclist campaign, an event was held through the center of the Island (Naranjito a Guavate) a route very popular among motorcyclist because of its scenery and multiple food and beverage businesses on the side of the road. To carry the educational message of this program PRTSC personnel along the Community Programs directly orientated 300 motorcyclists and impacted around 1,400 people with literature alluding to the motorcycle safety message.
- PRTSC personnel participated in a total of 33 activities impacting 11,784 citizens with this program educational message.
- A total of 27,202 brochure and 73 posters were handed out to PRTSC Programs and Coordinators, law enforcement agents, educators, institutions and general public.

5. Identifying Partners

The strategic plan for this program was modified due to the reduction of the budget, so the efforts were mainly focused impacts, events and obtaining media interviews to share this program educational message.

6. Paid Media

- June 6 to 9, 2019

Media	Spots	Investment	%
Radio	530	42,866.37	57%
Print	12	9,322.88	12%
Digital*		22,807.28	30%
Total	542	\$ 74,996.53	100%
<i>Impressions></i>		6,252,393	

Digital Strategic Summary*	
Webbanners	8
Sites	2,854
Cliks	11,378
Videos	1

Objective

Reach at least 50% of target audience with the motorcycle safety message and its legal regulations as established on PR Act 22-2000 with a frequency 2+ and obtain at least 200,000 impressions during the paid media campaign at the end of year 2019- the table above summarizes the purchase by media and the in impressions total obtained, which means that the objective to increase impressions was exceeded by 3,126%.

Total Investment

GL	Category	Approved	Advanced	Assigned	Balance
9400	Contractual Services	120,700.00	120,700.00	115,167.77	5,532.23
9442	Office Supplies	150.00	150.00	-	150.00
9443	Equipment - rent	1,500.00	1,500.00	-	1,500.00
9444	Educational Supplies	250.00	250.00	-	250.00
9485	Travel - Local	200.00	200.00	-	200.00
9490	Travel - out of PR	500.00	500.00	-	500.00
9701	Other	200.00	200.00	-	200.00
TOTAL		\$ 123,500.00	\$ 123,500.00	\$ 115,167.77	\$ 8,332.23

19-12-14

Distracted Driving Media Campaign

Communications and Outreach

1. Media Tactics - target Audience- men and women 16-24 (1.5 million estimated)

This year the strategic consisted in reproducing preexisting campaign for better commitment of objective and strategies. “Si ves el celular no ves la carretera” (If your are looking at the cellular your not watching the road), with the slogan of this program “Si guías y textees, pagas” (U Text U Pay). Pieces reproduced were the 30 second video to air on TV, cinema, digital and social media, the 30 second radio add, newspaper ½ page, banners with its adaptations for digital and social media, gas pump print and the educational postcard/brochure.



2. Earned Media





- During yearlong spokesperson, Executive Director Darelis López, participated in interviews on TV, Radio, Digital and Newspaper to carry the distracted driving preventive message.
- These are the results of these efforts plus organic coverage based on PR daily media topics:

<u>Media</u>	<u>Spots</u>	<u>Earnings</u>
TV	5	\$5,062.50
Radio	27	5,121.25
Print	4	2,169.58
Digital	14	6,587.34
Total	50	\$18,940.67

In summary, a 38% of the goal of \$50,000 was reached because a budget reduction that affected earned media results.

3. Owned Media

Websites, Social Channels and Mobile Sites Engagement Results

Facebook 	82 posts	448 likes	161,004 outreaches
Twitter 	68 posts	65,310 engagements	295 retweets
Instagram 	77 posts	409 likes	
YouTube 	14 videos	16 views	

The table above indicates that the goal established in the strategy for obtaining at least 200 interactions through Owned Media surpass efficaciously.

4. Events and Massive Impact Activities

- PRTSC personnel participated in a total of 18 activities impacting 11,158 citizens with this program educational message.
- A total of 54,125 brochure were handed out to PRTSC Programs and Coordinators, law enforcement agents, educators, institutions and general public.

5. Identifying Partners

The strategic plan for this program was modified due to the reduction of the budget, so the efforts were mainly focused impacts, events and obtaining media interviews to share this program educational message.

6. Strategic integration with PRPD and Municipality Police work plan

The mobilization campaign was supported by overtime enforcement mobilization throughout the Island.

7. Paid Media

- April 8 to 15, 2019

Media	Spots	Investment	%
TV	92	54,480.22	39%
Radio	348	28,345.65	20%
Print	4	6,452.48	5%
Digital*		15,000.00	11%
OOH- Gas Pumps	110	16,780.80	26%
OOH- Cinema	1,344	18,917.50	
Total	1,898	\$ 139,976.65	100%
<i>Impressions></i>	<i>3,908,461</i>		

Digital Strategic Summary*	
Webbanners	1
Videos	1
Cliks	32,783

Objective

Reach at least 50% of target audience with the educational message of consequences of distractive driving and its legal effect established on PR Act 22 2000 with a frequency 2+ increase impressions by 2%; from 424,326 in year 2017 to 432,812 at the end of year 2019- the table

above summarizes the purchase by media and the total obtained in impressions, which means that the objective was exceeded by 903%.

Total Investment

GL	Category	Approved	Advanced	Assigned	Balance
9400	Contractual Services	163,366.00	163,366.00	157,647.89	5,718.11
9442	Office Supplies	150.00	150.00	-	150.00
9443	Equipment - rent	1,500.00	1,500.00	-	1,500.00
9444	Educational Supplies	250.00	250.00	-	250.00
9485	Travel - Local	200.00	200.00	-	200.00
9490	Travel - out of PR	500.00	500.00	-	500.00
9701	Other	300.00	300.00	-	300.00
TOTAL		\$ 166,266.00	\$ 166,266.00	\$ 157,647.89	\$ 8,618.11

Fiscal Review

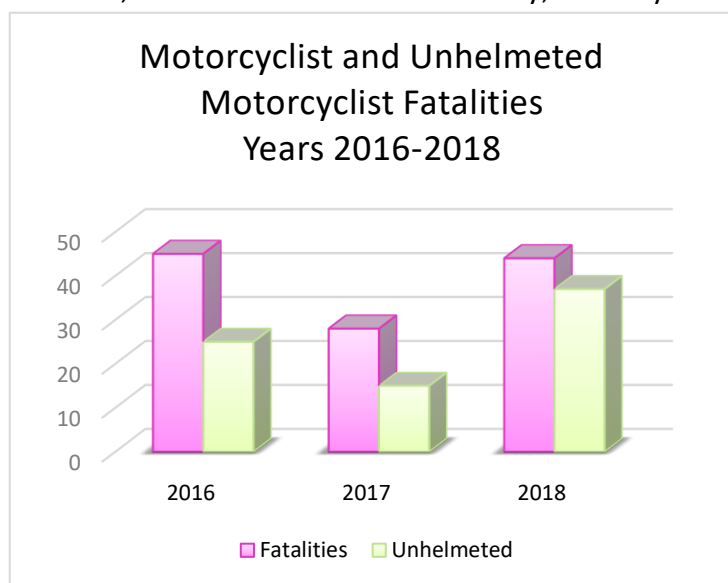
Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
19-12-01	ID Media Campaign - 1201	CST - 00	40,868.26	33,170.91	7,697.35
19-12-01	ID Media Campaign - 1201	CST - 00	1,973,106.74	1,973,106.74	-
19-12-02	Youth ID Media Campaign - 1202	CST - 00	8,312.88	2,490.87	5,822.01
19-12-02	Youth ID Media Campaign - 1202	CST - 00	68,687.12	68,687.12	-
19-12-03	speed, aggressive and distractive PM - 1203	CST - 00	215,000.00	186,518.04	28,481.96
19-12-07	PM Occupant protection - 1207	CST - 00	15,410.63	15,410.63	-
19-12-07	PM Occupant protection - 1207	CST - 00	473,746.37	463,500.92	10,245.45
19-12-10	PM pedestrian - 1210	CST - 00	28,400.00	7,940.75	20,459.25
19-12-10	PM pedestrian - 1210	CST - 00	262,600.00	210,992.16	51,607.84
19-12-12	MC Safety Media Campaign - 1212	CST - 00	45,512.53	45,512.53	-
19-12-12	MC Safety Media Campaign - 1212	CST - 00	42,197.31	42,197.31	-
19-12-13	MC Media Campaign - 1213	CST - 00	123,500.00	115,237.98	8,262.02
19-12-14	DD Media Campaign - 1214	CST - 00	166,266.00	157,717.84	8,548.16
Total 12 - Media			\$ 3,463,607.84	\$ 3,322,483.80	\$ 141,124.04

Motorcycle Safety

Problem Statement

Traffic safety issues remain a major concern among motorcyclists. A reduction in motorcyclist fatalities was constant during the last five years. However, based on the latest crash data from NHTSA FARS database for 2017, it showed an increase of 57.14%, from 28 in 2017 to 44 reported in 2018.

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 an increase in unhelmeted motorcyclist fatalities from 15 in 2017 to 37 in 2018.

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

Performance Targets

- ✱ **To decrease the number of motorcyclist fatalities 20 percent from the 2016 calendar base year of 45 to 36 by December 31, 2019.** – Based on the latest crash data from NHTSA FARS database for year 2018, the target wasn't achieved; motorcyclist fatalities from 28 in 2017 to 44 in 2018. However, preliminary data for 2019 report a total of 32 motorcyclist fatalities; the target is likely to be met to 2019.
- ✱ **To decrease the number unhelmeted motorcyclist fatalities 24 percent from the 2016 calendar year of 25 to 19 by December 31, 2019.** – Based on the latest crash data from NHTSA FARS database for year 2018, the target wasn't achieved; unhelmeted motorcyclist fatalities from 15 in 2017 to 37 in 2018. However, preliminary data for 2019 report a total of 17 unhelmeted motorcyclist fatalities; the target is likely to be met to 2019.

Planned Activity

19-13-10

Motorcycle Safety Facilitators (MSF)

Not developed during FY 2019, no proposal project was submitted to the PRTSC.

19-13-06

Motorcycle Safety Coordinator

Enforcement in motorcycle laws has been directed mostly on helmet, proper gear use and impaired riding. However, new trends in education and road safety awareness have emerged. The PRTSC and the 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. Currently, there is only two range in operation. Following the Motorcycle Safety Coordinator expertise, the DMV decides to add at least two more ranges, one in Fajardo and one in Aibonito and they are already designed, painted and ready for the opening.

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.

The Motorcycle Safety Coordinator 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, State Police, and Prosecutors.



A mandatory conference of the new law requirements is offered to the police cadets at the Police Academy in Gurabo as a graduation requirement, upon request.

In September 2019 the Coordinator participated in the International Education Training System in Columbus, Ohio.

Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
19-13-06	MC Coordinator - 1306	CST - 00	33,478.00	31,093.79	2,384.21
Total 13 - Motorcycle Safety			\$ 33,478.00	\$ 31,093.79	\$ 2,384.21

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 2019 realized in Puerto Rico showed that 99.8% own a cellular phone and only 39.5% use it while driving. For those who did use their cellular phones while driving, 30.5% use it “always” or “almost always”. Almost half of the participants (36.5%) use it “sometimes”, while 31.5% use it “rarely”. Of the participants that did use their cell phone while driving, a little more than six out of ten (61.2%) use it to make or receives calls while driving “very often” or “sometimes”. The remaining 37.6% use it “almost never” or “never” for those purposes. In terms of the use of cell phones for sending or receiving text messages, 72.1% of the participants indicated that they “never” or “rarely” use their phones for those purposes while driving. However, 12.2% of the participants reported that they use their phones for text messages “always” or “almost always”, while almost one out of ten (14.7%) use it sometimes.

Almost 9 out of 10 participants (87.8%) think they are at risk when they use their cell phones while driving. Most of the participants (95.9%) 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 60.3% of them. Almost 9 out of 10 participants “always” or “almost always” use these hands-free devices, while 3.7% 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 33,543 citations were issued for violations to this Law from January to November 2019; also, the Municipal Police Corps issued a total of 10,093 citations during 2019.

With the purpose of expanding our message PRTSC, together with other law and order agencies, created a massive educational campaign and took it to the media. It focused on raising awareness on how texting while driving requires visual, manual and cognoscitive attention.

The most common forms of distraction are:

- ✱ Cell phone use
- ✱ Texting
- ✱ Eating or drinking
- ✱ Reading

- * Use of navigation systems
- * Changing radio stations
- * Putting on makeup or shaving looking at the mirror

Performance Target

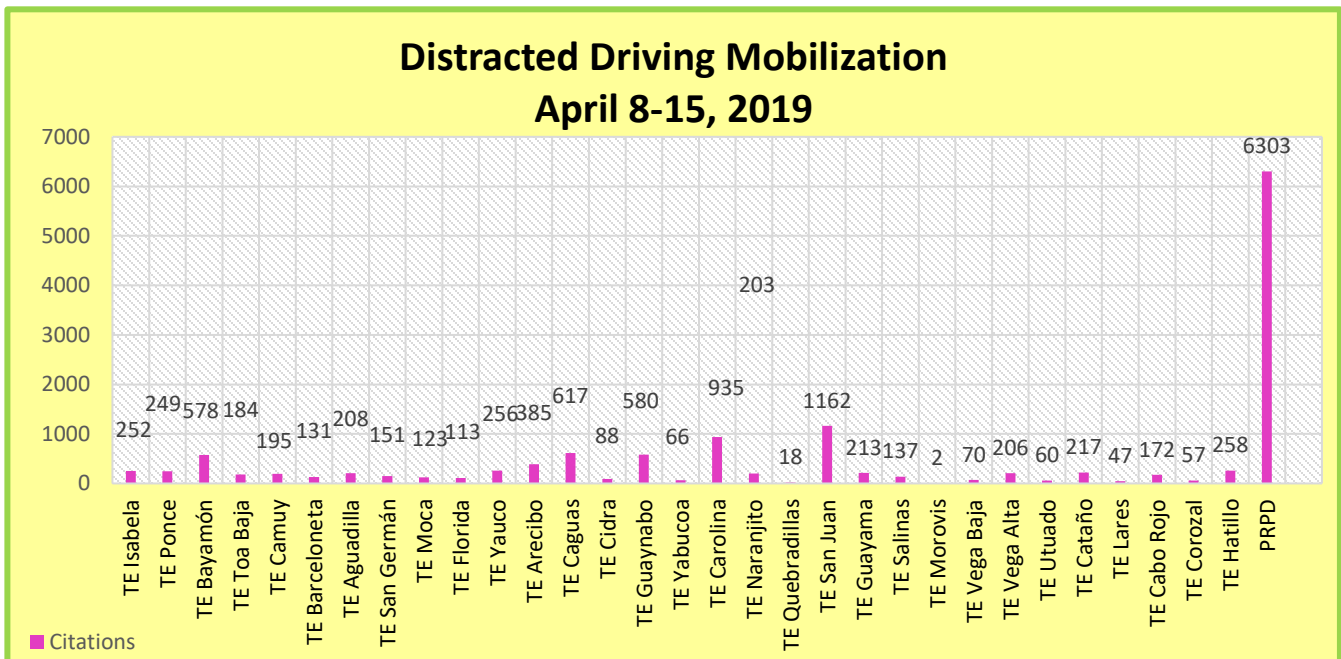
- * **To decrease the percentage of people that reported making cell phone calls while driving from 76.3% on 2017 to 74% in 2019.** – Target achieved; the PRTSC Study 2019 reported, only 67% of participants admit use cell phones while driving.

Planned Activity

19-14-XX

Distracted Driving Mobilization

The Distracted Driving National Campaign was held From April 8-15, 2019. PRTSC granted funds for overtime hours to State Police and to 31 Municipal Police Corps. During this mobilization, HVE and preventive patrol were increased to issue citations to distracted drivers (cell-phone use). This mobilization had the purpose of creating awareness among all citizens on the dangers of texting or using a cell phone while driving, and on Law 201. Police funds were granted through mini grants for effectiveness. This mobilization took place during the hours of 6:00 am to 6:00 pm. The total amount of distracted driving citations given by the State Police and the 31 Municipal Police Corps during this mobilization was 14,236. See graphic below:



19-14-03

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.

19-14-02

Distracted Driving Attitude Survey

During FY 2019, PRTSC hired a specialist to conduct a study to better understand driving habits in Puerto Rico and, measure the effectiveness of media campaigns on several issues, and for this program distractive driving. A total of 500 person to person interviews were conducted among licensed drivers, 16 years of age or older, with an active driver’s license.

The most significant findings revealed that the greatest concerns expressed by interviewees are the use of Road Safety, Distracted Driving and Cell Phone Usage. A total of 99.8% of all participants owned cell phones, and of those, 39.5% admitted using their cell phone while driving, 7.6% indicated they have received a traffic ticket for using it in the past twelve months. In addition, in terms of the use of cell phones for sending or receiving text messages, 72.1% of the participants indicated that they “never” or “rarely use their phones for those purposes while driving. On the other hand, seven out of 10 participants (73.2%) indicated they have not seen, read or heard anything about police officers giving fines to people driving without using a hands-free device, during the 30 days previous the study. Also, most of the participants (98%) understand that driving and talking on a cell phone without a hands-free device in Puerto Rico is illegal. The 99%, also indicated that texting while driving is illegal.

Fiscal Review

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
19-14-02	DD Suvey - 1402	CST - 00	15,000.00	13,500.00	1,500.00
19-14-03	Distractive Coordinator - 1403	CST - 00	9,158.00	7,469.95	1,688.05
19-14-10	TE DD Guayama - 1410	Guayama - 70	2,224.03	2,024.42	199.61
19-14-11	TE DD Guaynabo - 1411	Guaynabo - 305	8,016.88	7,393.27	623.61
19-14-13	TE DD Hatillo - 1413	Hatillo - 115	3,366.00	2,629.20	736.80
19-14-14	TE DD Caguas - 1414	Caguas - 66	8,115.84	7,897.45	218.39
19-14-15	TE DD Carolina - 1415	Carolina - 94	10,883.00	10,828.15	54.85
19-14-16	TE DD Naranjito - 1416	Naranjito - 629	2,690.90	2,018.31	672.59
19-14-17	TE DD San Juan - 1417	San Juan - 098	10,162.05	9,043.23	1,118.82
19-14-19	TE DD Bayamon - 1419	Bayamon - 011	7,842.39	7,321.42	520.97
19-14-20	TE DD Pol de PR - 1420	Pol. De P.R. - 10	100,000.00	95,278.78	4,721.22
19-14-21	TE DD Yauco - 1421	Yauco - 105	3,886.72	3,326.39	560.33
19-14-22	TE DD Ponce - 1422	Ponce - 74	2,930.68	2,594.96	335.72
19-14-23	TE DD Barceloneta - 1423	Barceloneta - 126	2,353.50	1,635.57	717.93
19-14-24	TE DD San German - 1424	San German - 628	2,670.97	2,015.13	655.84
19-14-25	TE DD Utuado - 1425	Utuado - 101	1,070.84	920.23	150.61
19-14-26	TE DD Arecibo - 1426	Arecibo - 116	4,349.00	3,738.60	610.40
19-14-27	TE DD Moca - 1427	Moca - 112	2,427.04	1,544.93	882.11
19-14-30	TE DD Morovis - 1430	Morovis - 313	1,929.79	50.68	1,879.11
19-14-32	TE DD Aguadilla - 1432	Aguadilla - 157	3,350.48	3,012.66	337.82
19-14-33	TE DD Camuy - 1433	Camuy - 388	3,131.52	2,468.62	662.90
19-14-34	TE DD Vega Baja - 1434	Vega Baja - 88	918.32	917.51	0.81
19-14-35	TE DD Isabela - 1435	Isabela - 84	6,274.37	3,532.20	2,742.17
19-14-36	TE DD Salinas - 1436	Salinas - 158	2,244.07	2,081.45	162.62
19-14-37	TE DD Cidra - 1437	Cidra - 135	1,911.04	1,092.93	818.11
19-14-38	TE DD Florida - 1438	Florida - 60	2,204.24	1,874.91	329.33
19-14-39	TE DD Cabo Rojo - 1439	Cabo Rojo - 133	3,559.62	2,896.62	663.00
19-14-40	TE DD Cataño - 1440	Cataño - 145	4,012.90	3,715.00	297.90
19-14-41	TE DD Toa Baja - 1441	Toa Baja - 154	3,657.73	2,452.00	1,205.73
19-14-42	TE DD Vega Alta - 1442	Vega Alta - 54	4,812.28	3,375.38	1,436.90
19-14-43	TE DD Lares - 1443	Lares - 130	888.92	646.98	241.94
19-14-44	TE DD Quebradillas - 1444	Quebradillas - 104	2,472.49	261.67	2,210.82
19-14-45	TE DD Corozal - 1445	Corozal - 167	1,598.73	1,044.75	553.98
19-14-46	TE DD Yabucoa - 1446	Yabucoa - 201	3,529.41	1,095.32	2,434.09
Total 14 - Distracted Driving			\$ 243,643.75	\$ 211,698.67	\$ 31,945.08

Financial Summary Fiscal Year 2019

Grant	Carry Forward from 2018	Current 2019	2019 Obligation Limitation Ttotal	Expended 2019	Reprogrammed to 2020	% Expended
402	\$ 15,410.63	-	\$ 15,410.63	\$ 15,410.63	\$ -	100%
154AL	2,729,910.40	817,982.00	3,547,892.40	475,787.74	3,072,104.66	13%
164AL	2,553,184.58	817,982.00	3,371,166.58	1,299,847.79	2,071,318.79	39%
MAP 21 405b OP HIGH	(24,832.23)	-	(24,832.23)	-	(24,832.23)	0%
MAP 21 405c Data	241,786.31	-	241,786.31	241,786.31	-	100%
MAP 21 405d ID MID	2,110,079.75	-	2,110,079.75	2,110,079.75	-	100%
MAP 21 405f Motorcycle	42,197.31	-	42,197.31	42,197.31	-	100%
FAST Act NHTSA 402	1,920,934.94	2,673,734.63	4,594,669.57	3,005,124.10	1,589,545.47	65%
FAST Act 405b OP Low	-	385,418.37	385,418.37	319,408.12	66,010.25	83%
FAST Act 405b OP High	242,135.99	-	242,135.99	162,262.74	79,873.25	67%
FAST Act 405c Data Program	835,236.70	439,241.24	1,274,477.94	196,369.84	1,078,108.10	15%
FAST Act 405d ID Mid	1,481,834.14	-	1,481,834.14	1,030,093.75	451,740.39	70%
FAST Act 405d ID High	1,508,048.05	1,514,229.23	3,022,277.28	-	3,022,277.28	0%
FAST Act 405f MC	45,512.53	-	45,512.53	45,512.53	-	100%
FAST Act 405h Nonmotorized Safety	310,055.27	289,264.51	599,319.78	248,550.06	350,769.72	41%
Total	\$ 14,011,494.37	\$ 6,937,851.98	\$ 20,949,346.35	\$ 9,192,430.67	\$ 11,756,915.68	44%

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