



COMMONWEALTH OF
PUERTO RICO
Puerto Rico Traffic Safety
Commission

Puerto Rico Annual Report FY 2013

Hon. Alejandro García Padilla
Governor of Puerto Rico

Eng. Miguel A. Torres Díaz
Governor's Representative

José A. Delgado Ortiz
Executive Director



**PUERTO RICO
TRAFFIC SAFETY
COMMISSION**

Table of Contents

MESSAGE FROM GOVERNOR’S REPRESENTATIVE 3

MESSAGE FROM EXECUTIVE DIRECTOR 5

INTRODUCTION 7

TRAFFIC CRASH TRENDS BY YEAR..... 10

LEGISLATIVE UPDATE..... 16

ALCOHOL-IMPAIRED DRIVING..... 17

YOUTH ALCOHOL 24

POLICE TRAFFIC SERVICES..... 33

PLANNING AND ADMINISTRATION..... 39

OCCUPANT PROTECTION..... 44

COMMUNITY PROGRAMS 49

TRAFFIC RECORDS 55

NON-OCCUPANT PROTECTION..... 59

TRAFFIC ENGINEERING 63

PAID MEDIA 69

MOTORCYCLE SAFETY 75

DISTRACTED DRIVING 79

FINANCIAL SUMMARY FISCAL YEAR 2013 82

MESSAGE FROM GOVERNOR’S REPRESENTATIVE



REMARKS FROM THE SECRETARY OF TRANSPORTATION AND PUBLIC WORKS OF THE COMMONWEALTH OF PUERTO RICO,

HON. MIGUEL A. TORRES, PE

As Chairman of the Board of Directors of the Puerto Rico Traffic Safety Commission (PRTSC), I am very proud the Commonwealth has continued to see a significant downward trend in traffic related fatal crashes, during fiscal year 2013.

Key to this success has been, among other initiatives, four major factors:

1. The State government’s approach to address traffic safety as a top administration priority to maintain higher economic and social progress standards.
2. Full commitment by the administration to save lives through aggressive law enforcement, driver, occupant- non-occupant education, and immediate response to traffic emergencies, to produce tremendous results in driving down the number of people dying or with serious injuries on our roadways.
3. The Department of Transportation and Public Works (DTPW) assuming responsibility throughout the year in successfully implementing high and low cost improvements on roads and highways, thus resulting in dramatic reductions in crashes and fatalities in high–incident locations.

For example, the use of new methods in the rehabilitation of pavement, such as the Full Depth Reclamation (FDR), which is a pavement rehabilitation used in state road PR-7707 for the first time in Puerto Rico. FDR recycle the existing old asphalt and base, in place; adding cement, liquid asphalt and water, to perform a new stabilized pavement. Among the benefits of this technology are the savings in materials, construction time, shortening maintenance of traffic and create a base of pavement more resistant to water damage. Several pavement tests have being analyzed and reported to evaluate its properties, which will ensure a safer pavement surface that will help prevent crashes or accidents.

4. The PRTSC strategically faced 2013 traffic safety challenges successfully launching advertisement campaigns focusing mainly on alcohol, speeding and distractive

driving. Thanks to these efforts and safer roads, countless families were spared the devastating news that a loved one was not coming home.

However, friends, neighbors, family members and other fellow citizens are still getting killed or seriously injured on vehicular crashes. That's why we are not totally satisfied with our accomplishments. Therefore, with the decisive support of state and municipal police, the Automobile Accident Compensation Administration (ACCA) and other traffic safety partners, both the DTPW and the PRTSC will double our efforts in fiscal year 2014 to accomplish our strategic objective to increase safety for the traveling public stopping impaired driving and speeding, increasing safety belt use, and improving motorcycle, cyclist and pedestrian safety, along with safer roads infrastructure.

Finally, to achieve the goal of low levels of traffic deaths in Puerto Rico, we will follow the path of persistence and perseverance. We are very clear that although this effort may be perceived as unattainable, our perseverance will be the way we will continue to save lives.

**MESSAGE FROM EXECUTIVE DIRECTOR
OF THE PUERTO RICO TRAFFIC SAFETY COMMISSION
MR. JOSE A. DELGADO**

The Puerto Rico Traffic Safety Commission is pleased to present the FY 2013 Annual Evaluation Report. This document details federally funded, traffic safety enforcement and educational programs, and their projects. In addition, significant accomplishments made through the year towards the achievement of traffic safety improvement goals and the reduction of fatal crashes in the Island.



This report also includes, in-depth descriptions of project activities for each program areas and the results of designed strategies related to traffic safety.

These programs have undoubtedly played a crucial role in the traffic safety improvement Puerto Rico has experienced during the past five years. Among other outstanding accomplishments, this report includes reductions of:

- 10 percent in traffic fatalities
- 10 percent in traffic injuries
- 8 percent in deaths involving non-occupants (pedestrians and cyclists). The so-called El Prado tragedy, where six pedestrians (including four children) were killed by a reckless driver, created much public awareness. To the extent of projecting the improvement of road safety infrastructure in high risk locations.
- 36 percent in fatalities involving motorcycles

Also accomplished, was a longtime objective of 89.7 percent seat belt use. Now, Puerto Rico is among the top federal jurisdictions in compliance with this traffic safety regulation.

As of December 29, 2013, a remarkable reduction of 22 fatalities was observed; in comparison to 2012.

These considerable reductions and the wide use of seat belts were accomplished thanks to the active support of state and municipal police, the Automobile Accident Compensation Administration, Department of Transportation and Public Works, Puerto Rico Highway Authority, and private and nonprofit organizations. All of them are committed to reducing traffic fatalities and injuries, and have shown dedicated

compromise and support which have undoubtedly allowed Puerto Rico's improvement in traffic safety.

By complying with the strategic goals and programmatic commitments, the PRTSC successfully developed in Fiscal Year 2013 eight educational campaigns and other initiatives related to alcohol and speeding prevention, distracted driving, seat belt use, and child, motorcycle, pedestrian and cyclist safety.

The PRTSC continues to be fully committed to a significant reduction of traffic crashes, traffic fatalities, and serious injuries. We are proud of the work accomplished with the support of our traffic safety partners and look forward to the continuing progress in years to come.

INTRODUCTION

Puerto Rico is the smallest and easternmost island of the Greater Antilles in the Caribbean. It consists of the main island and several smaller islands (including Vieques and Culebra). The mainland is 100 miles long and 35 miles wide (170km by 60km).

There are about 3.7 million citizens distributed over 78 municipalities, this stands for 1,000 people per square mile. This ratio is higher than any of the 50 states in the United States; it also ranks among the world's highest. The great majority of the population lives in the metropolitan area of San Juan. Caguas, Ponce, and Mayagüez are also highly populated municipalities. In addition, approximately 85% of the total population are 64 years old or younger. This shows that Puerto Rico's population is relatively young, with a tendency to live an active social life.

Puerto Rico's climate is tropical, with an average year round temperature of 82°F. Average annual precipitation is 70 inches, with less than 40 inches on the southern coastal plain to greater than 130 inches in the mountains and the north east coast. This precipitation has proven to be a problem for the driving public, since roads get flooded very easily. Hurricane season runs from June through November and also contributes to serious damages in state and municipal roads.

There are 17,387 roadway miles in Puerto Rico. In 2012, there were 2,991,904 licensed drivers and 4,500,941 registered vehicles.

Print and other media outlets include: 18 television broadcast stations, 67 AM and 59 FM radio broadcast stations, 5 daily newspapers, and 15 regional newspapers (weeklies). Cable and satellite TV is available to most of the population and internet access is well spread throughout the Island.

Over 200,000 traffic crashes occur every year in Puerto Rico, resulting in over 35,000 injuries and approximately 366 fatalities. Population size, age factor, topography, climate, the vast number of vehicles in comparison to the Island population, and reckless behaviors such as speeding and impaired driving translate to road safety issues. Therefore, a well strategically data driven plan which involves education, traffic engineering, law enforcement, and emergency medical services are crucial in order to successfully address these serious problems.

The Puerto Rico Traffic Safety Commission (PRTSC) was created in 1972 as a government entity to coordinate the planning, administration, and execution of educational programs aimed to prevent and reduce fatalities; also, serious injuries and property damages due to road accidents in the Island.

The PRTSC focuses mainly on the following functional areas to achieve its goal of changing driver behavior through education to reduce traffic deaths and injuries:

- Alcohol Impaired Driving (reduce deaths caused by drivers under the influence of alcohol).
- Reduce fatalities caused by speeding.
- Reduce motorcycle deaths.
- Increase the use of seat belts and child safety seats
- Pedestrian and cyclist safety.
- Prevent distracted driving, with emphasis on the use of mobile phones.
- Traffic Records/Data.

Puerto Rico NHTSA Core Performance Measures				
Measure	Baseline (from FY13 HSP)	Target/goal (from FY13 HSP)	Current Final 2012	2013 (est.)
Traffic Fatalities	361	300	366	345
Traffic Major Injuries	35,533	30,000	35,219	31,957
Fatalities Per VMT	1.96	1.62	2.01	Not Available
Unrestrained Passenger Vehicle Occupant Fatalities	40	40	32	16
Drivers (20 or younger)	47	35	19	25
Alcohol-Impaired Driving Fatalities (BAC=.08+)	101	96	104	Not Available
Speeding-Related Fatalities	138	125	144	72
Motorcycle Fatalities	49	40	49	40
Unhelmet Motorcycle Fatalities	34	25	34	13
Pedestrian Fatalities	111	70	112	89
Seat Belt Usage	91.9%	93%	90.2%	89.7%
Seat belt citations issued during <u>grant-funded</u> enforcement activities			8,355	8,117
Impaired driving arrests made during <u>grant-funded</u> enforcement act			3,063	2,193
Speeding citations issued during <u>grant-funded</u> enforcement activities			N/A*	N/A*
*No Grant Fund for speeding was assigned; however an estimate of 125,446 traffic citations were given out.				

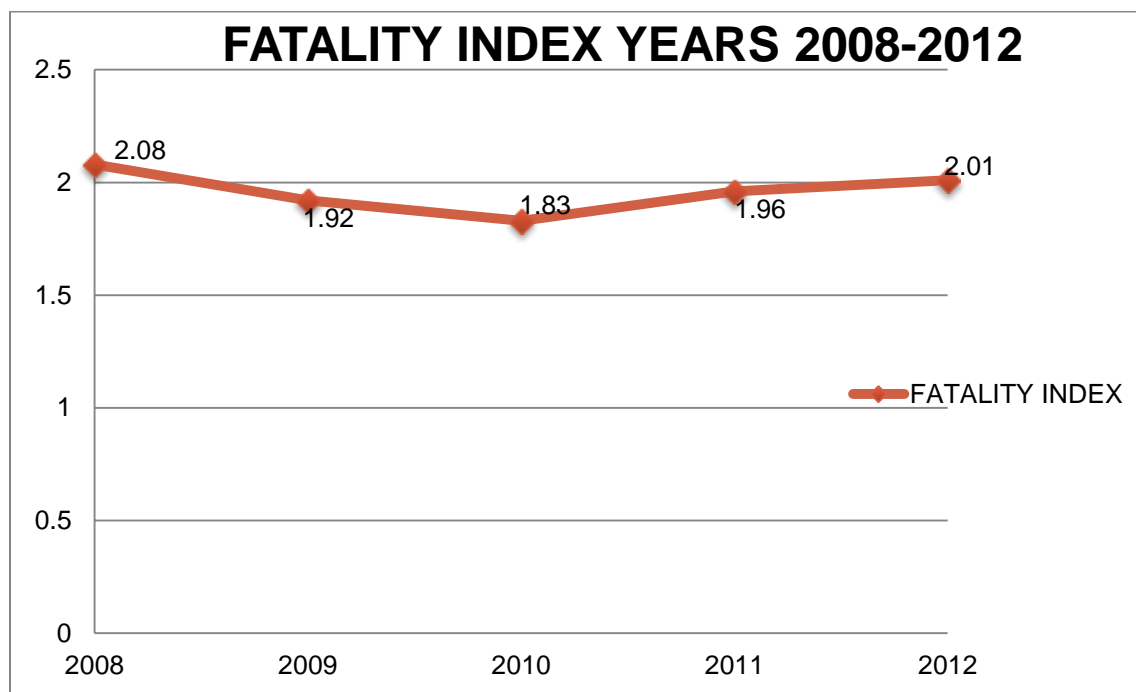
TRAFFIC CRASH TRENDS BY YEAR

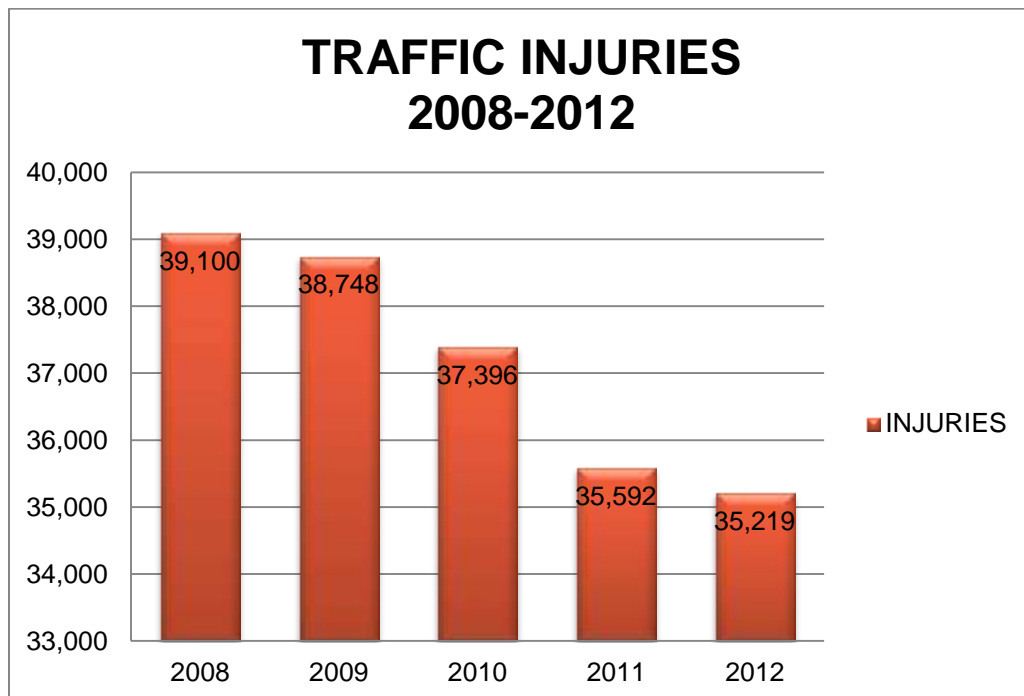
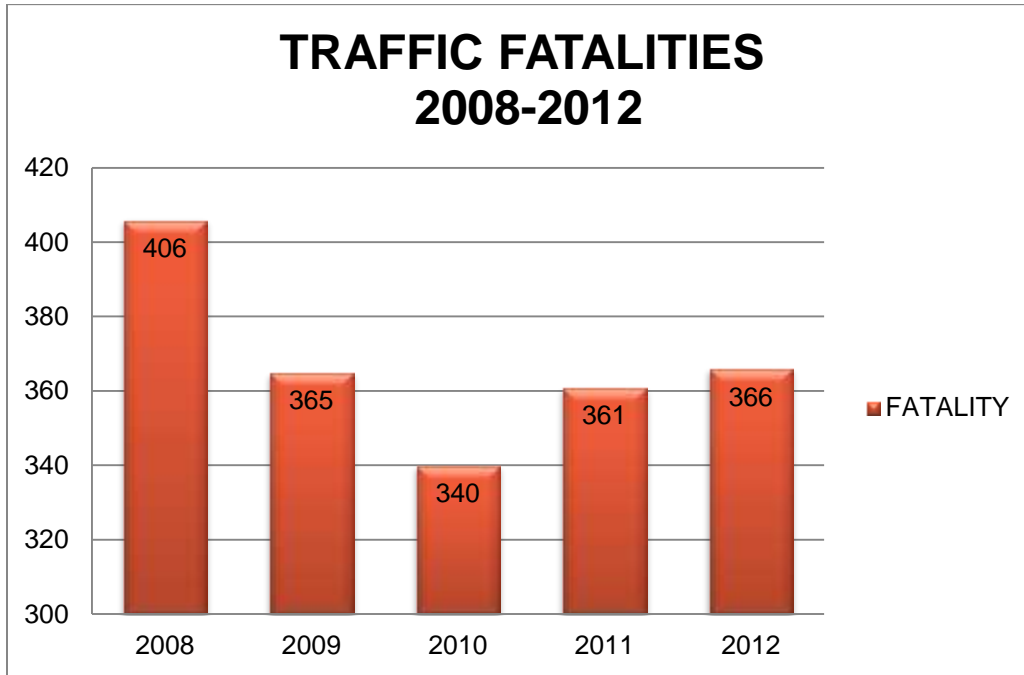
TRAFFIC CRASH TRENDS BY YEAR					
Indicator	2008	2009	2010	2011	2012
Registered Vehicle	3,129,561	3,026,815	3,020,455	3,084,543	4,500,941
Licensed Drivers ⁽¹⁾	2,017,055	2,628,207	3,102,941	3,619,499	2,991,904
Roadway Miles ⁽²⁾	16,576	16,680	16,693	16,694	17,387
VMT ⁽³⁾	194.3	190.1	185.7	183.9	181.8
Total Crashes ⁽⁴⁾	237,798	210,721	202,335	190,170	232,012 ^(4*)
Total Injuries ⁽⁵⁾	39,100	38,748	37,396	35,592	35,219
Fatal Crashes	386	343	330	343	354
Total Fatalities	406	365	340	361	366
Fatality Index	2.08	1.92	1.83	1.96	2.01

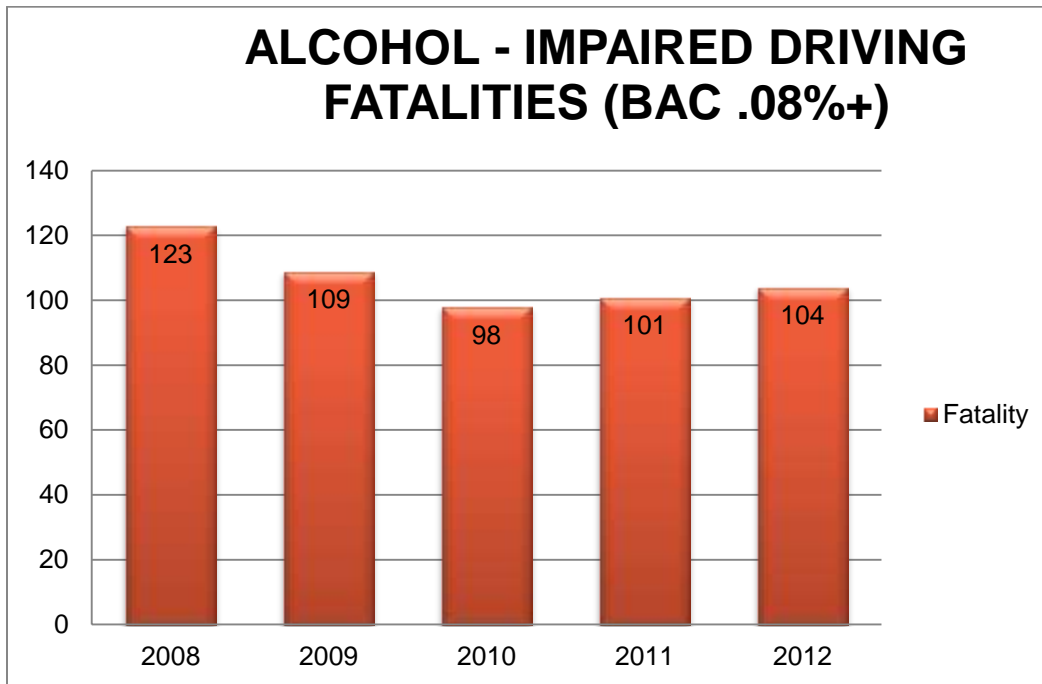
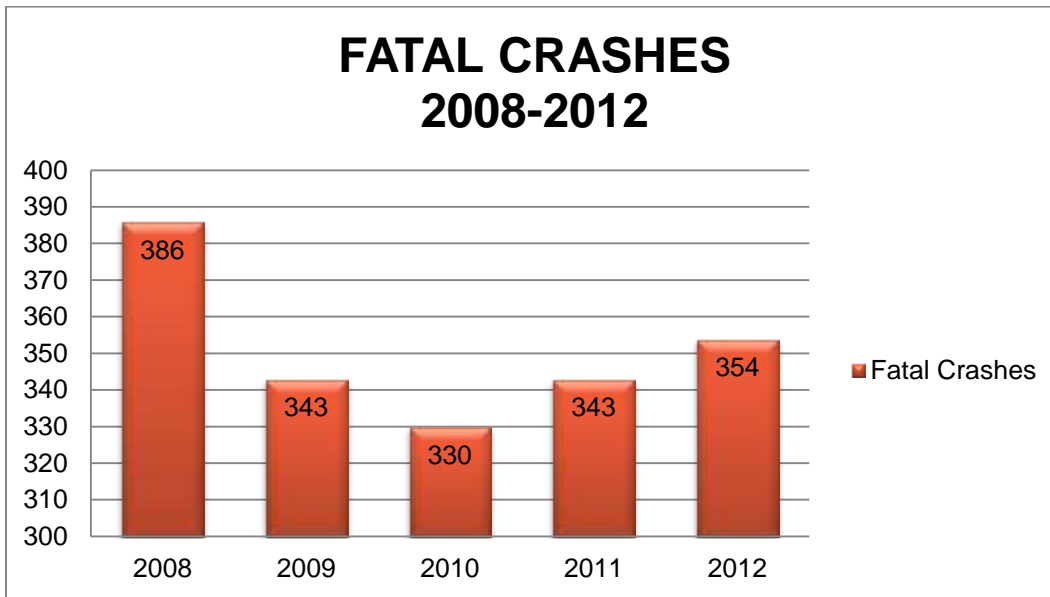
⁽¹⁾Data provided by Driver Services Directory. ⁽²⁾Data provided by the Highway System Office. ⁽³⁾Data provided by the Highway System Office.

⁽⁴⁾Data provided by the Accident Information System of the Analysis of Accidents Office (AISAAD). ^(4*)Data provided by Police Department.

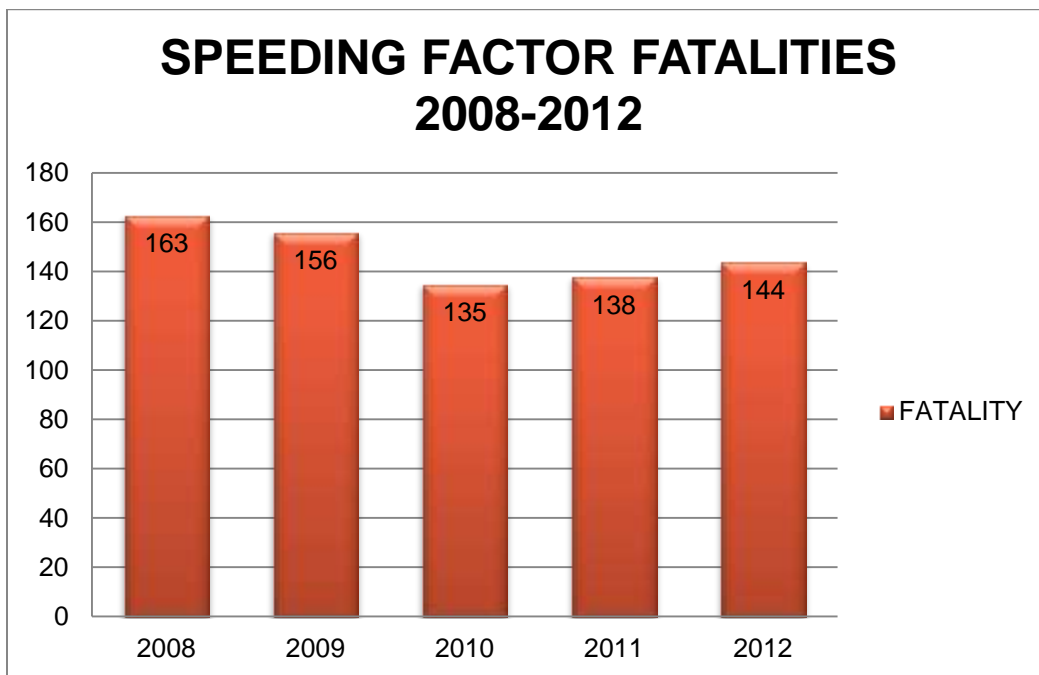
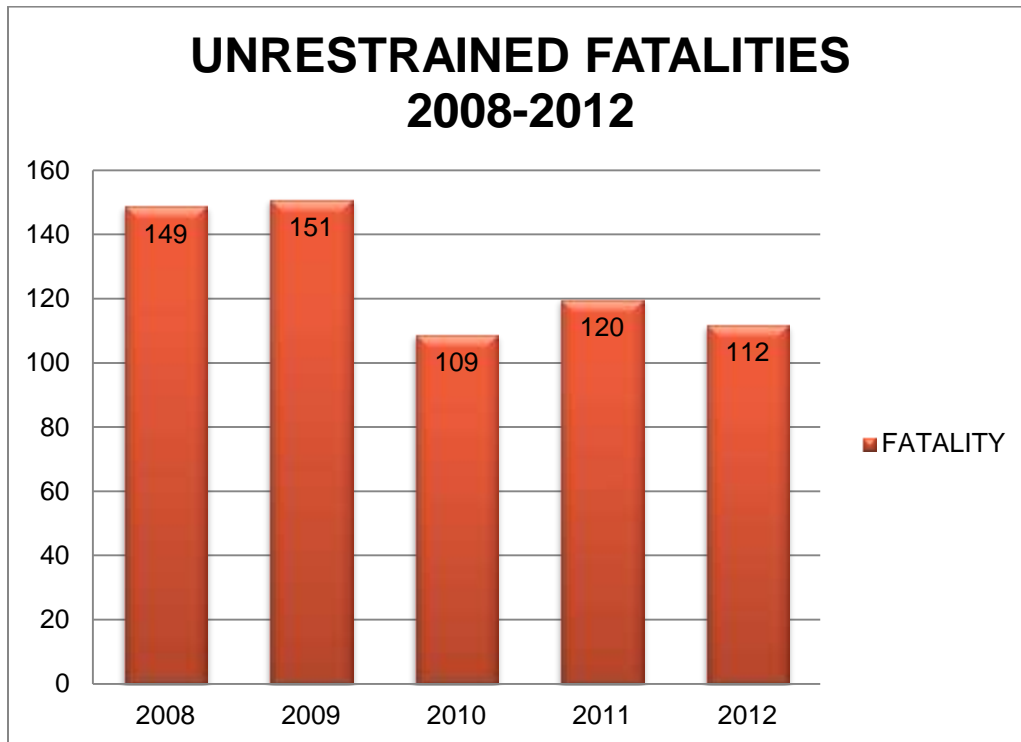
⁽⁵⁾Data provided by Automobile Accident Compensation Administration (ACAA).

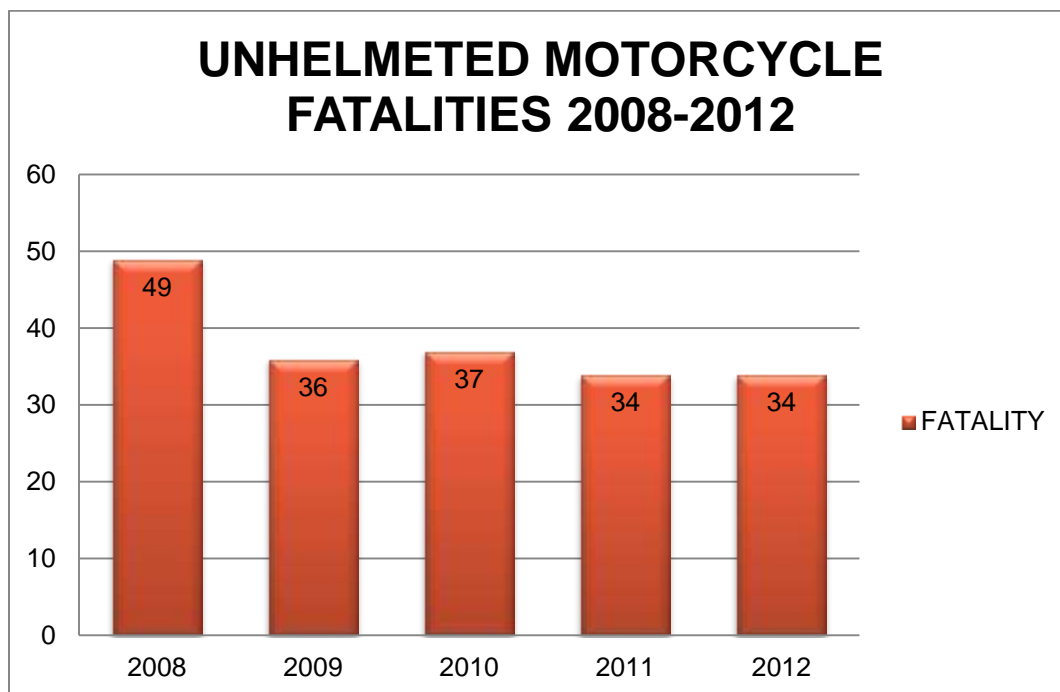
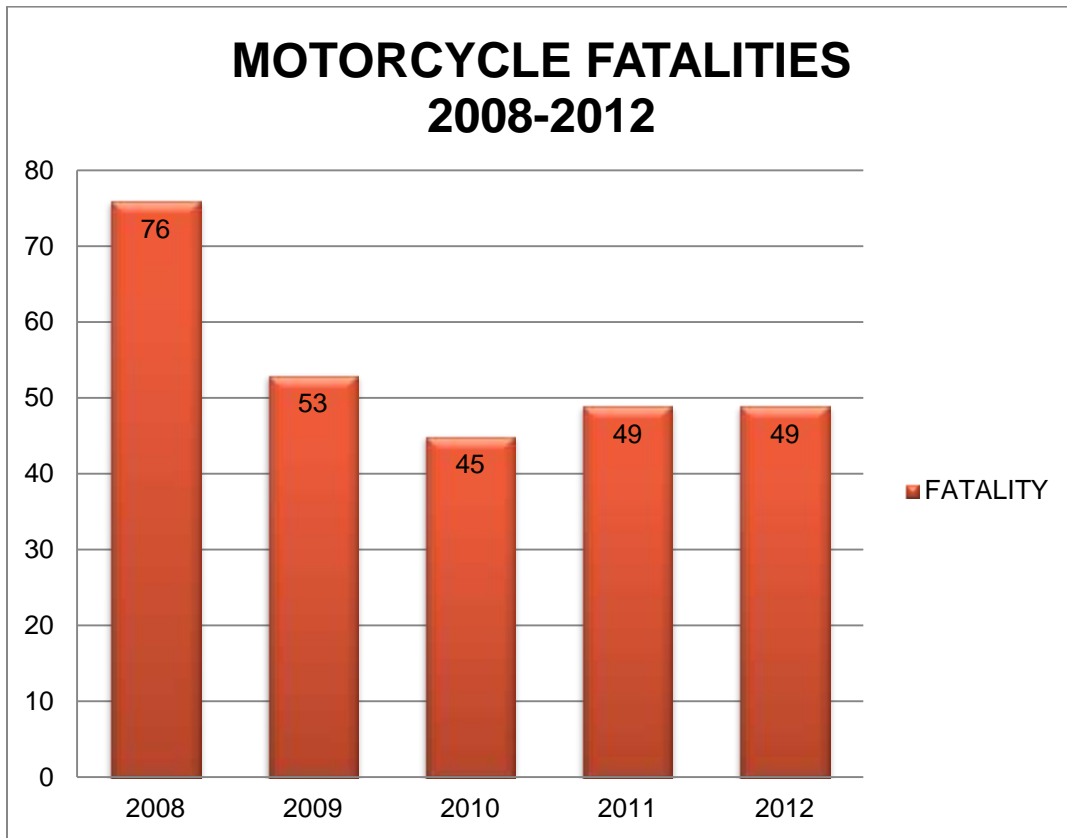


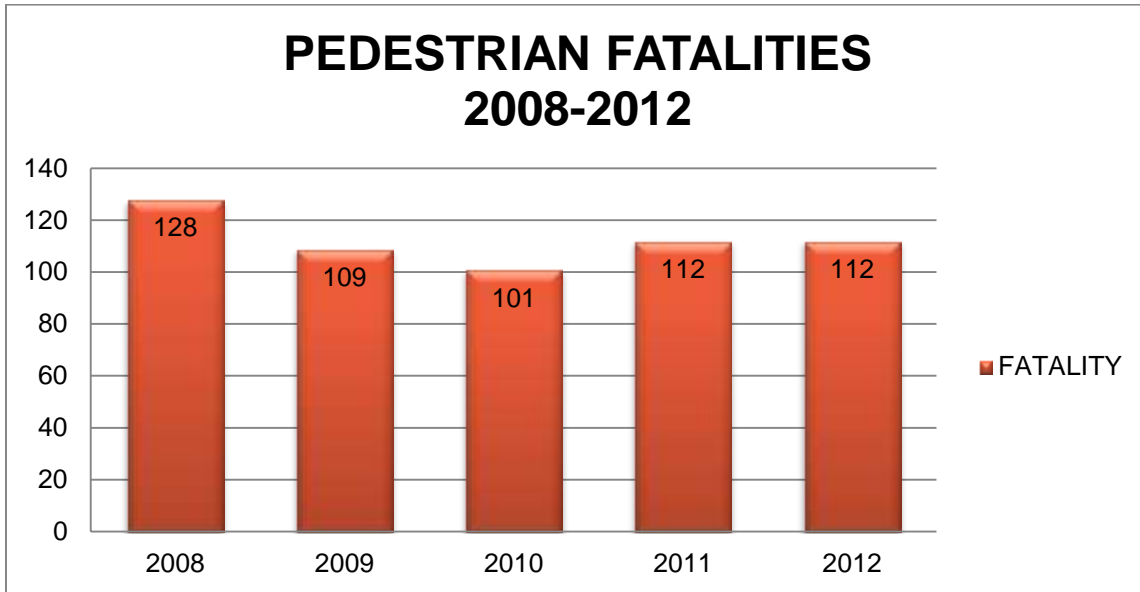




*Preliminary Data for 2012







LEGISLATIVE UPDATE

Law Num.: 30 of June, 2013 – To amend the fourth paragraph, Section 23.01 of Act 22-2000, as amended, known as “Vehicle and Traffic Law of Puerto Rico”, in order to increase the amount of funds that are destined to a Special Deposit. This Special Deposit will be nurtured by the earnings raised by the payment of vehicle tags and a portion of the vehicle inspection fees. All the amounts raised in the Special Deposit will be destined for the usage of the Transportation and Road Authority of Puerto Rico and debt service.

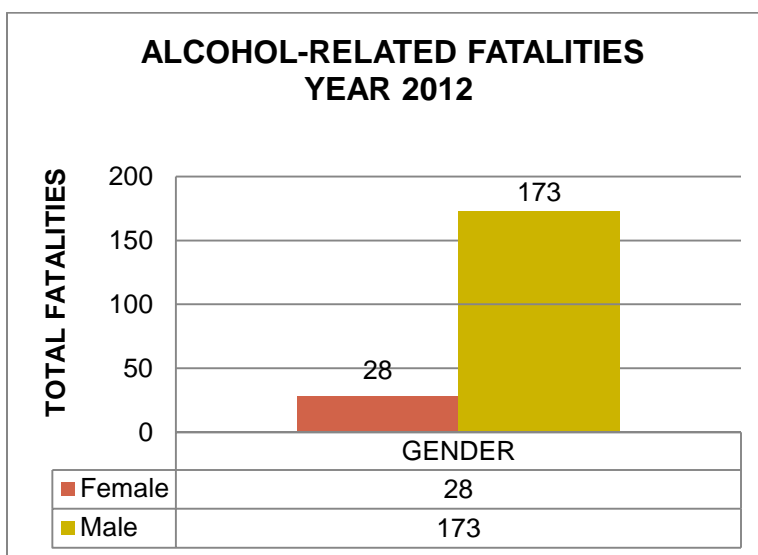
Law Num.: 97 of August, 2013 – To amend Sections 1.52, 3.06, 3.08, 3.11, 3.12, 3.13 and 3.14 of Act 22-2000, as amended, known as “Vehicle and Traffic Law of Puerto Rico” and to derogate Act 79-2005, known as “Law to Obtain a Driver’s Permit (License) for Motor Vehicles in Puerto Rico” in order to authorize de issuance of a Driver’s Permit to foreigners without an official migratory status.

ALCOHOL-IMPAIRED DRIVING

Problem Statement

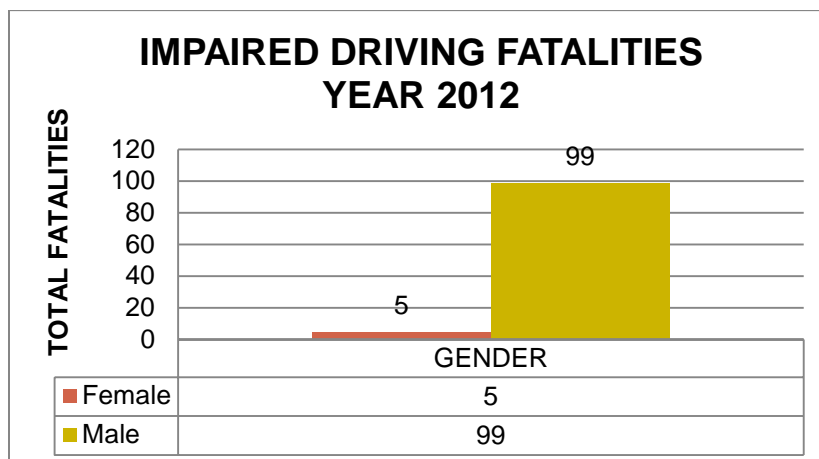
In Puerto Rico it is legal to consume alcohol if you are 18 years or older. However, our culture, like many others, promotes by action or omission this habit in young teenagers and adults. Alcohol beverages are used to an extreme in households and social gatherings. Many of them abide by the motto “if you’re sad, you drink to forget; if you’re happy, you drink to celebrate”.

Although alcohol related fatalities don’t directly demonstrate the alcohol impaired driving problem, its analysis is fundamental to understand the prevalence of alcohol intake among all roadway users involved in a fatal crash. FARS data shows that during 2012, a total of 201 people died in alcohol-related traffic crashes. This amount represents 55% of the total of traffic fatalities.



Males comprised 86% of alcohol related fatalities and females 14%. The number of drivers and motorcyclists killed in alcohol related fatality crashes was 110. Time of day data shows that 70% of alcohol related fatalities occurred at nighttime (between 6:00pm-6:00am), 26% of fatalities occurred on Sundays, followed by Saturdays with 23%.

In 2012, impaired driving fatalities were 104. As in other traffic areas, males comprised the majority of fatalities with 95%.



When examining FARS 2012 data, we concluded:

- Prevalence of impaired driving among males was 95% and in females 5%.
- Day of the week analysis showed that Sunday reported most of the fatalities with 30%, Saturday with 22%, and Monday with 14%.
- Night time (between 6:00pm-6:00am) accounted for 64% of fatalities.
- 75% of fatalities were not buckled up.
- 65% of impaired motorcyclists were not wearing helmets.
- 92% of dead impaired drivers had a BAC of .08% or more.
- Metropolitan areas are overrepresented in impaired driving fatalities. Bayamón ranks first with 7%; followed by Caguas, Carolina, Ponce and San Juan with 5% each.
- December and March are the months with most impaired driving fatalities with 30%, between both months.

Objectives

- To reduce alcohol related fatalities by 5%, from 103 in 2011 to 97 in 2013- Objective not achieved. Alcohol related fatalities, specifically impaired driving deaths, continue to be a challenge. In 2012, there were 201 alcohol related fatalities with 104 alcohol impaired driving fatalities.
- To increase the number of police agencies participating in the HVE's- Objective not achieved; in 2012, 23 Municipal Police Corps and the Puerto Rico Police Department participated in overtime HVE; and in 2013, 22 Municipal Police Corps and PRPD participated in HVE. Conscious involvement and commitment of Municipal Police towards impaired driving continues to be a challenge. A severe economic crisis has municipalities cutting back police hours, and several Municipalities are considering eliminating their Municipal Police. Lack of staff, equipment, and morale has affected municipal enforcement efforts.
- To coordinate alcohol training for Municipal Police- Objective achieved: training for Municipal Police, regarding alcohol overtime mobilization, was conducted on June 25, 2013. Fifteen Municipal Police Corps participated.

- To conduct training for judges and prosecutors during 2013- Objective achieved: one training for judges was conducted on April 12, 2013; BAC for drivers and motorcyclists was discussed and compared. Training for prosecutors on alcohol and impaired driving was conducted on October 24-25, 2013.

Performance Measures

- Number of alcohol related fatalities- 201
- Number of DWI interventions and arrests-8,842 DWI interventions and 7,389 DWI arrests, up to November 2013.
- Number of sobriety checkpoints- 343
- Number of trainings given to Municipal Police- 1
- Number of judges and prosecutors trained- 30 judges and 40 prosecutors

Projects

13-01-01

Impaired Driving Overtime- DWI Patrol Units

Four Impaired Driving Overtime Mobilizations were conducted during FY 2013 with the Puerto Rico Police Department. Saturation patrols, overtime patrols, and checkpoints are part of the strategies coordinated by the PRTSC with PRPD Traffic Units in the 13 Police Regions.

- *Holiday-* Covered the Christmas Season, which in Puerto Rico extends up to early January (Three Kings Day). This season is characterized by an increase in alcohol consumption; therefore, impaired driving increases.
- *Semana Santa-* (Easter Festivities/Spring Break) - Schools, colleges, agencies and many businesses close during the week. High consumption of alcohol is observed.
- *Summer-* July has 4 national holidays, this month is related with summer vacations. During hot summer days a majority of the population hit the beaches and vacation centers. The tendency is to increase alcohol consumption while on vacation.
- *Labor Day-* Schools and Colleges begin, and much of the population on vacation returns to work. Hurricane season is at its peak. This weekend, ending the first Monday of September, is mostly used to *blow off some steam* and celebrate with alcohol drinking.

FY 2013 IMPAIRED DRIVING MOBILIZATION	OVERTIME HOURS WORKED	NUMBER OF OFFICERS	* DWI INTERVENTIONS	* DWI PROCESSING ARRESTS	* DWI POSITIVE ARRESTS	CHECK- POINTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	SPEED CITATIONS	OTHER CITATIONS
Holiday 12/22/12-1/7/13	1,927.50	96	351	351	267	17	850	28	494	2,757
Semana Santa (Easter) 3/22/13-4/1/13	2,476.60	109	412	412	293	28	688	29	682	3,092
Summer 7/5/13-7/29/13	6,362	174	785	785	618	25	1,584	45	1,027	6,239
Labor Day 8/16/13-9/3/13	3,910	134	645	645	452	4	917	29	771	3,704
TOTAL	14,676.10	513	2,193	2,193	1,630	74	4,039	131	2,974	15,792

***In order to have a better understanding regarding Police DWI reports it is important to know the way they present the information.

DWI Interventions refer to all interventions in which the driver was suspected to be drunk and, some kind of BAC test had to be conducted.

Historically, Police reported all DWI interventions as DWI arrests since drivers can't leave the scene and, in many cases, have to go with the police officers to their headquarters to be submitted to the Intoxilyzer. In order for PRTSC to understand which of these arrests were summoned to court as impaired driving infractions and which were not, we came up with the terms "DWI positive arrests" and "DWI processing arrests".

DWI processing arrests are those where the drivers were detained while alcohol tests were being conducted on the scene (alco-sensor) or at Police Headquarters (intoxilyzer 5000), technically speaking these are DWI interventions.

DWI positive arrests are all drivers that had a BAC .08+ or .02+ for drivers' ages 18-20, truck drivers and motorcyclists, these cases were summoned in Court.

**13-01-12
Impaired Driving Mass Media Campaign**

In order to achieve our goal of reducing alcohol-related fatalities, specifically in the population between the ages of 25- 54 years, several activities were conducted:

- During this year, production and edition of TV, radio, internet, social, and printed medias were accomplished through the commissioned



advertising agency. A new educational brochure was also created.

- Press releases and editorial articles were redacted and provided to the media, through the year for publication. The services of the monitoring agency and the news broadcasting agencies were key to accomplish this effort.
- Educational literature and promotional items were also distributed through the year.
- We also participated in public interest activities through the year, as part of our commitment of diffusing our educational message.

13-01-13

Impaired Driving Coordinator - PRTSC

PRTSC Impaired Driving Coordinator promoted impaired driving activities among PRPD, Municipal Police, FIESTA Projects, etc. Also, during 2013, the impaired driving coordinator has had a key role in the Puerto Rico Strategic Highway Safety Plan steering committee. During 2013, 405d funds requirements were revised, several discussion meetings were conducted to revise MAP-21 and HSP new requirements. Highway Safety Plan and Problem ID handbooks were prepared, and the Impaired Driving Task Force and Plan was developed. Meetings with PRPD were conducted through the year; they worked, consulted, and verified traffic issues regarding impaired driving and overtime performance. Forms and operational plans were revised and adjusted according to project feedback. Project proposals for 2014 were revised and technical assistance was provided to projects. Municipal agent's overtime time sheets were revised with the Law Enforcement Liaison. The coordinator worked closely with the LEL and the Traffic Safety Assessor in order to identify impaired driving history and tendencies, and opportunities for improvement. Meetings and discussions were conducted with PRTSC Communications and Public Relations staff to discuss media educational campaigns.

13-01-22

Paid Media Evaluation – Consultant

Consultant TMC Qualitative was commissioned by Puerto Rico Traffic Safety Commission to conduct the **Behavior and Attitudes- 2013 DUI Survey**. This survey was performed from July through September 2013. It consisted of 500 people and two waves, one pre-media campaign and one post-media campaign; with person to person interviews among licensed drivers over 18 years of age who drive at least once a month. Some interesting facts:

- A 54% of people surveyed had drunk alcohol during the month previous to the survey.
- A 27% of respondents admitted driving after drinking alcohol (within two hours) on about 3 occasions in the past 3 months.
- A 28% of respondents who admitted drinking and driving also admitted they were in a state that prevented them from driving safely.
- According to participants, the number of alcohol they consumed could “most likely be over or close to the number needed to reach *too much to drink levels*”.
- On average, in the pre- and post- surveys, 25.5% reported driving in the past month thinking they “had too much to drink”.
- Survey results confirmed that although drivers had been exposed to and recalled educational messages about DUI, about one in four still incurred in the behavior of driving while being alcohol impaired.

- On average, in the pre- and post- surveys, 28% of respondents indicated they “never drink and drive”.
- On average, in the pre- and post- surveys, 29% reported to have been a passenger in a vehicle with a drunk driver.
- Only 3 out of 10 drivers reported ever using a designated driver.
- In the post- survey, 68% of respondents answered correctly when asked about the BAC law limits.
- An 82% of pre- surveyed respondents perceived that every day there are more people driving under the influence of alcohol.
- A 54% of pre- surveyed respondents believe that it is young people who lose control when drinking and driving.
- A 67% of pre- surveyed respondents agreed that the police are doing a good job with patrol and checkpoints to identify drunk drivers.
- A 57% of respondents agreed that impaired driving law is strictly enough.
- During pre- survey, when respondents were asked; *how probable it could be that you'll be arrested for drunk driving?* 52% responded very probable and 32% answered probable.
- A 77% of post- surveyed respondents recalled DUI messages in the past month.
- TV and radio were the most recalled forms of Media, in terms of spreading DUI educational messages.

13-01-23

Luis A. Señeriz Foundation/MADD Puerto Rico - (Project commenced in the middle of FY 2013)

Luis A. Señeriz Foundation/MADD Puerto Rico Chapter has reached over 500,000 children, teenagers, college students, and adults throughout the island; with workshops, seminars, round tables, testimonials, and educational brochures about alcohol impaired driving and its consequences. Also, four families of impaired driving victims were assisted; two victim panels and three safety fairs were conducted. Indirectly, project reached approximately 1,200,000 people through seven TV interviews, three press conferences, and four radio interviews.

Protecting You, Protecting Me Project curriculum was taught at four schools, reaching approximately 900 children. Also, 9 workshops were conducted for 1,895 school students, and a curriculum was presented to two teachers and two school counselors.

13-03-XX

DWI Municipal Police- Impaired Driving Mini grants were numbered 03 (Police Traffic Services Module), instead of Impaired Driving Module. This error was corrected for the Holiday Impaired Driving Campaign.

MUNICIPAL POLICE IMPAIRED DRIVING MINI GRANTS SUMMER 2013

PARTICIPATING MUNICIPALITIES	DWI INTERVENTIONS	DWI POSITIVE ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAIN CITATIONS	SPEED CITATIONS	OTHER
12	436	167	301	4	281	1,576

Fiscal Review

GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
154AL	AL	13-01-13 Coordinator	\$ 50,098.62	\$ 37,748.77	\$ 12,349.85
154AL	AL	13-01-22 Evaluation	\$ 50,000.00	\$ 50,000.00	\$ -
154AL	AL	13-01-23 MADD	\$ 67,895.00	\$ 31,284.41	\$ 36,610.59
164AL	AL	13-01-12 Mass Media	\$ 223,000.00	\$ 209,926.05	\$ 13,073.95
164AL	AL	13-03-05 TE Guaynabo	\$ 5,007.00	\$ 3,746.50	\$ 1,260.50
164AL	AL	13-03-15 TE Aguadilla	\$ 6,000.00	\$ 3,533.91	\$ 2,466.09
164AL	AL	13-03-25 TE Florida	\$ 5,312.00	\$ -	\$ 5,312.00
164AL	AL	13-03-45 TE Arcibo	\$ 5,570.00	\$ 2,657.99	\$ 2,912.01
164AL	AL	13-03-46 TE Bayamon	\$ 12,500.00	\$ 5,798.16	\$ 6,701.84
164AL	AL	13-03-47 TE Carolina	\$ 15,000.00	\$ 11,289.13	\$ 3,710.87
164AL	AL	13-03-48 TE Hatillo	\$ 3,301.00	\$ 2,208.41	\$ 1,092.59
164AL	AL	13-03-49 TE San Juan	\$ 25,000.00	\$ 17,633.32	\$ 7,366.68
164AL	AL	13-03-60 TE Ponce	\$ 12,631.00	\$ 4,602.84	\$ 8,028.16
164AL	AL	13-03-66 TE Naranjito	\$ 8,000.00	\$ 4,129.15	\$ 3,870.85
164AL	AL	13-03-74 TE Barceloneta	\$ 20,000.00	\$ 15,142.10	\$ 4,857.90
164AL	AL	13-03-75 TE Juana Diaz	\$ 2,115.00	\$ -	\$ 2,115.00
164AL	AL	13-03-81 TE Mayaguez	\$ 7,000.00	\$ -	\$ 7,000.00
164AL	AL	13-03-83 TE Guanica	\$ 4,128.00	\$ 1,327.18	\$ 2,800.82
164AL	AL	13-03-88 TE Camuy	\$ 2,552.00	\$ -	\$ 2,552.00
164AL	AL	13-03-92 TE Salinas	\$ 3,150.00	\$ 1,687.45	\$ 1,462.55
164AL	AL	13-03-95 TE Guayama	\$ 7,500.00	\$ -	\$ 7,500.00
410FR	AL	13-01-01 DWI Patrol Unit	\$ 350,000.00	\$ 289,909.95	\$ 60,090.05
TOTAL			\$ 885,759.62	\$ 692,625.32	\$ 193,134.30

YOUTH ALCOHOL

Problem Statement

During 2012, a total of 43 young adults, ranging through the ages of 16 to 25, died as a result of traffic crashes. This amount represents 22% of the total of alcohol related fatalities.



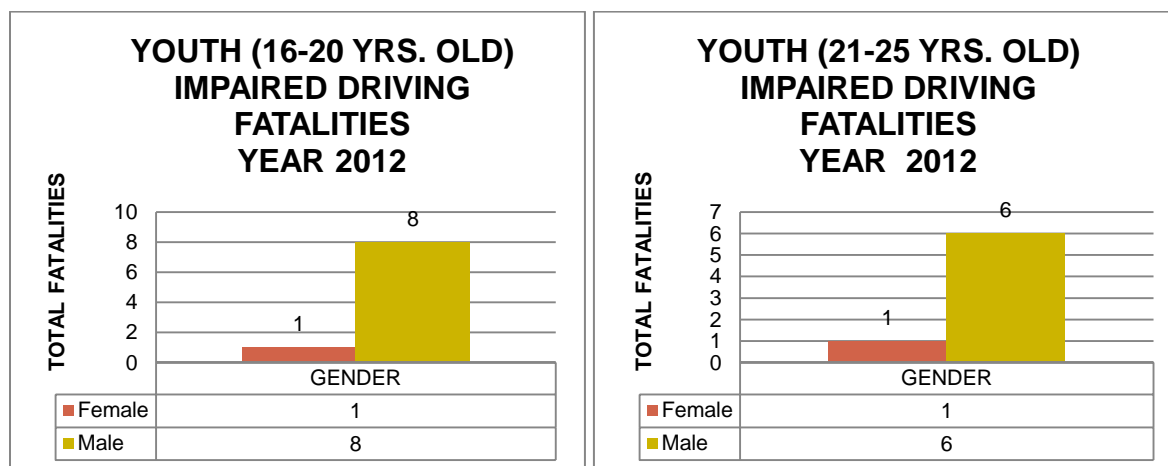
Facts regarding alcohol consumption among teenagers from middle school and high school (13-18 years old) are of great concern. The most recent *Consulta Juvenil VIII* Survey was conducted by PR Caribbean Central University in collaboration with the University of Puerto Rico Public Health School for the periods of 2010-2011 & 2011-2012. This survey consisted of a sample of 10,235 students from middle to high school; results were projected to the universe of 275,263. In Puerto Rico, teenagers can have a driver’s license when they turn 16. The dangerous behaviors enumerated below, and other studies of underage and youth behavior towards drinking and driving, still point out that youth is one of the groups that runs the highest risk of becoming injured or dead in alcohol traffic crashes.

- A 48.6% (132,319) of respondents reported drinking alcohol at least one time.
- A 42.3% consumed alcohol the month before the survey.
- A 61.2% of respondents that accepted drinking alcohol during the previous month, incurred in binge drinking (5 drinks or more in a short period of time). This represents 54,677 teenagers.
- A 33.4% of surveyed bought alcohol in mini markets and gas stations, and 30.6% bought it in pubs, bars, and clubs.
- Among risk factors enumerated by respondents; alcohol accessibility 43.7%, family history of alcohol consumption or alcoholism 24.3%, and peer pressure 24.3%.
- A 52.4% of surveyed students informed that alcohol consumption among teenagers is a health hazard.

The number of young drivers killed in alcohol related fatality crashes during 2012 was 28. Driver fatalities were 21, ranging between the ages of 17-25 years; 86% were males and only 35% had fastened seat belts. A 95% of these fatalities occurred at nighttime (between 6:00pm-6:00am) and a 43% of them occurred on Sundays, followed by Thursdays with 19%. No clear pattern was identified for each municipality or each month. Motorcyclist fatalities were 7; 100% of them were males ranging between the ages of 20-25 years, none were wearing helmets. A 57% of these fatalities occurred at nighttime, mostly on Fridays with 57%, and followed by Saturdays with 29%.

On the survey performed by CRUSADA in 2010, alcohol was named the most used drug by young adults (17-24 years old), with a result of 80.3%. A 38.4% of respondents who were college students reported driving after drinking alcohol.

When analyzing youth impaired driving 2012 data, we find that impaired drivers ranging between the ages of 16-25 years accounted for 19% of total impaired driving fatalities; ranking them 2nd in this category.



When examining FARS 2012 data, we concluded:

- Prevalence of impaired driving among young males between 16-25 years old was 88% and in females 12%.
- Day of the week analysis of youth impaired driving fatalities showed that Sunday reported most of the fatalities with 44%, Friday with 19%, and Thursday and Saturday with 12.5% each.
- Night time (between 6:00pm-6:00am) accounted for 100% of fatalities.
- A 63% of youth impaired driving fatalities weren't wearing seatbelts.
- No clear pattern of fatalities is observed during specific months.
- A 12.5% of dead impaired drivers had a BAC between .02% - .07%, and 87.5% of the total of youth impaired driving fatalities had a .08+ BAC.
- Both, Bayamón and Corozal reported 12.5% of the youth impaired driving fatalities total.

Objectives

(*Since 2013 FARS data is not complete, 2012 FARS data will be used)

To reduce youth alcohol related fatalities from 35% in 2011, to 34% in 2013- Objective not achieved; for year 2012, 43 youth alcohol related fatalities were reported.

Alcohol related and impaired driving fatalities continue to be a challenging task for PRTSC, PRPD, and all law enforcement agencies responsible for traffic safety. In Puerto Rico, the legal drinking age is 18; contrary to the United States, where the legal drinking age is 21. Despite of state efforts, alcohol is very accessible to youth. It can be bought almost everywhere: gas stations, supermarkets, and restaurants. To that, we add a tolerant society that still promotes underage drinking in parties and family gatherings.

PRTSC staff and managers have discussed the situations affecting Traffic Safety: traffic enforcement, specifically in impaired driving, has been reduced. The number of police officers has gone down because of budget constraints and cuts, and an increase of retired officers. Also, a greater focus has been given to violent crimes due to high drug smuggling incidence. Plus, among other economic issues that affect law enforcement, many Municipal Police Forces have modified their schedules to reduce shifts. PRTSC will be reviewing these and other variables to have a serious discussion in order to readjust strategies.

Awareness and prevention efforts must continue in order to keep educating youngsters about the consequences of alcohol impaired driving.

Performance Measures

- Number of young drivers involved in alcohol related fatality crashes- 28; 21 car drivers and 7 motorcyclists.
- Number of peer presentations- 460 workshops and presentations, social media platforms, communications, video and public awareness ads, Safety Fairs, information and art exhibits, rallies and massive activities before and during Intercollegiate Sports Event- *Justas LAI* and FIESTA Summer Tour, Traffic Safety Summit, among other massive activities; reaching approximately 131,772 people.
- Number of youth reached- 58,813 directly reached through FIESTA Projects educational activities; indirectly 131,772.

PRTSC Youth DWI Prevention Activities:

1. The Holidays awareness and prevention campaign was extended until mid-January 2013, targeting *Las Fiestas de la Calle San Sebastián*. This is a cultural and festive event that takes place in Old San Juan where a multitude of people, especially youngsters, gather during four days to sing, dance, and drink. Over 60,000 people were reached with educational materials to prevent alcohol related fatalities. Also, in coordination with sponsors, PRTSC successfully conducted *Fiestando y Picando* in the vicinity of the train station in San Juan. This is a healthy concept that provides

youngsters and young drivers the opportunity to consume water and high protein snacks, and stabilize themselves before driving home. Also, this oasis provided youngsters and adults with the opportunity to hang out and listen to music, while getting sober. This served PRTSC, PRPD, Medical Emergency, and Children and Family Services personnel with the chance to provide orientation about drunk driving and intervene with drunk minors.

2. During FY 2013, many mass activities were held by PRTSC for the prevention of impaired driving and alcohol related fatalities among young people. A very intense campaign was conducted during spring break time, before and during the *Justas Interuniversitarias*. This is a main sports event that gathers students of all major colleges and universities for a week of sport competitions. Town squares, beaches, and sporting and cultural events were visited by PRTSC personnel, Fiesta personnel, and volunteers whom provided orientations about alcohol impaired driving consequences, safety and legal issues. Educational brochures and items were handed out to the youth present, with the purpose of preventing alcohol related fatalities and promoting a safe return home after the events. Over 100,000 college students were reached during this person to person campaign.
3. Other massive activities were conducted during the summer and Labor Day weekend. These took place mainly at Fajardo’s port, where PRTSC staff and some community projects provided orientation to people; mainly young adults who were traveling by ferry to Vieques and Culebra for the weekend. Entertainment events and educational activities were conducted, reaching over 20,000 people with alcohol impaired driving prevention messages.

Projects

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

During 2013, PRTSC had 7 FIESTA Projects; reaching college campuses, youngsters island wide, and alcohol and drug rehabilitation communities. FIESTA Projects develop awareness campaigns, distribute educational materials, and conduct workshops and research related to impaired driving, and educate young adults in a peer to peer approach.



13-02-02

FIESTA – University of Puerto Rico- Río Piedras Campus

During 2013, this project directly reached approximately 1,800 young adults, mostly college students ranging between the ages of 17-25 years, through creative impaired driving awareness campaigns, educational materials, newsletters, and exhibits. Also, a total of 25 workshops and trainings related to impaired driving among university and community college students, and summer camps were conducted. Two focal groups, two researches, one survey, and evaluations were conducted through the year. FIESTA-Río Piedras indirectly reached close to 25,000 people through social media, campus web page, and massive events, such as: college

sports rallies, freshman open house, and impaired driving inspired art exhibits through the Río Piedras Campus.

13-02-05**FIESTA- University of Puerto Rico-Mayagüez Campus**

During 2013, this project directly reached approximately 4,800 young adults, mostly college students ranging between the ages of 17-25 years. This was possible through impaired driving awareness campaigns, educational materials, art, theatre, and impaired driving music jingles. In addition, 36 workshops and trainings related to impaired driving among college students, future college students, and community colleges were conducted. Also, impaired driving awareness week was established with several activities. FIESTA-Mayagüez reached approximately 41,000 people indirectly through social media, campus web page, five radio interviews, and massive events, such as: college sports rallies (before and during the *Justas LAI*) and impaired driving inspired art exhibits through the Mayagüez Campus.

13-02-10**FIESTA- University of Puerto Rico-Cayey Campus**

During 2013, project directly reached approximately 3,000 young adults, mostly college students ranging between the ages of 17-25 years, through impaired driving awareness campaigns, educational materials, and art exhibits. A total of 6 workshops and trainings, and 6 Safety Fairs related to impaired driving among college students were conducted. Also, before spring break and sports event *Justas LAI*, Fiesta-Cayey distributed among all college students a traffic safety kit with information about impaired driving, designated driver, and emergency phone numbers. An alcohol & impaired driving activity was conducted for freshman students denominated *How to drink without alcohol*. FIESTA-Cayey reached approximately 13,300 people indirectly through social media, campus web page, and a permanent impaired driving inspired art exhibit at the college food court.

13-02-16**FIESTA-Pontifical Catholic University of Puerto Rico**

PCUPR is a private, non-profit university. During 2013, project FIESTA reached 3,500 young adults, mostly college students ranging between the ages of 17-25 years, with impaired driving awareness campaigns and educational materials, designed and produced by FIESTA staff. They consisted of 3 public services commercials: one for radio, one printed, and one audiovisual. They also wrote, produced, and directed a short film called *Caminos Aturdidos (Stunned paths)* and last year's *Lo Que No Se Dijo (What wasn't said)*, both inspired by the impaired driving theme, to conduct film forums with discussions on alcohol and impaired driving. Project conducted 12 workshops and trainings related to impaired driving among college students and community schools, and designed a new brochure. FIESTA-Católica reached approximately 6,230 people indirectly through social media, campus web page, one radio interview, and two massive campaigns during *Justas LAI* and Summer 2013.

13-02-17

FIESTA- University of Puerto Rico-Utuado Campus

During 2013, project directly reached approximately 8,000 young adults, mostly college students ranging between the ages of 17-25 years, with impaired driving awareness campaigns, educational materials, and two safety fairs. A total of 6 workshops and trainings related to impaired driving among college students, and one alcohol and impaired driving workshop for college freshman were conducted. In addition, one alcohol free summer event and 2,800 *Justas LAI* safety kits were distributed. These kits contained impaired driving educational material and emergency phone numbers, and were complemented with the establishment of a safety information center during the sports event. FIESTA-Utuado reached approximately 11,000 people indirectly through social media, educational tables, and safety walks and rallies.

13-02-21

FIESTA- University of Puerto Rico- Aguadilla Campus

During 2013, project directly reached approximately 3,000 young adults, mostly college students ranging between the ages of 17-25 years, with impaired driving awareness campaigns, educational materials, and two safety fairs. A total of 19 workshops and trainings related to impaired driving among college students and one alcohol impaired driving workshop for college freshman were conducted. Along with: two safety fairs, an alcohol free Karaoke night, a designated driver survey conducted before *Justas LAI*, and the distribution of educational material during spring break, summer, and *Justas LAI*. FIESTA-Aguadilla indirectly reached approximately 15,000 people through social media, educational tables, and safety walks and rallies.

13-02-14

FIESTA- University of Puerto Rico-Ponce Campus

During 2013, project directly reached approximately 2,000 young adults, mostly college students ranging between the ages of 17-25 years, with educational material, impaired driving awareness campaigns, and two “special edition” impaired driving awareness campaigns; one for Christmas and one for Summer. A total of 40 workshops and trainings related to impaired driving among college students, and one alcohol and impaired driving workshop for college freshman were conducted. Along with: an alcohol free Karaoke night, two awareness and knowledge surveys (Law 22 and Impaired Driving), and the development of an educational brochure. FIESTA-Ponce reached approximately 7,200 people indirectly through social media, educational tables, and art exhibits.

13-02-25

FIESTA- Metropolitan University-PISTA GROUP

UMET is a private, non-profit University. During 2013, project directly reached approximately 16,000 young adults, mostly college students ranging between the ages of 17-25 years, with impaired driving awareness campaigns, educational materials, and spring break and *Justas LAI* impaired driving awareness campaigns. A total of 40 workshops and trainings related to impaired driving among college students, one alcohol and impaired driving workshop for college freshman, and one impaired driving awareness survey were conducted. Indirectly, project

reached approximately 20,000 people through one press conference, four radio interviews, social media, educational tables, and impaired driving art exhibits.

13-02-15
FIESTA Creativos

Hogar Crea, Inc. is a non-profit organization that offers drug and alcohol rehabilitation to people who voluntarily seek treatment. FIESTA volunteers are participants of the program. They are supervised and trained by a Project Director to conduct alcohol and impaired driving awareness campaigns and educational workshops for CREA members, families, and surrounding communities in 6 districts throughout the island. During 2013, project developed 60 educational plans and directly reached 10,663 people with 54 workshops about Law 22 and impaired driving penalties, 54 workshops about alcohol consumption and impaired driving, and 60 focal groups to evaluate project services. An impaired driving safety summit was conducted at the end of the fiscal year. FIESTA volunteers distributed educational materials during CREA events.

13-02-20
FIESTA X- Office of the Governor for Youth Affairs

This FIESTA project is administered by the Office of the Governor for Youth Affairs and reaches Puerto Rico’s high-risk youth communities through workshops, special events, development and distribution of educational materials, and many other activities related to alcohol consumption and impaired driving among youth. During 2013, project conducted 222 workshops in schools, communities, and summer camps in 34 municipalities (44% of municipalities), and directly reached 6,050 teenagers. Project also conducted 3 safety fairs and a training to prepare alcohol and impaired driving peer to peer groups in Las Marías. Indirectly, project reached approximately 642 people through educational posters and exhibits.

13-02-18
Youth Impaired Driving Mass Media

In order to achieve our goals of preventing any person from dying on our roads during the celebration of the *Fiestas de la calle San Sebastián* and the *Justas LAI 2013*, like it has happened in previous years, several activities were conducted:

- Press and radio advertisements were produced during the celebration of *Las Fiestas de la calle San Sebastián*. As part of our public relations strategies, we reached our youth audience using a rather unconventional method, but one that made it possible for them to assimilate our message. PRTSC diffused the educational message “Si bebes y guias pierdes, serás arrestado”, singing it throughout the festivities. A professional group was hired for this purpose.



- The production and edition of radio, internet, and print were accomplished through the advertising agency commissioned for the celebration of *Justas LAI 2013*. Educational material was also created for this effort.
- Press releases and editorial articles were redacted and provided to the media through the year, for publication. The services of the monitoring agency and the news broadcasting agencies were key to accomplish this effort.
- Educational literature and promotional items were also distributed through the year.
- We also participated in public interest activities as part of our commitment of diffusing our educational message.



Fiscal Review

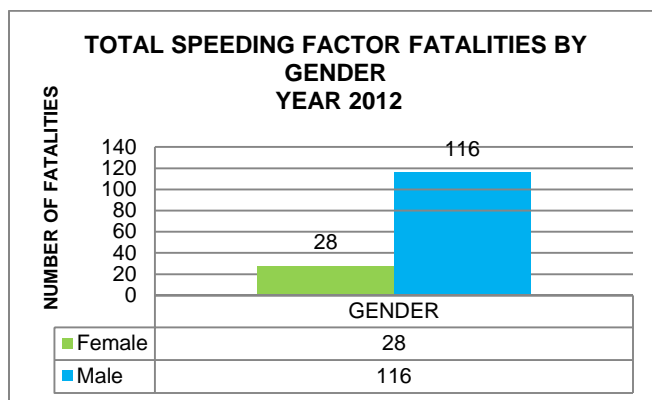
GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
154AL	YA	13-02-02 FIESTA UPR	\$ 103,017.00	\$ 74,809.76	\$ 28,207.24
154AL	YA	13-02-05 FIESTA UPR Mayaguez	\$ 60,794.00	\$ 38,739.96	\$ 22,054.04
154AL	YA	13-02-10 FIESTA UPR Cayey	\$ 31,997.00	\$ 21,967.95	\$ 10,029.05
154AL	YA	13-02-14 FIESTA UPR Ponce	\$ 42,223.00	\$ 36,138.43	\$ 6,084.57
154AL	YA	13-02-15 FIESTA Creativos	\$ 51,709.00	\$ 50,090.79	\$ 1,618.21
154AL	YA	13-02-16 FIESTA Catolica	\$ 57,511.00	\$ 38,342.43	\$ 19,168.57
154AL	YA	13-02-17 FIESTA UPR Utua	\$ 66,228.00	\$ 37,119.92	\$ 29,108.08
154AL	YA	13-02-18 Mass Media	\$ 114,000.00	\$ 105,322.55	\$ 8,677.45
154AL	YA	13-02-20 Fiesta OAJ	\$ 139,746.00	\$ 118,717.17	\$ 21,028.83
154AL	YA	13-02-21 FIESTA UPR Aguadilla	\$ 48,487.00	\$ 36,213.00	\$ 12,274.00
154AL	YA	13-02-25 FIESTA UMET	\$ 35,568.00	\$ 29,572.80	\$ 5,995.20
TOTAL			\$ 751,280.00	\$ 587,034.76	\$ 164,245.24

POLICE TRAFFIC SERVICES

Problem Statement

During 2012, the Puerto Rico Police Department reported 232,012 traffic crashes; that is equivalent to 26.5 crashes every hour. As of November 2013, the PRPD has reported 196,052 traffic crashes, which represents 24.5 crashes every hour. ACAA has reported 29,675 traffic injured people. A lot of crashes, a lot of police investigations...

One of those main traffic issues continues to be speeding and aggressive driving. In 2012, speeding was a major factor in 144 fatalities; equivalent to 39% of total fatalities. An increase of 1% in comparison with 2011.



Efforts to reduce traffic related fatalities are a multi-agency task. Agencies such as: PRPD, Municipal Police, ACAA, PRDOT and PRTSC among others. Community awareness efforts have also proven to be key by promoting changes in public policies, and recognizing and backing up hard, enforcement work.

As most parts of the world, Puerto Rico is suffering a severe economic crisis that affects private and public sectors. This defies every management, and programmatic resources and decisions; PRPD is not the exception. The most recent (2013) state police census reported having 13,965 officers with 882 traffic officers in their force, and Municipal Police reported approximately 4,579 police members. This presents itself as a very challenging situation if we take into consideration the variety of traffic issues in our island. Budget cuts, hours cut, and lack of staff and equipment are some of the effects of the economic crisis. However, police services and enforcement go on:



PRPD LAW ENFORCEMENT EFFORTS							
FY	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
2009	187,980	13,135	12,363	192,559	4,380	N/A	446,247
2010	160,772	11,521	9,099	181,995	4,796	N/A	328,861
2011	154,029	9,745	8,179	172,962	2,258	N/A	458,246
2012	135,863	9,642	8,070	209,834	4,611	N/A	525,408
2013	123,172*	8,842*	7,389*	174,320*	3,864	39,477**	561,557*

*RESULTS UP TO NOVEMBER 30, 2013

**RESULTS UP TO DECEMBER 8, 2013

Police Traffic Services emphasized on speeding, alcohol impaired driving, and occupant protection enforcement. Emphasis on preventive patrol has been established among PRPD. The payment of overtime hours has been an additional incentive for police officers committed in maintaining the law and security in our roads. Also, 42 trainings conducted by PRPD have provided state police officers and municipal officers with skills in patrol techniques, alcohol, radar and photometer equipment, among others. In addition, PRTSC LEL and staff conducted 2 trainings regarding overtime mobilizations for state traffic police and municipal police.

MUNICIPAL POLICE EFFORTS					
FY	SPEEDING CITATIONS	DWI INTERVENTIONS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	OTHER MOVING CITATIONS
2009	15,609	3,356	22,613	796	24,496
2010	12,243	1,705	17,704	556	20,256
2011	10,358	6,242	8,815	285	27,692
2012	11,776	3,931	14,019	376	37,968
2013	2,274*	1,117*	6,020*	243*	23,172*

*PRELIMINARY DATA FOR 2013

Objectives

(*Since 2013 FARS data is not complete, 2012 FARS data will be used)

- To reduce total speed related fatalities from 138 in 2011 to 134 in 2013- Objective not achieved. Speeding related fatalities continue to be a challenge with 144 fatalities reported in 2012.
- To increase training for police officers regarding traffic laws- Objective achieved; 44 trainings were conducted in 2013, one more than 2012.
- To coordinate a DDACTS training- This training was not conducted during this grant year.

PRTSC is very aware of budget constraints and the responsibilities we share with the Puerto Rico Police Department (PRPD) to seek funds and address all traffic safety plans. We plan to better our enforcement tasks by coordinating more meetings with the Puerto Rico Office of Management and Budget, Police Commissioners, Municipal Mayors and being more proactive in seeking the establishment of Police Academies throughout the island. In past years communications between PRTSC and the Municipal Police had weakened, to that we add the manner in which these bodies don't fulfill with the reasonable projections NHTSA request.

Performance Measures

- Number of traffic violations, particularly speeding and other moving citations- 686,717
- Number of police officers trained- 916 state police officers and 287 municipal police officers were trained in 2013.
- Number of police agencies participating in national campaigns- 29 PRPD and 28 Municipal Police Corps.

Projects

13-03-00

Speed & Distracted Driving Surveys

PRTSC commissioned TMC Qualitative to perform a survey regarding speeding and distracted driving; more specifically, to evaluate speeding habits and behaviors, and campaign effectiveness. The survey process began in July 2013 with a pre-campaign wave and ended with two post-campaign waves that took place during the months of August and September 2013. It consisted of 250 person-to-person interviews with all licensed drivers of which 43% were male and 57% were female, and ranged from ages 16 years and older.

- Of the 79% of respondents who were able to provide an estimate of the annual number of miles they drive; 58% estimated to drive between 5,000 to 15,000 miles annually. Of these, a 48% responded to driving two or more hours daily.
- A 68% of the surveyed responded they drove obeying the speed limits. But, a 24% responded to exceeding the speed limits; more specifically, they report to exceeding speed limits about 3 times out of every 10 occasions.
- A 58% of respondents will drive above the speed limit, regardless of the type of road.
- About police enforcement; 58% of respondents are aware of it, with 79% describing it from "strict" to "very strict".
- About media campaigns; although only 22% of respondents could remember a specific campaign slogan, 85% could at least recall the overall message of the campaign (ex. Police alert about speed limits, "drive safely", must use seat belt, etc.)
- A 55% of respondents recalled PRTSC as the agency responsible for the campaign; and 68% of them described it as informative and relevant.
- An 87% are in agreement that speeding is the main reason for crashes.

13-03-03

Police Programs Coordinator

To improve the development and implementation of all PRTSC's enforcement initiatives related to traffic safety, two Law Enforcement Liaisons were commissioned (although one left because of personal issues). Tasks included:

- Weekly and monthly reunions between the PRTSC personnel and LEL to discuss work plans related to State and Municipal Police, verify applications, and offer advice regarding law and order, and problem areas.
- They actively participated in meetings to improve forms and data gathering.
- Trainings were coordinated and offered to State and Municipal Police in relation to traffic interventions and the application of the Law for CIOT mobilization, and impaired driving summer 2013 overtime campaign.
- LEL visited Municipal Police offering advice about mobilization paperwork, enforcement techniques, and requirements. Also, time sheets were intervened and evaluated.
- Assisted the PRTSC staff in the evaluation of all equipment acquired for State and Municipal Police Corps.
- Conducted approximately 80 field visits to different State and Municipal Police Corps.

13-03-14

Speed, Aggressive and Distractive Driving Mass Media

In order to achieve our goals of raising awareness, educate the 75% of the population between the ages of 16 to 34 of the consequences of speeding and aggressive driving, and to raise awareness of the fatal and legal consequences of distractive driving; the following activities were conducted:

- For the speeding campaign: an art for the booth was designed.
- For the distractive campaign: the production and edition of TV, radio, Internet, and social and print medias, were created through the advertising agency that was commissioned during this year. A new educational brochure was also produced. As part of our public relations strategies for the new campaign *Al Guiar Frena el Celular*, we made alliances with all major Telecommunications Enterprises, such as: **AT&T**, **Open Mobile**, **Sprint**, and **T-Mobile**. These enterprises endorsed the educational message and became spokespeople among their public. Also, a new blog named alguiarfrenaelcelular.com, was created.
- Press releases and editorial articles were redacted, and provided to the media through the year, for publication. The services of the monitoring agency and the news broadcasting agency were key to accomplish this effort.
- Educational literature and promotional items were also distributed.
- We also participated in public interest activities through the year, as part of our



commitment of diffusing our educational message.

**13-03-XX
Traffic Patrol Overtime**

From May 20 to June 2, 2013 the Click It or Ticket (CIOT) National Campaign was held. PRTSC, as in previous years, granted funds for overtime hours to State Police and to 16 Municipal Police Corps. This mobilization took place during the hours of 4:00 pm -12:00 am, since statistics show that fatalities involving non-use of seat belt occur in this period of time. See Table Below:

PARTICIPATING MUNICIPALITIES AND PRPD	CITATIONS		DWI	CITATIONS	
	SEAT BELT	CHILD RESTRAINT	ARRESTS	SPEED	OTHER
17	8,117	128	43	504	8,252

Fiscal Review

GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
MAP 21 405b OP High	OP	13-03-05 TE Guaynabo	\$ 10,000.00	\$ 9,469.73	\$ 530.27
MAP 21 405b OP High	OP	13-03-15 TE Aguadilla	\$ 4,000.00	\$ 1,346.09	\$ 2,653.91
MAP 21 405b OP High	OP	13-03-17 TE Vega Alta	\$ 3,000.00	\$ -	\$ 3,000.00
MAP 21 405b OP High	OP	13-03-19 Pol. De PR	\$ 40,000.00	\$ 31,960.27	\$ 8,039.73
MAP 21 405b OP High	OP	13-03-39 TE Quebradillas	\$ 3,000.00	\$ 2,469.49	\$ 530.51
MAP 21 405b OP High	OP	13-03-45 TE Arecibo	\$ 5,000.00	\$ 4,796.62	\$ 203.38
MAP 21 405b OP High	OP	13-03-46 TE Bayamon	\$ 3,920.00	\$ 3,774.96	\$ 145.04
MAP 21 405b OP High	OP	13-03-47 TE Carolina	\$ 10,000.00	\$ 9,727.99	\$ 272.01
MAP 21 405b OP High	OP	13-03-48 TE Hatillo	\$ 8,000.00	\$ 7,949.18	\$ 50.82
MAP 21 405b OP High	OP	13-03-49 TE San Juan	\$ 10,000.00	\$ 9,991.14	\$ 8.86
MAP 21 405b OP High	OP	13-03-51 TE Ceiba	\$ 1,000.00	\$ 208.95	\$ 791.05
MAP 21 405b OP High	OP	13-03-66 TE Naranjito	\$ 3,000.00	\$ 2,978.32	\$ 21.68
MAP 21 405b OP High	OP	13-03-74 TE Barceloneta	\$ 5,000.00	\$ 4,686.33	\$ 313.67
MAP 21 405b OP High	OP	13-03-79 TE Comerio	\$ 5,000.00	\$ 4,951.09	\$ 48.91
MAP 21 405b OP High	OP	13-03-81 TE Mayaguez	\$ 10,000.00	\$ 8,174.18	\$ 1,825.82
MAP 21 405b OP High	OP	13-03-88 TE Camuy	\$ 4,000.00	\$ 3,476.67	\$ 523.33
MAP 21 405b OP High	OP	13-03-92 TE Salinas	\$ 4,000.00	\$ 2,620.96	\$ 1,379.04
MAP 21 405b OP High	OP	13-03-95 TE Guayama	\$ 4,000.00	\$ 1,956.58	\$ 2,043.42
402	PT	13-03-00 Surveys	\$ 60,000.00	\$ 60,000.00	\$ -
402	PT	13-03-03 Police Coordinators	\$ 62,600.00	\$ 32,259.52	\$ 30,340.48
402	PT	13-03-14 Mass Media	\$ 334,000.00	\$ 152,616.80	\$ 181,383.20
TOTAL			\$ 589,520.00	\$ 355,414.87	\$ 234,105.13

PLANNING AND ADMINISTRATION

Problem Statement

The PRTSC is responsible for the planning and administration of the Highway Safety Plan. It oversees the day-to-day operations, development, planning, evaluation, and monitoring of the activities described in the Highway Safety Plan. For the success of these specific tasks, we receive technical assistance from NHTSA.

Objectives

- Identify traffic safety problems and prioritize them. – Objective achieved; problems having to do mainly with alcohol, speeding, seat belt use, pedestrian, and cyclists, were identified.
- Develop strategies and solutions to those problems. – Objective achieved; seat belt and alcohol mobilizations, prevention and educational campaigns, and activities, were conducted.
- Management of funds – Objective achieved; funds were used correctly. But, the approved amounts were insufficient to comply with administrative services.
- Speed- up liquidation rate. – Objective achieved; funds used in 2013 were \$6,712,890.42. In comparison to \$5,743,155 in 2012, this represents an increase of \$969,735.42, or 12%. Management of funds were in compliance with Sound General Accepted Accountant Practice policies and NHTSA requirements.
- Monitor and evaluate traffic safety grants – Objective achieved; the management of available funds was conducted adequately.
- Contract to conduct required audits. – Objective achieved; a contractual agreement was granted.
- Coordinate to provide training.– Objective achieved;trainings were conducted complying with needs and availability of funds.

Performance Measures

- Prepare an Annual Highway Safety Plan by June 1, 2013.
- Prepare an Annual Evaluation Report by December 31, 2013.
- Close out fiscal activities by December 31, 2013.

Projects

13-04-02 Evaluate HSP Tasks

Evaluated the use of funds, and the tasks and activities performed in the alcohol programs to confirm they were carried as planned and in a correct manner. Revised that the disbursements were properly documented (invoices, payment,etc). Performed field visits and phone calls, redacted e-mails and letters, and provided technical and operational support to programs.

Two monitors worked from October 2012 through February 13, 2013. Since then only one remains on duty, providing technical assistance and verifying voucher submissions. The total of activities performed contributed to the evaluation of 72 projects.

Fiscal Activities

ACTIVITY	Total
Worked Fund Petitions	162
Records Monitored	93
Field Visits	17
Worked Quarterly Reports	120
Reviewed Proposals AF-2014	30

13-04-07

Evaluate HSP Tasks

Evaluated the use of funds, and the tasks and activities performed in the alcohol programs to confirm they were carried as planned and in a correct manner. Revised that the disbursements were properly documented (invoices, payments, etc). Performed field visits and phone calls, redacted e-mails and letters, and provided technical and operational support to programs. The total of activities performed contributed to the evaluation of 23 projects.

Fiscal Activities

ACTIVITY	Total
Worked Fund Petitions	73
Records Monitored	30
Field Visits	20
Worked Quarterly Reports	53
Reviewed Proposals AF-2014	28

**13-04-03
Administer Program**

Day-to-day administrative functions were carried out, with the purchase of office supplies and materials. Funding from this project paid trend expenses of the Puerto Rico Traffic Safety Commission Executive Director and other traffic safety personnel who attended stateside activities pertinent to the development of the Commonwealth’s Safety Program.

Staff from CTSPR participated in:

- The 2013 GHSA Annual Meeting- Highway Safety & Technology: Safely Navigating the Road, BI- Regional Law Enforcement West Point, NY.
- The Managing Federal Finances / Grant Tracking System conference, offered by the Transportation Safety Institute and NHTSA in Morristown, New Jersey. Here, the congressional authorization (SAFETEA-LU) was discussed, covering topics like: local benefits, regulations, eligibility, fund limitations, and matching requirements, to name a few.
- The 2013 GHSA Annual Meeting- Highway Safety & Technology in San Diego, CA; CTSPR’ s Executive and Planning Directors held a meeting with the Region 2 Administrator to discuss Fatality Rates performance and the liquidation of funds in comparison with the rest of the nation. Puerto Rico needs to better its fund liquidation strategies. They also participated in workshops about how technology is being applied to administrate Road Safety Programs.
- The Law Enforcement Liason/ Traffic Safety in Saratoga Springs, NY offered new information on how science and technology improve traffic safety activities. It showed innovative forms to increase law enforcement participation in campaigns introduced by NHTSA and explore the ever-changing roles of LELs and TSRPs throughout Region 2>

A meeting was held with CTSPR’s Planning personnel and Municipal Police from various island municipalities. In this meeting the police received guidance and orientation on how to prepare all paperwork related to Alcohol Mobilizations. Information like: how to fill the Mobilization forms, and required documents and information to be able to participate, how to perform the Mobilization itself, how to document every intervention, arrests and traffic fines, just to name a few.



**13-04-12
Evaluated HSP Tasks**

Evaluated the use of funds, and the tasks and activities performed in the alcohol programs to confirm they were carried as planned and in a correct manner. Revised that the disbursements were properly documented (invoices, payment,etc). Performed field visits and phone calls, redacted e-mails and letters, and provided technical and operational support to programs.

This monitor worked from October 2012 through June 30, 2013, provided technical assistance, verified voucher submissions. The total of activities performed contributed to the evaluation of 25 projects.

Fiscal Activities

ACTIVITIES	Totals
Worked Fund Petitions	56
Records Monitored	15
Worked Quarterly Reports	27
Reviewed Proposals AF-2014	12

HOW THE PROJECTS CONTRIBUTED TO MEETING THE TARGET:

PRTSC developed a comprehensive 2014 Highway Safety Plan by June 28, 2013 that was approved by NHTSA. It complied with the requirements of the Program Sections 402. This Plan included strategies and countermeasures that helped our journey to achieve the projected traffic safety goals.

Fiscal Review

GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
402	PA	13-02-04 Monitoring	\$ 87,842.00	\$ 63,904.06	\$ 23,937.94
402	PA	13-04-03 Administer	\$ 158,293.00	\$ 107,825.35	\$ 50,467.65
406	PA	13-04-03 Administer	\$ 262.13	\$ 262.13	\$ -
154AL	PA	13-04-07 Monitoring	\$ 44,357.00	\$ 38,757.79	\$ 5,599.21
164AL	PA	13-04-12 Monitoring	\$ 53,257.00	\$ 51,307.58	\$ 1,949.42
TOTAL			\$ 344,011.13	\$ 262,056.91	\$ 81,954.22

OCCUPANT PROTECTION

Problem Statement

Puerto Rico achieved a 90.2% seat belt usage rate in 2012. When used properly, safety belts can reduce fatalities by 45% and serious injuries by 50%. Increasing the achieved rate would require an aggressive enforcement, and a public information and education campaign, with a strong and clear message.

Child restraint seat usage reached 94.7% in 2012. 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.

MOBILIZATION: USAGE RATES BY YEAR

	2008	2009	2010	2011	2012
Seat Belt	90.5%	90.6%	90.6%	91.9%	90.2%
Child Safety Seat	88.3%	88.3%	88.3%	88.3%	94.7%

Efforts must be made to continue opening fitting stations, training technicians, creating public awareness of the locations of 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 we had 25 participants, among these were: firefighters, Community Program representatives, and Municipal Police. To date, there are 61 fire stations (out of 92) and 7 Community Programs (out of 16) that have established fitting stations. Inspection clinics are also conducted periodically with the cooperation and partial sponsorship of commercial chains such as: Wal-Mart, McDonald’s, Burlington, Babies R’ Us and USA Baby.

Objectives

(*Since 2013 FARS data is not complete, 2012 FARS data will be used)

- Increase safety belt use from 91.9% in 2011 to 93% in 2013- Objective not achieved; projects to increase seat belt use in a high-risk population did not fulfill our expectations.
- Increase child restraint use from 88.3% in 2011 to 90% in 2013- Objective not achieved; this project was not included during the grant year.
- Five (5) additional fitting stations for FY 2013– Objective not achieved. Puerto Rico is suffering a severe economic crisis that affects private and public sectors.
- To certify 25 more technicians during FY 2013 – Objective achieved; with this training 25 new technicians were certified from the Puerto Rico Fire Department, Community

Programs, and Municipal Police Force. Firefighter Stations and Community Programs that, for various reasons, lacked technicians were strengthened.

- To participate in the 2013 National Click it or Ticket(COIT) Mobilization – Objective achieved; from May 20 to June 2, 2013, the Click It or Ticket (CIOT) National Campaign was held. PRTSC, as in previous years, granted funds for overtime hours to State Police and to 16 Municipal Police Stations. This mobilization took place during the hours of 4:00 pm -12:00 am, since statistics show that fatalities involving non-use of seat belts occur in this period of time.

Performance Measures

- Rate of seat belt use – 90.2%
- Rate of Child restraint use – 94.7%
- Amount of additional fitting stations – 2 fitting stations
- Amount of new CPS technicians – 25 new CPS techs in 2013
- Number of tickets given for non-use of seat belt during the CIOT mobilization – 8,117
- Number of police agencies participating in the CIOT mobilization - 17
- Number of paid media and earned media units – (Paid Media: radio spots – 204) (Earned media: radio – 47 / printed – 4)

Projects

**13-05-03
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 safety 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 safety seat chats.



National Child Safety Seat Day

**13-05-04
Occupant Mass Media**

In order to achieve our goal to increase seat belt usage from 90.3% to 92% by the end of 2013, several activities were conducted:



- The production and edition of radio, internet, social media, and press advertisements were conducted through the commissioned advertising agency. A new educational brochure was also produced.
- Press releases and editorial articles were redacted and provided to the media through the year for publication. The services of the monitoring agency and the news broadcasting agencies were key to accomplish this effort.
- Educational literature and promotional items were also distributed.
- We also participated in public interest activities through the year, as part of our commitment of diffusing our educational message.

13-05-22

Occupant Mass Media

In order to achieve our goal of creating awareness and educating an 80% of the population of women, between the ages of 18-34 years, about the importance of proper car seat and “booster” seat installation, several activities were conducted:

- The production and edition of radio, internet, social media, and press advertisements were created through the commissioned advertising agency. Banners and a new educational brochure was also produced.
- Another effort for this campaign was the creation of a new blog named minenevaseguro.com. The blog served as an information center, and displayed dispositions of Act 22 of the Commonwealth of Puerto Rico for car seats. It also provided an educational video, tips, and an option for cyber fans to link the video to their social webpages. The educational video was also created to introduce the different car seat stages and general information about its proper installation. At the time of this report, 21,672 impressions were reported.
- As part of our public relations strategies for car seat checkpoints, we developed alliances with the “Asociación del Grupo Unido de Importadores de Autos (GUIA)” (United Group of Car Importers Association) and Wal-Mart. Wal-Mart provided the facilities and gave 10 car seats to low income families. PRTSC provided educational resources and trained personnel, the Department of Firefighters provided car seat technicians, Municipal Police provided agents to guide citizens to the checkpoints and verify the installation of their car seats. GUIA provided the oasis and promotional items for participants. Around 50 inspections were made and over 150 people were impacted. GUIA also developed a public service campaign to raise awareness on the importance of car seats.
- Press releases and editorial articles were redacted and provided to the media through the year for publication. The services of the monitoring agency and the news broadcasting agencies were key to accomplish this effort.



- Educational literature and promotional items were also distributed through the year.
- We also participated in public interest activities through the year, as part of our commitment of diffusing our educational message.

13-05-27

CPST Training

- A Training for new Child Safety Seat Technicians took place from August 19 through August 23, 2013.
 - This Project funded the costs of equipment and materials, venue fees, and the hiring of instructors, their airfare, and hotel stays.
- This year, PRTSC conducted 11 massive Child Safety Seat Checkpoints. The result, a total of 260 safety seats were inspected and certified by Child Safety Seat Technicians.
- A total of 600 safety seats were acquired and were given to the “Préstame Un Asiento” (Loan me a seat) program throughout the approved Community Programs, and for the massive events the PRTSC planned and coordinated.
- During this past year there were no expenses regarding the motor vehicle assigned to the Child Safety Seat Program. The reason being, that this vehicle is very near to being de commissioned.



13-05-29

Observational Survey

- During this year, 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- campaigns were organized.

13-05-39

PR Fire Department Fitting Stations

- Orientations/Inspections in Fire Stations – 3,997
- Educational activities – 39
- Coordination and operation of checkpoints– 6
- Educational fairs – 28
- Purchase of child safety seats to be distributed throughout the 61 Stations that serve as Child Safety Seat Inspection and Orientation Centers.
- 15 new firefighters were certified as Child Safety Seat Technicians and 2 new Child Safety Seat Inspection and Orientation Centers were created.

Fiscal Review

GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
402	OP	13-05-03 Coordinator	\$ 48,753.94	\$ 44,659.29	\$ 4,094.65
402	OP	13-05-04 Mass Media	\$ 75,000.00	\$ 42,221.94	\$ 32,778.06
402	OP	13-05-39 Fire Department Fitting Stations	\$ 79,390.00	\$ 70,814.68	\$ 8,575.32
405OP	OP	13-05-22 Mass Media	\$ 60,600.00	\$ 56,883.87	\$ 3,716.13
405OP	OP	13-05-27 CPST Training	\$ 57,300.00	\$ 39,507.61	\$ 17,792.39
405OP	OP	13-05-29 Observational Survey	\$ 130,000.00	\$ 100,000.00	\$ 30,000.00
TOTAL			\$ 451,043.94	\$ 354,087.39	\$ 96,956.55

COMMUNITY PROGRAMS

Problem Statement

Faced with the challenges that arise when the goal is to make safer roads, it was necessary to work in conjunction with different sectors of society. The result was the creation of activities that enhanced traffic safety on the island. Like other countries that are part of the Decade of Action Road 2011-2020, new forms of relationships between the community, and private and government agencies have been formed in favor of a reduction in fatalities.

Community participation at the municipal level has been very important. Committed to the education on traffic safety, community programs continue to support and work simultaneously with plans to build new attitudes in the general public. Eight community programs are an integral part of our efforts to assist and provide technical advice on all topics related to the PRTSC Safety Programs. These communities are: Luquillo, Morovis, Toa Alta, Juana Diaz, Sabana Grande, Trujillo Alto, San German, and Naranjito.

Objectives

- Promoted community involvement in highway safety activities. Objective achieved; PRTSC participated in activities to promote traffic safety in these communities.
- Managed the creation of collective spaces and encouraged meeting participation and integration of communities in educational, sporting and social events. Objective achieved; through the integration of the communities to participate in Highway Safety activities.
- Participated in the development of prevention and promotion locally, and in the context of road safety programs. Objective achieved; through the promotion of the programs in each of the municipalities, visiting and impacting the community in general.
- Encouraged the formation and dynamics of continuity and cross community networks for the care of communities in all aspects of road safety. Objective achieved; tasks were performed continuously to guide and educate communities about road safety.

Performance Measures

- Number of educational and impact activities performed - 2,948
- Number of citizens reached with direct orientations and educational material – (Directly: 97, 795 / Indirectly: 442,955)
- Number of municipalities – 39 Municipalities

Projects

Community Traffic Safety Programs

Community Programs are an essential and necessary resource to combat traffic safety problems. They work directly with the communities, citizens, NGOs, schools, and law and order agencies.

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

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

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

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

As described above, Community Programs are valuable because they have direct access to citizens and they receive first-hand road safety information.

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

**13-06-04
Luquillo Community Program**

Presentations

Presentations Seat Belt	Presentations Child Seat	Presentations Speed	Presentations Alcohol	Presentations Non-occupant	Presentations Motorcycle
125	95	50	66	92	43

Other Activities

Child Seat Inspections In Office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fairs
43	2	27	5

Total of people impacted

Directly:7,175

Indirectly: 25,178

13-06-07

Morovis Community Program

Presentations

Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
20	29	24	16	25	18

Other Activities

Child Seat Inspections In Office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fair
62*	1	30	5

***In this program the technician was certified on August 2013**

Total of people impacted

Directly:13,151

Indirectly:39,453

13-06-17

Toa Alta Community Program

Presentations

Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
43	43	43	43	-	-

Other Activities

Child Seat Inspections In Office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fairs	Preventive Road Blocks
31*	-	-	18	23

***In this program the technician was certified on August 2013**

Total of people impacted

Directly: 14,553
 Indirectly: 43,659

**13-06-19
 Juana Diaz Community Program**

Presentations

Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
42	52	25	25	45	-

Other Activities

Child Seat Inspections In Office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fairs
40	-	-	8

Total of people impacted

Directly: 2,966
 Indirectly: 27,846

**13-06-22
 Sabana Grande Community Program**

Presentations

Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
13	28	13	13	-	-

Other Activities

Child Seat Inspections In office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fairs
-	-	-	4

This program doesn't have a certified technician

Total of people impacted

Directly: 1,702
 Indirectly: 9,530

13-06-23

Trujillo Alto Community Program

Presentations

Presentations Seat Belt	Presentations Child Seat	Presentations Speed	Presentations Alcohol	Presentations Non-occupant	Presentations Motorcycle
24	49	24	21	28	-

Other Activities

Child seat inspections in office	Check-points Child Seat	Child seat inspections in ck-points	Ferías Educativas
78	2	32	12

Total of people impacted

Directly: 14,132

Indirectly: 42,936

13-06-28

San Germán Community Program

Presentations

Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
16	35	29	37	-	-

Other Activities

Child Seat Inspections In Office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fairs
95	1	40	12

Total of people impacted

Directly: 8,640

Indirectly: 140,000

13-06-29

Naranjito Community Program

Presentations

Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
66	154	115	70	47	47

Other Activities

Child seat inspections in office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fairs	Preventive Road Blocks
61	-	-	6	3

Total of people impacted

Directly:49,608

Indirectly:157,289

Fiscal Review

GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
402	CP	13-06-04 Luquillo	\$ 50,736.00	\$ 45,697.10	\$ 5,038.90
402	CP	13-06-07 Morovis	\$ 35,119.00	\$ 21,948.67	\$ 13,170.33
402	CP	13-06-17 Toa Alta	\$ 41,182.00	\$ 37,689.84	\$ 3,492.16
402	CP	13-06-19 Juana Diaz	\$ 48,075.00	\$ 22,763.76	\$ 25,311.24
402	CP	13-06-22 Sabana Grande	\$ 51,085.00	\$ 30,959.82	\$ 20,125.18
402	CP	13-06-23 Trujillo Alto	\$ 50,432.00	\$ 25,831.13	\$ 24,600.87
402	CP	13-06-28 San German	\$ 51,870.00	\$ 42,972.57	\$ 8,897.43
402	CP	13-06-29 Naranjito	\$ 51,499.00	\$ 44,718.95	\$ 6,780.05
TOTAL			\$ 379,998.00	\$ 272,581.84	\$ 107,416.16

TRAFFIC RECORDS

Problem Statement

Traffic Records Coordinating Committee members continue to meet consecutively to work in the search of solutions aimed at the challenges confronted, due to the lack of availability of traffic crashes data. This year, we count with representatives from the Compulsory Insurance Association.

The traffic crash data for the years 2012-2011-2010 has yet to be entered into the database. This fact prevents PRTSC from possessing updated or reliable data in order to create new strategies for the improvement of roads; and the prevention of fatalities, injuries, and property damages in Puerto Rico.

Objectives

- To reduce the time between crash and data availability in the Crash Analysis System (DOT) from 916 days in 2011 to 365 in 2013. Objective not achieved; (considering that there were only three employees on the Analysis Accident Office) from April 22, 2013 through October 2, 2013 there were 10,000 crash reports (up to 2010). So, from the date a traffic crash occurred, it took an average of 1,095 days for it to be entered into the System.
- To provide PRTSC access to the Crash Records Database. Objective achieved; currently there are six staff members of the Traffic Records Coordinating Committee, whom are trained and have access to the database.
- To capture data from the Police Accident Report (PAR) by the end of each calendar year. Objective not achieved; three proposals were submitted to PRTSC and sent to State Police. This project continues to be a challenge, because the State Police hasn't submitted a formal proposal to begin digitizing the PAR.
- To integrate a drunk driver's criminal record with the Criminal Justice Information System (DOJ) with the DAVID+ Database System (DOT) from 0% of integration in 2011 to 25% integration in 2013. Objective not achieved; this project was not initiated during the grant year.
- To collect and share data through the CAD system. Objective not achieved; this proposal wasn't presented to the Traffic Records Coordinating Committee.

Performance Measures

- Number of Digital Police Accident Report (PAR)- 0%
- Number of Tickets Issued- 10,000 (year 2010)
- Number of MMUCC data elements in the new PAR- 80%
- Number of updated driver records with DWI cases- 0%
- Number of data collected on CAD system- 0%

Projects

**13-07-01
Traffic Record Coordinator**

The funds were provided to continue coordinating the program within the highway and traffic safety community. The Coordinator followed up the work already started, such as: prepare, develop, and implement the strategic plan, the administration of the 408 Fund and continued working in Traffic Records Coordinating Committee meetings.

- 4 meetings were held with members of the TRCC to review and evaluate new technologies, to keep the highway safety data and traffic records system up to date. Also, to evaluate and approve new proposals.
- Strategic Plan was updated through TRIPRS Program.
- The Progress Report was prepared and submitted for the implementation of the Grant Fund 405 (c). We managed to qualify for the amount of \$396,578. In addition, the amount of \$123,240 was received by a reallocation of funds, for a total of \$519,998. Progress was shown through the vehicle system in the number of heavy truck vehicles registered in the DAVID+ System, which subsequently entered tonnage and weight.
- During the month of September 2013, a Memorandum of Understanding between the Traffic Safety Commission and the Compulsory Insurance Association was signed. This agreement will allow the PRTSC to obtain information directly from the CIA, like the amount of claims they receive of traffic crashes and general data of the motor vehicles belonging to the people who make such claims. This data will be loaded into the project CARE to be analyzed.

**13-07-10
Crash Report Design and Implementation**

The funds were provided to integrate the new Electronic Crash Report.

- With the approval of the two forms (short form and long form), the State Police in conjunction with the TRCC members have been working on the preparation of the Instruction Manual; with the purpose of providing the training to researcher’s agents.

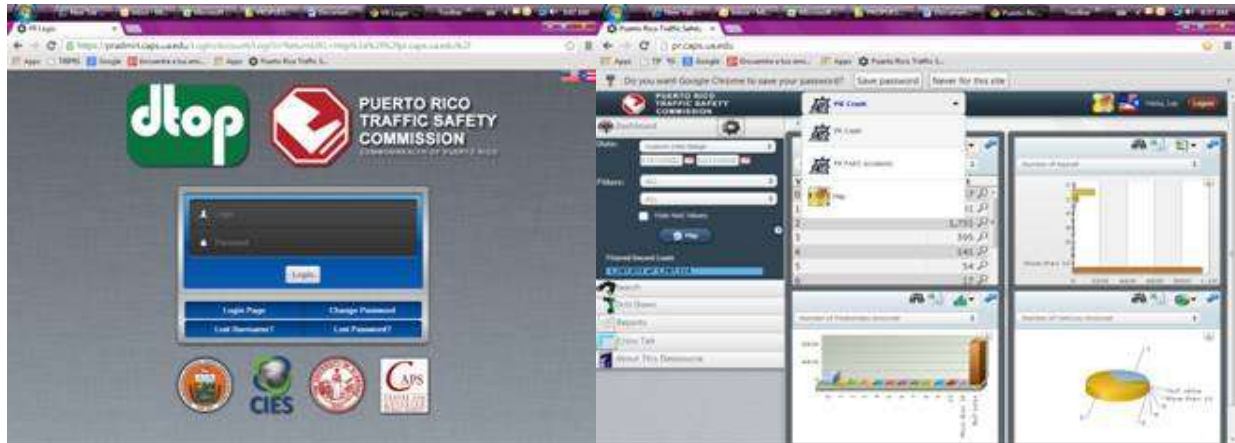
**13-07-13
Implementation of CARE System to PR Crash Data**

The funds were provided to implement a Crash Analysis tool online, known as CARE (Critical Analysis Reporting Environment).

- Access to the database of the Analysis Accident Office through the Project Implementation of CARE System to PR Crash Data, has created the Web version. This tool provides access to data of crashes in Puerto Rico, in an environment where users can perform a variety of data analysis to identify roads of greater incidence, create comparisons between municipalities, observe trends, as well as create work plans with

the purpose of preventing and reducing deaths, injuries, and damage to property. There is data that corresponds to the years 2002 to 2006 of injuries, fatalities, and crashes; and of the years 2007 to 2009 of injuries and fatalities. The data that is being received corresponding to the year 2012 and that of subsequent years will be part of this tool; FARS included.

- To this date, six staff members have been trained in the use of this tool and have access to the database.



**13-07-12
Database Integration**

Funding was provided to include the integration of the database of the Department of Transportation and Public Works (DAVID+ system) and the database of the Department of Justice (CJIS), with DWI cases.

- During 2012-2013, various efforts were made by the PRTSC, specifically in obtaining the signature for the "Agreement of Conditions" document. Due to administrative issues, the document was not received properly signed before September 30, 2013.
- This project is part of the TRCC Strategic Plan and the Secretary of the Department of Transportation and Public Works (DTOP) will be submitting the Proposal 2013-2014.

**13-07-14
FARS**

FARS 408 proposal covered a portion of fringe benefits for the FARS Analyst who manages, analyzes, decodes, and maintains FARS database of all traffic fatalities within Puerto Rico.

Fiscal Review

GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
408	TR	13-07-01 Coordinator	\$ 40,847.00	\$ 37,504.52	\$ 3,342.48
408	TR	13-07-12 DMV-SJIC Integration	\$ 503,775.00	\$ -	\$ 503,775.00
408	TR	13-07-13 CARE System	\$ 179,248.00	\$ 98,319.98	\$ 80,928.02
408	TR	13-07-14 FARS	\$ 4,396.04	\$ 4,396.04	\$ -
TOTAL			\$ 728,266.04	\$ 140,220.54	\$ 588,045.50

NON-OCCUPANT PROTECTION

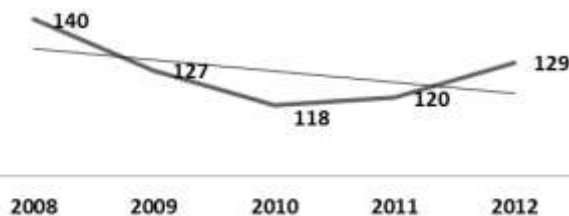
Problem Statement

Fatalities have been a major traffic safety issue in Puerto Rico. In 2012, a total of 232,012 crashes were recorded.

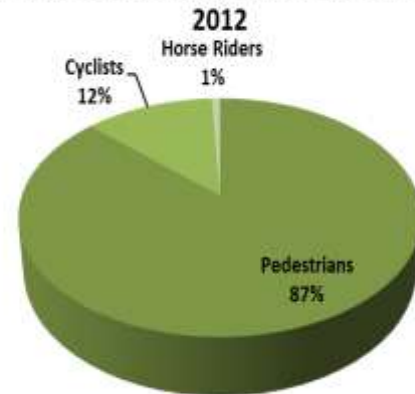
Non-occupants rank second in fatalities, with a 35%; which is, 129 out of 366 fatalities for 2012. Among Non occupant fatalities, pedestrians are the highest, with an 87%. Alcohol use was a factor in 45% of these fatalities. We should also point out that 58% were 50+ years of age.

Non Occupant Program continued its efforts to reduce fatalities in the pedestrian and cyclist classifications. However, cyclist fatalities have increased 3% with 9 fatalities, in comparison to 7 fatalities in 2011. Horse rider remained the same with 1 fatality (or 1%) like in 2011.

**Non Occupant Fatalities
2008-2012**



Percentage Distribution Non Occupant Fatalities



FATALITY TYPE	2008	2009	2010	2011	2012
Cyclists	12	16	15	7	16
Horse Riders or others	1	2	2	1	1
Pedestrians	127	109	101	112	112
Skaters / Skateboarders	0	0	0	0	0
Non-Occupant Fatalities	140	127	118	120	129
Total Fatalities	406	365	340	361	366
Non- Occupant Percentage	34%	35%	35%	33%	35%

Objectives

(*Since 2013 FARS data is not completed, 2012 FARS data will be used)

- To reduce non-occupant fatalities – Objective not achieved; year 2012 reported 129 non occupant fatalities, 9 more than 2011. All 9 fatalities were cyclists.
- To conduct educational campaigns for non-occupants – Objective not achieved; the program proposal only has funds available to cover the salary and marginal benefits of the coordinator. The trainings are offered in power point or through the distribution of copies detailing relevant safety information for pedestrians.
- To elaborate mini grants for safe route to school programs – Objective not achieved; no proposal was submitted for this purpose. The PRPD (Police Department), Department of Education and other entities do not have information of fatalities, injuries, or number of crashes in school zones.

Performance Measures

- Non-Occupant fatality rate – 0.62
- Number of campaigns designed – None
- Number of citizens reached – 6,876
- Number of schools with the safe route to school program – No proposal was submitted for that purpose.

Projects

**13-08-01
Non-Occupant Program Coordinator**

The coordinator is in charge of the administration and management of all matters related to pedestrians and cyclists. Personnel costs, local travel expenses, as well as other related costs were funded.

A total of 63 activities were conducted: radio interviews, school and college educational activities, safety fairs, cycling trails, events, and community awareness groups, such as: AARP and judicial academy. During these activities we had the opportunity to directly educate close to 7,000 people. In conjunction with the Walkability and Livable Communities and the Impact Team



Manager, an interactive workshop was conducted. An evaluation of the San Patricio Avenue in Guaynabo, frequently used by elderly pedestrians, took place. Data was collected, analyzed and presented.



Collaborated in the design of an educational flyer with the updated version of the Cyclist’s Rights, which was created. During the year, more than 5,000 copies were distributed.

**13-08-02
Traffic Safety Education Park**

The Traffic Safety Education Park (PESET) in Arecibo, provides classroom education and experiences as a driver, a pedestrian, and a cyclist to children between the ages of 7- 10 years on a replica of a typical Puerto Rican town and country roads. Reservations to attend the park are made by school teachers around the Island. PRTSC funds personnel costs (director, educators, and administrative staff), materials and office supplies, equipment, travel, and per diem.

PESET ARECIBO VISITORS DURING 2013

Children	2,682
Adults	1,290
Public Schools	82
Private Schools	32
Summer Camps	12
Head Starts	8
Independents	18



13-08-03

Non Occupant Mass Media Campaign

In order to achieve our goal in ensuring that 75% of the population of men, over 45 years old receive and assimilate the educational message of pedestrian and cyclist safety on the road, several activities were carried out:

- Press releases and editorial articles were redacted and provided to the media through the year for publication. The services of the monitoring agency and the news broadcasting agencies were key to accomplish this objective.
- An art for a coloring book for the *Parque Educativo de Seguridad en el Tránsito (PESET)* was developed. The book includes information and dispositions of transit laws regarding pedestrians.
- Educational literature and promotional items were also distributed through the year.
- We also participated in public interest activities through the year, as part of our commitment to diffuse our educational message.

Fiscal Review

GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
402	PS	13-08-01 Coordinator	\$ 37,262.00	\$ 35,357.20	\$ 1,904.80
402	PS	13-08-02 PESET	\$ 299,177.00	\$ 242,157.01	\$ 57,019.99
402	PS	13-08-03 Mass Media	\$ 219,000.00	\$ 13,752.49	\$ 205,247.51
TOTAL			\$ 555,439.00	\$ 291,266.70	\$ 264,172.30



TRAFFIC ENGINEERING

Problem Statement

Puerto Rico is an island located between the Caribbean Sea and the Atlantic Ocean. It has an almost rectangular shape with a surface area of 3,425 sq. mi (100mi x 35mi). It is the third largest island in the United States and the 82nd largest island in the world. Puerto Rico’s topography varies; from the presence of mountains, rain forest, and rivers to deserts, beaches, and caves. The center is very mountainous, and divides the northern and southern region; it is known as the *Cordillera Central*. The climate is tropical, with an average temperature of 80° F; rainfall tends to be evenly distributed through the year. According to the 2010 Census, in Puerto Rico there are around 3.8 million inhabitants, of these 75% (2,850,000) have a driver’s license.

PUERTO RICO REGISTERED VEHICLES					
INDICATORS	2008	2009	2010	2011	2012
Registered Vehicles	3,129,561	3,026,815	3,020,455	3,084,543	4,500,941
Licensed Drivers	2,017,055	2,628,207	3,102,941	3,619,499	2,991,904
Roadway Miles	16,576	16,681	16,693	16,694	17,387

The Traffic Engineering Program of the Puerto Rico Traffic Safety Commission (PRTSC) is one of the resources that support the reduction of crashes and fatalities around the road system. During 2012, in the roadway system, 366 persons died in crashes. Some of the factors that contributed to these crashes can be mitigated with engineering projects. To that end, the improvement and application of Road Hazard Elimination is the way to impact the actual condition of unsafe roads. One of the most important duties that this program fulfills, is the field inspection. The field inspection yields the information needed to start the process of design or of recommendation for a specific site. Those inspections also allow a proper identification of security problems, such as: pavement marking, lack of signing, and other situations found on the road. All the information gathered in the field is analyzed and revised by the PRTSC to solve any situation regarding safety. In addition, our program is allied with the Puerto Rico Highway and Transportation Authority (PRHTA), Department of Public Works (DOT), and Federal Highway Administration (FHWA). All share the goal of making our road system a safer one.

Objectives

- To increase the liquidation of funds in 154/164HE. Objective not achieved; during 2013, a total of \$1,577,683.95 were liquidated, in comparison with the \$1,897,789.01 in 2012. This situation is associated, in part, with the cash flow difficulties of the PRHTA. Currently, PRTSC is designing new projects with PRHTA and planning ways of increasing funds liquidation.
- To identify areas for highway improvements. Objective achieved; during 2013, approximately 20 road sites were identified for possible improvements.

- To fund projects for highway safety improvements. Objective achieved; five projects were funded during 2013.
- To increase the amount of projects completed. Objective achieved; three projects were completed, although some are in the close out process.
- To continue managing and monitoring on going projects. Objective achieved; approximately 25 site visits and 25 meetings were held, during 2013.

Performance Measures

- Funds liquidated- \$1,577,683.95
- Areas identified- Approximately 20
- Number of projects funded- 5
- Number of projects completed- 3
- Number of continued projects- 5

Projects

**13-11-01, 13-11-13, 13-11-14
Special Safety Projects**

Continuing projects:

PR-100 MUNICIPALITY OF CABO ROJO

After collecting and analyzing fatal crash data at intersections without traffic lights of the PR-100 Km 2.75, Plan Bonito Sector, The Puerto Rico Highways and Transportation Authority opted for a design to improve the safety of drivers. This design consists in the installation of a modern traffic signal system, pavement marking, signage and the replacement of safety barriers (Guard Rails) in certain sections that were agreed within the project. This project was completed and functioning, although administratively is still open because there is a situation between the contractor and the PRHTA. In the upcoming months the project will be administratively closed out.



PR-114 MUNICIPALITY OF SAN GERMAN

In the municipality of San Germán, PR-114 (7.6-14.2 km) is considered one of the rural roads of our western road system that reports the most traffic flow. The project consists of core milling and paving, pavement marking, and signage, among other safety improvements.

Results:

During the month of November 2013 the final inspection of the project took place, the results and conclusions were discussed with all involved parties. The project is in the administrative close out phase.



PR-185 MUNICIPIALITY OF CANOVANAS

The location of this project was identified by the Puerto Rico Highways and Transportation Authority as one where the amount of traffic crashes was alarming. For this reason the ACT took the initiative to develop a geometric design improvement, signage, pavement marking, and installation of raised pavement marking (ojos de gato) among others, to create a more secure and efficient road for the high volume of vehicles that travel on it.

Results:

During final inspection, the need for additional works was discovered in order to complete all aspects of what would be expected from a safe road. This works weren't included in the existing design, but they were evaluated, recommendations were made on that respect and applied. All works in this location were completed; it is currently in the closing phase.



PR-167 MUNICIPIALITY OF NARANJITO

Several assessments made by the Puerto Rico Highways and Transportation Authority showed the need of improvement in the area of Naranjito. The results of evaluations emphasized the need for a design that incorporates control devices to improve safety on this stretch of road. Implementation to build and install two sets of traffic lights for two intersections that currently lack this tool on road PR-167 in the Municipality would be both, fast and cost effective.

Results:

The two Systems are installed and functioning. To improve this project, some geometrical designs for the safety section impact were performed. Currently, works are at the end; close out is expected during the next month.



PR-2 MUNICIPALITY OF QUEBRADILLAS

During this year the PRHTA outsourced a Design Firm to develop the design and the plans for this area. They incorporated geometric design and safety improvements for a section of this 4 kilometers stretch of road, which is located between the Municipalities of Quebradillas and Isabela.

Results:

During November 2013 the design of the project was submitted to the PRHTA for review. They evaluated the design, made observations, and commented on the issue. When the process of evaluation and correction of the design ends, the PRHTA would begin a process of public auctions and the construction of the project.



Educational Activities:

WORKZONE AWARENES WEEK 2013

This year’s activity took place in *Torre Sur Del Centro Gubernamental Minillas* on April 17th, 2013. It counted with the participation of the PRHTA, DTOP, FHWA, Medical Sciences Campus, students, sponsors, and nonprofit organizations; to name a few. This year, the committee members decided to touch the fiber of people’s humanity through lectures that conveyed a message about the importance of operating a motor vehicle in a safe manner, at all time; and

the damage negligent drivers can cause to others and to themselves. The activity was a success and had the participation of over 150 people. In addition to the activities, 600 silicone wrist bands were distributed with the message "Respect Construction Zones" to employees of the building and other guests who were present.



ROAD SIDE SAFETY DESIGN (3days)

This seminar was organized between PRTSC –Engineering Program and the Traffic Safety Office of the PRHTA with the purpose is training Engineers on the use of “AASHTO Roadside Design Guide”. These design guidelines are adopted by the FHWA for use in all road design where applicable. Likewise, the course enables you to find defects in existing designs and how to improve existing roads or adjust them to the reality of the way. This course enables to apply the correct way the concept of "Clear Zone" which is necessary in the part of road safety within any design. At the same time the seminar provides information about the design and implementation of safety barriers and safety devices that are installed, or will be installed, on the roads.



Future scheduled projects:

During 2014, the Engineering Program will continue working with the Puerto Rico Department of Transportation and Public Work (DOT), Puerto Rico Highway and Transportations Authority (PRHTA) and Federal Highway Administration Puerto Rico Division (FHWA-PR) to identify areas where the impact of a new construction project was a positive one; turning a once unsafe road, into a safe one. It is also important to be able to carry out low cost and fast implementation projects that produce a huge impact on society. At the same time, new technologies that cover road safety are under evaluation to be implemented on our road system.

PRTSC will continue realizing field inspections throughout the island’s road system, and all deficiencies or problems detected will be referred to the corresponding agencies.

During the Fiscal Year 2013-2014, the PRTSC, through its Traffic Engineering Program, intends to continue offering educational seminars with additional tools that will benefit professionals in design, construction and maintenance, and all those who work on improving the safety of our roads.

**13-11-02
Impact Team Manager**

The Traffic Engineering Program / Impact Team is a program created to develop low cost and fast improvement projects that provide safety measures to prevent crashes. Also, the program works together with the Traffic Safety Office of the PRHTA making recommendations during the design, construction, maintenance and operational phases. Other part of the work that’s realized is the management of funding (154HE/164HE) of multiple projects that the DOT has contractually come to an understanding with the PRTSC for the subvention of projects.

The manager of this program conducts multiples types of studies and inspections around the island with DOT, PRHTA and FHWA engineering and staff to identify projects that need the implementation of Hazard Elimination on the road system. Areas of interest are identified by data analysis, customer claims or the actual hazard situation on a specific road. Salaries, fringe benefits, materials, equipment, trainings cost, local and out of state travel expenses, contractual services and other related costs were funded.

Fiscal Review

GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
164HE	TE	13-11-02 Impact Team Coordinator	\$ 70,234.00	\$ 45,793.26	\$ 24,440.74
164HE	TE	13-11-13 Special Projects	\$ 2,315,000.00	\$ 1,531,890.69	\$ 783,109.31
TOTAL			\$ 2,385,234.00	\$ 1,577,683.95	\$ 807,550.05

PAID MEDIA

Problem Statement

During this year, Communications’ strategies were focused in the growth of social media exposition. At the end of the fiscal year we reached close to 50,000 fans on Facebook, in comparison to 1,500 we had on March. Twitter and YouTube were also used in our campaign strategies. Also, we’ve conducted studies based on the demographic of Puerto Rico that has proven that it’s not effective to depend only on public service announcements in order to reach a target audience. To complement an enforcement effort and communicate with the public, Paid Media is necessary to assure that the greatest number of people in the target audience is reached. Evidence-based studies and statistics have proven that PRTSC Media Campaigns are effective. It reaches the majority of the population by educating, promoting and reminding the target audience our awareness messages.

Objectives

To accomplish the task of getting a Target Market to rigorously adopt the road safety message and make it part of its lifestyle.

- Increase recognition of the PRTSC message program focusing our message accordingly to the specific and diverse target of each campaign program – Objective achieved. Regarding people recalling any DUI message from the past months, results show a 4% increase from the pre-campaign wave to the post.
- Obtain an effective positive change in attitudes towards traffic safety measures – Objective Achieved. In 2013, we reached a reduction of traffic crashes.
- TV, Radio, Press, Magazine, Internet, Outdoor Media, Cinema, Social Networks, among others, to implement our message, which has worked successfully–Objective achieved. All of these media were used to implement the educational messages.
- Attain more exposition in alternative media for the innovator public that cannot be reached through traditional media, such as radio or press. – Objective Achieved. We increased exposition and frequency on social media networks and Internet. We also launched three new blogs.
- Increase Earned Media: TV and Radio bonus spots, Editorials in Newspapers, Magazines, and other printed media, and exposition through TV and Radio interviews. - Objective not achieved. We reached just 62% on earn media exposition. Proposals were approved at the end of March 2013.

Performance Measures

- Amount of Paid Media time - \$2,092,666.44
- Amount of Earned Media time - \$1,300.706.00
- Exposition

Below the results of a combined effort obtained from the PRTSC team, independent contractors, non profit organizations, government agencies, and civic groups. They all share the social commitment of road safety.

Earned Media Results	
Paid Media	\$ 2,092,666.44
Earned	\$ 1,300,706.00
Earned Exposure	62%

Projects

**13-12-01
Impaired Driving Campaign**

- Christmas Crackdown – December 7 to 31, 2012 \$448,900.00

During the Christmas period PRTSC implemented the educational campaign with the slogan “Guiar borracho es un crimen, serás arrestado”. The campaign ran simultaneously with the US National Crackdown. For this mobilization we advertised in 230 TV spots and 1680 radio spots and ran 290 Internet web banners.

- Alcohol Check Points - March 15 to September 25, 2013 \$8,026.04

We continued to combine efforts with the Police Department and the Department of Justice to enforce Alcohol Checkpoints. The Police plans and executes the checkpoint operations, pursuant to Act 22 of the Commonwealth of Puerto Rico, PRTSC publish checkpoint zones and dates and the Department of Justice enforces the Law. The educational message includes the slogan “Guiar Borracho, sobre el límite bajo arresto”. A total of 29 ads were published.

- Easter Crackdown – March 22 to 31, 2013 \$171,923.25

During this period we continued to use our alcohol awareness slogan “Guiar borracho, sobre el límite bajo arresto”. The educational effort was focused on alerting about the consequences of drinking and driving. The campaign ran simultaneously with the US National Crackdown, and supported the Police Traffic Mobilization thru the Island. We circulated 15 newspapers ads, 676 radio spots, 43 live radio ads, 30 celebrity posts on Twitter and 9 (24/7) Internet ads that ran on Facebook, Google, YouTube, Yahoo, Pandora and on local news sites Noticel, Primera Hora & Endi.com.

- Summer Crackdown – July 3 to 29, 2013 \$624,186.26

During this period we continued to use our alcohol awareness slogan “Guiar borracho, sobre el límite bajo arresto”. The campaign ran simultaneously with the US National Crackdown, and supported the Police Traffic Mobilization through the Island. For this mobilization we took our message to 97 movie theater screen rooms, aired 886 TV spots and 2,202 radio spots, published 35 newspaper ads, 185 outdoor media and 684 gas pump ads were put up, and ran 65 Internet web banners. We also created a new blog named pasallave.com.

- Labor Day Crackdown – August 16 to September 2, 2013 \$219,675.65

During this period we continued to use our alcohol awareness slogan “Guiar borracho, sobre el límite bajo arresto”. The educational effort was focused on alerting the public about the

consequences of drinking and driving. The campaign ran simultaneously with the US National Crackdown, and supported the Police Traffic Mobilization through the island. Advertisements consisted of the publication of 3 newspapers ads, putting up 58 outdoor media and 296 gas pumps ads, the airing of 331 radio spots and 240 TV spots, and 3- 24/7 Internet ads ran on Facebook, YouTube and Pandora.

13-12-02

**Youth Impaired Driving Campaign
154/164PM**

- Fiestas de la Calle San Sebastián - January 16 to 20, 2013 \$48,049.44
On these festivities thousands of youngsters incur in heavy alcohol consumption. Our educational effort targeted the audience with the slogan “Si bebes y guias pierdes, serás arrestado” (If you drink and drive you lose, you will be arrested). For this effort we advertised in 78 radio spots and published 15 newspapers ads.

- Inter-collegial Games – April 16 to 21, 2013 \$232,225.60

This event is celebrated every year on the month of April and gathers University and College students to compete against each other in different sporting events. Most of these students travel or stay in the city where the event is held. This year we integrated our educational message “Llega bien, regresa bien” (Arrive safely, return safely). We spread our message through the sponsorship of 2 live stage events, advertised in 970 radio spots, published 10 newspapers ads and ran 3 - 24/7 Internet ads on Facebook, Google, Yahoo, and on local sites Activao, Noticel, Primera Hora, and Endi.com.



- Double AA Baseball Sponsorship – March 15 to September 30, 2013 \$12,750.00
The season began in February and ran through September. In each game the attendance was estimated in more than 1,500 fans, mostly young people. In addition, games were broadcast over the airwaves with coverage throughout the west part of the island; and nationwide through internet. During each of the 20 games total, the sponsorship consisted of 10 radio spots, 10 live radio ads, 1 live transmission during the section "The Tenth Inning" (where listeners heard about the CST and its educational message), and putting up a park fence banner.

13-12-03

Speed, Aggressive & Distractive Driving Campaign - \$258,171.06

The PRTSC launched its Distractive Driving Campaign as of June 18. This year we integrated our educational message "Ojos en el celular no son ojos para guiar" (Eyes on the cell phone aren't eyes for driving). For this effort we sponsored 5 events, published 15 newspaper ads, advertised in 280 TV spots and 561 radio spots, put up 264 gas pump ads and ran 3- 24/7 Internet ads on Facebook, Google and Pandora and local news site Endi.com. As part of



our media strategy we made alliances with all major Telecommunications Enterprises, such as AT&T, Sprint, T Mobile and Open Mobile, to endorse the educational message and become spokespeople among their public. A new blog named alguiarfrenaelcelular.com was also created.

13-12-06

Child Seat Campaign - \$8,759.37

The PRTSC ran the National Child Seat Campaign during the month of September 2013. We implemented a new campaign with an educational slogan "Asiento Protector: úsalo correctamente" which (Child Seat: use it correctly). Accordingly to its targeted audience Paid Media issued 3- 24/7 Internet web banners. We created a new blog named minenevaseguro.com. We also created an educational video about how to install a child's safety seat correctly. The video was posted on PRTSC social media pages with special emphasis on YouTube.

13-12-07

Occupant Protection Campaign - \$59,999.77

During the month of May PRTSC integrated the National Seat Belt Mobilization with the new educational campaign “Amárrate o pagas” (Click it or ticket). For this effort we sponsored 5 events, advertised in 204 radio spots, published 4 newspaper ads, and ran 2 Internet web banners on Facebook and Pandora.

Impressions Effect on PRTSC Message Exposure:

The term “impression” can be defined as each time an individual is exposed to a message. This message is received through any type of media, such as an advertisement on TV, newspaper, magazine or outdoor media. An impression does not reflect the audience, but how many times the message is exposed. The number of impressions is calculated based on parameters pre-established by the Media.

Impressions*	
Easter Crackdown	16,519,427
Inter-collegial Games	19,042,431
Seat Belt Campaign	8,688,257
Distracted Driving Campaign	13,804,215
Summer Crackdown	32,245,032
Labor Day Crackdown	7,750,994
Audience Impressions Achieved	98,050,356
*Data Source: Arteaga & Arteaga Advertising Agency	

MARKET COMPARISON SINCE LAST SURVEY

Survey 2010	Survey 2013
38% of respondents who drank alcohol stated that they often driven while on the influence of alcohol	27% of respondents admitted driving after drinking alcohol (within two hours) on about 3 occasions in the past 3 months
16% of drivers had used a designated driver or passed their keys	30% of drivers had used a designated driver or passed their keys
75% of respondents stated that they had seen/heard the campaign slogan/phrase during the past 30 days	77% of respondents stated that they had seen/heard the campaign slogan/phrase during the past 30 days
46% of respondents said that they have been passengers on a vehicle whose driver was under the influence of alcohol	30% of participants reported been in a situation of riding as a passenger in a vehicle with a driver that had consumed alcohol
55% of respondents believed that it is very likely that the police would arrest someone that is driving under the influence of alcohol	63% agrees that Police are doing a good job with road blockades in order to control drunk drivers

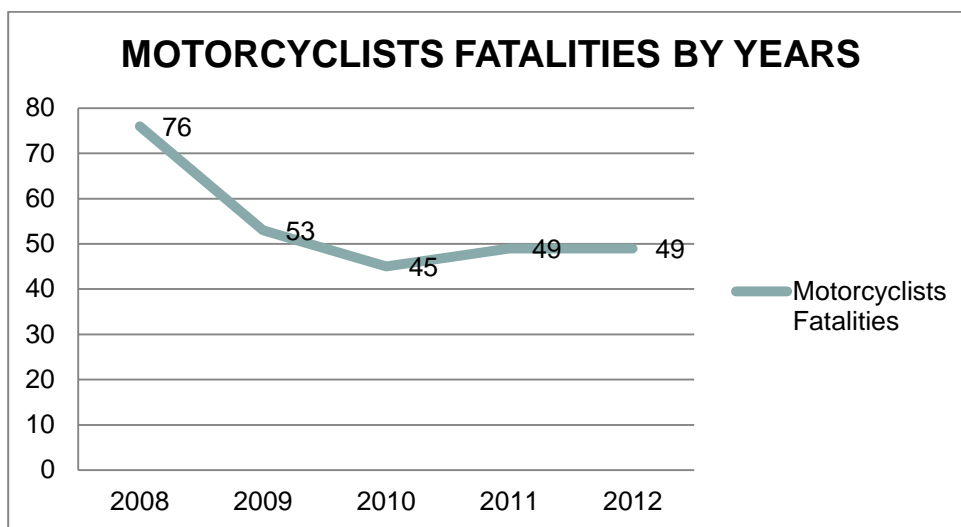
Fiscal Review

GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
410HV	AL	13-12-01 ID Campaign	\$ 1,500,000.00	\$ 1,472,711.20	\$ 27,288.80
402	PM	13-12-03 Speed, Aggressive and DD	\$ 700,000.00	\$ 258,171.06	\$ 441,828.94
164AL	PM	13-12-02 Youth Impaired	\$ 350,000.00	\$ 293,025.04	\$ 56,974.96
405OP	PM	13-12-06 Child Restraint	\$ 35,000.00	\$ 8,759.37	\$ 26,240.63
405OP	PM	13-12-07 Safety Belt	\$ 60,000.00	\$ 59,999.77	\$ 0.23
TOTAL			\$ 2,645,000.00	\$ 2,092,666.44	\$ 552,333.56

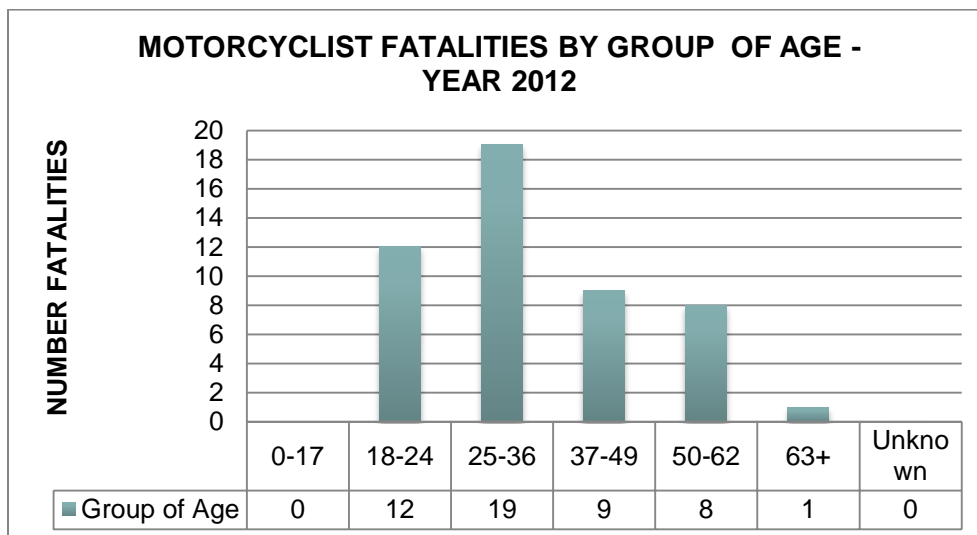
MOTORCYCLE SAFETY

Problem Statement

Compiled data indicates that in Puerto Rico motorcycle registrations have increased from 164,181 in the year 2010 to 193,839 in 2013 (data is up to July 2013 and provided by the DMV). Although a reduction in motorcyclist fatalities was consistent during the last five years, safety issues are still a main concern.



In Puerto Rico there are several laws regarding licensing and required gear for motorcyclists, but statistics reflect another reality: motorcyclists keep avoiding helmets or DOT approved helmets and proper gear to ride. Injuries and fatalities keep occurring. The numbers show that motorcyclists between 25 and 34 years of age, are the most likely to be involved in motorcycle crashes.



Objectives

- To reduce motorcycle fatalities from 49, in 2011 to 40, in 2013 – Objective not achieved; due to a lack of high-visibility enforcement and road blocks that would include motorcyclist interventions. Plus, the need of more aggressive campaigns guided to include motorcyclists in alcohol mobilizations, year round.

Performance Measures

- Motorcycle fatality rate- 0.27

Projects

**13-13-06
Motorcycle Safety Coordinator**

Enforcement in motorcycle laws has been directed mostly on helmet and proper gear use and on impaired riding. However, new trends of education and road safety awareness have emerged. The PRTSC and its Motorcycle Safety Coordinator have made some recommendations regarding training to motorcyclist examiners to maintain them with accurate law information and motorcycle techniques when riding. Also, to explore the possibilities to offer safety interactive workshops to motorcyclists, for example “First there, first care.” In addition, offer the Motorcycle Safety Foundation’s Experience Rider Course to riders that want to upgrade their knowledge.



The implementation of new practice ranges is necessary; Law 107 specifies that the DOT is obligated to have eight ranges around the island. Back in 2008 the DOT had four ranges, but because of the program’s abandonment there is just one operating to this date. The Motorcycle Safety Coordinator has made recommendations to create new ranges in new locations, and that all ranges should have the same measurements and practice the same exercises.

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

A significant reduction of motorcycle fatalities has been evident in the last three years as a result of the implementation of Law 107. This Law became effective on October 10, 2007. Some elements this Law requires are:

- The use of a D.O.T. approved helmets, the use of gloves, high footwear (over the ankles), and long pants. Also, riders and passengers must wear a reflective vest or sash between the hours of 6:00 pm to 6:00 am.
- Riders must be 18 years or older and have a driver’s license. Passengers must be 12 years or older to ride on a motorcycle.
- Motorcyclists are subject to a BAC of 0.02%, like truck, school bus and government drivers, instead of the 0.08% limit applied to regular drivers.
- Mandates for the creation of eight training sites around the island have to be created to license new riders.
- Law 107 has one amendment, Law 166 dated July 29, 2011. This Law stipulates that drivers and passengers using a rented motorcycle for tourism purposes on the island municipalities of Vieques and Culebra, should only use DOT approved helmets and eye protection. They also have to be licensed, but they don’t need the Motorcycle endorsement that residents are required.
- In the year 2011, 49 motorcycle fatalities were reported; the same number of fatalities were reported the following year, 2012. Preliminary data reports 38 motorcycle fatalities up to December 12, 2013; a difference of eleven fatalities in comparison to 2012.
- The PRTSC Coordinator still conducts different activities providing orientation that focuses on the requirements of Law 107 and motorcyclist safety; and also offers MSF and Basic Rider Courses to military forces. Because there are no changes in the law, the DOT still requires a motorcycle endorsement, a written and practical test, DOT approved helmets, and proper gear; among other provisions.
- A mandatory conference of the new law requirements is given to the police cadets at the Police Academy in Gurabo as a graduation requirement, upon request.
- The Motorcycle Safety Coordinator is offering conferences of Law 107 requirements to judges of the Puerto Rico Department of Justice, upon request.
- Educational materials containing motorcyclist safety tips and law requirements have been distributed island wide. Also, impaired riding and share the road brochures focused on both, drivers and motorcyclists, were distributed island wide.

13-13-09

Motorcycle Safety Mass Media Campaign

This project funded the production of TV, radio, and newspaper advertisements. Funds were used for office materials, contractual services, local and out of state travel, and equipment rental, purchase, and maintenance.

An art was created to be included in educational pamphlets, that also explained all motorcycle safety dispositions of Law. Photographs displaying all safety gear for motorcyclists are obligated to wear by Law, were also taken. As part of our compromise to continue with our awareness message on motorcycle safety, PRTSC counted with the publication of two newspaper columns and participation in activities.



Fiscal Review

GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
402	MC	13-13-06 Coordinator	\$ 75,448.00	\$ 61,102.56	\$ 14,345.44
402	MC	13-13-09 Mass Media	\$ 176,955.00	\$ 19,101.77	\$ 157,853.23
TOTAL			\$ 252,403.00	\$ 80,204.33	\$ 172,198.67

DISTRACTED DRIVING

Problem Statement

On January 1, 2013, Law 201, which prohibits the use of cell phones while driving a motor vehicle, took effect. Most importantly, this Law prohibits texting and makes mandatory the use of hands-free devices, while driving a motor vehicle.

There is no doubt that the use of cell phones has proliferated dramatically in today's society. It has become an essential part of everyday life for the majority of the population. Law 201, empowers agents of law and order to fine anyone who violates it. Ever since this Law took effect, State Police has issued a total of 39,477 tickets to those who were caught making use of their cell phones, while driving a motor vehicle.

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



The most common forms of distraction are:

- Cell phone use
- Texting
- Eating
- Reading
- Use of navigation systems
- Changing radio stations or MP3 players

According to the United States DOT, “text messaging while driving creates a crash risk 23 times higher than driving while not distracted”. The study Distracted Driving/Speeding 2013 realized in Puerto Rico showed: that 95% of participants reported owning a cell phone, and that 79% of people that use mobile phones while driving talk for up to 30 minutes on a normal day. In addition, that virtually all (99%) of those who use cell phones “receive calls” while driving, and 85% make the calls themselves. It concluded by pointing out that 81% of drivers who own cell phones report owning a hands-free device; of these, around 65% use them frequently (“always” or “almost always”).

Objectives

- To reduce the number of fatalities and injuries that were associated to distracted driving. Objective not achieved; in the present, Puerto Rico does not count with statistics that specify the number of fatalities related to distracted driving.

- Educated the public through advertising that contained information about the dangers of texting or using a cell phone while driving. Objective achieved; an educational campaign was promoted through the media, to create awareness on the risks of using a mobile phone while driving.
- Participated in a national enforcement mobilization. Objective not achieved; this activity was not initiated during the grant year, but the annual study on distracted driving on the road was done. It took place during the month of September 2013.

Performance Measures

- Reduction rates- Not available
- Number of distracted driving tickets- 39,477 tickets from State Police. *provisional data
- Number of educational and impact activities performed- 5 educational activities
- Amount of citizens that were educated- during the media campaign, 13,804,215 (impressions) people were reached and educated.

Projects

**13-14-03
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 the 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.

Achievements:

- The campaign “Al guiar frena el celular” (While Driving, Put The Brakes on the Cell) was created and launched through the media.
- Radio and TV commercials were aired.
- Activities and alliances with communication enterprises, like: AT&T, Claro, Open Mobile, Sprint, and T-mobile were created. Its purpose was to expand PRTSC’s awareness message directed to cell phone owners. ATT&T, Claro, Open Mobile, Sprint and T-Mobile
- Over 10,800 educational brochures were distributed by PRPD and Municipalities island wide.

Fiscal Review

GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
402	DD	13-14-03 Coordinator	\$ 8,782.00	\$ 7,047.44	\$ 1,734.56
TOTAL			\$ 8,782.00	\$ 7,047.44	\$ 1,734.56

FINANCIAL SUMMARY FISCAL YEAR 2013

GRANT	2013 CURRENT FUNDS	2012 CARRY FORWARD FUNDS	TOTAL 2013	EXPENDED 2013	REPROGRAMMED TO 2014	% EXPENDED
NHTSA 402	\$ 2,130,454.47	\$ 1,042,287.78	\$ 3,172,742.25	\$ 1,483,573.01	\$ 1,689,169.24	47%
405 OP SAFETEA-LU	\$ -	\$ 345,815.46	\$ 345,815.46	\$ 265,150.62	\$ 80,664.84	77%
NHTSA 406	\$ -	\$ 262.13	\$ 262.13	\$ 262.13	\$ -	100%
408 Data Program	\$ -	\$ 2,469,959.40	\$ 2,469,959.40	\$ 140,220.54	\$ 2,329,738.86	6%
410 High Fatality Rate	\$ -	\$ 1,747,093.82	\$ 1,747,093.82	\$ 289,909.95	\$ 1,457,183.87	17%
410 High Visibility	\$ -	\$ 1,647,633.53	\$ 1,647,633.53	\$ 1,472,711.20	\$ 174,922.33	89%
2010 Motorcycle	\$ -	\$ 19,571.11	\$ 19,571.11	\$ -	\$ 19,571.11	0%
154 Alcohol	\$ 1,099,869.00	\$ 1,877,653.96	\$ 2,977,522.96	\$ 744,825.73	\$ 2,232,697.23	25%
154 HE	\$ -	\$ 4,947,155.86	\$ 4,947,155.86	\$ -	\$ 4,947,155.86	0%
164 Alcohol	\$ 1,099,869.00	\$ 2,297,296.39	\$ 3,397,165.39	\$ 628,014.81	\$ 2,769,150.58	18%
164 HE	\$ -	\$ 3,719,053.90	\$ 3,719,053.90	\$ 1,577,683.95	\$ 2,141,369.95	42%
MAP 21 405b OP High	\$ 609,960.76	\$ -	\$ 609,960.76	\$ 110,538.55	\$ 499,422.21	18%
MAP 21 405c Data Program	\$ 519,998.11	\$ -	\$ 519,998.11	\$ -	\$ 519,998.11	0%
MAP 21 405d Impaired	\$ 1,480,447.03	\$ -	\$ 1,480,447.03	\$ -	\$ 1,480,447.03	0%
MAP 21 405f Motorcycle	\$ 46,377.16	\$ -	\$ 46,377.16	\$ -	\$ 46,377.16	0%
Total	\$ 6,986,975.53	\$ 20,113,783.34	\$ 27,100,758.87	\$ 6,712,890.49	\$ 20,387,868.38	25%