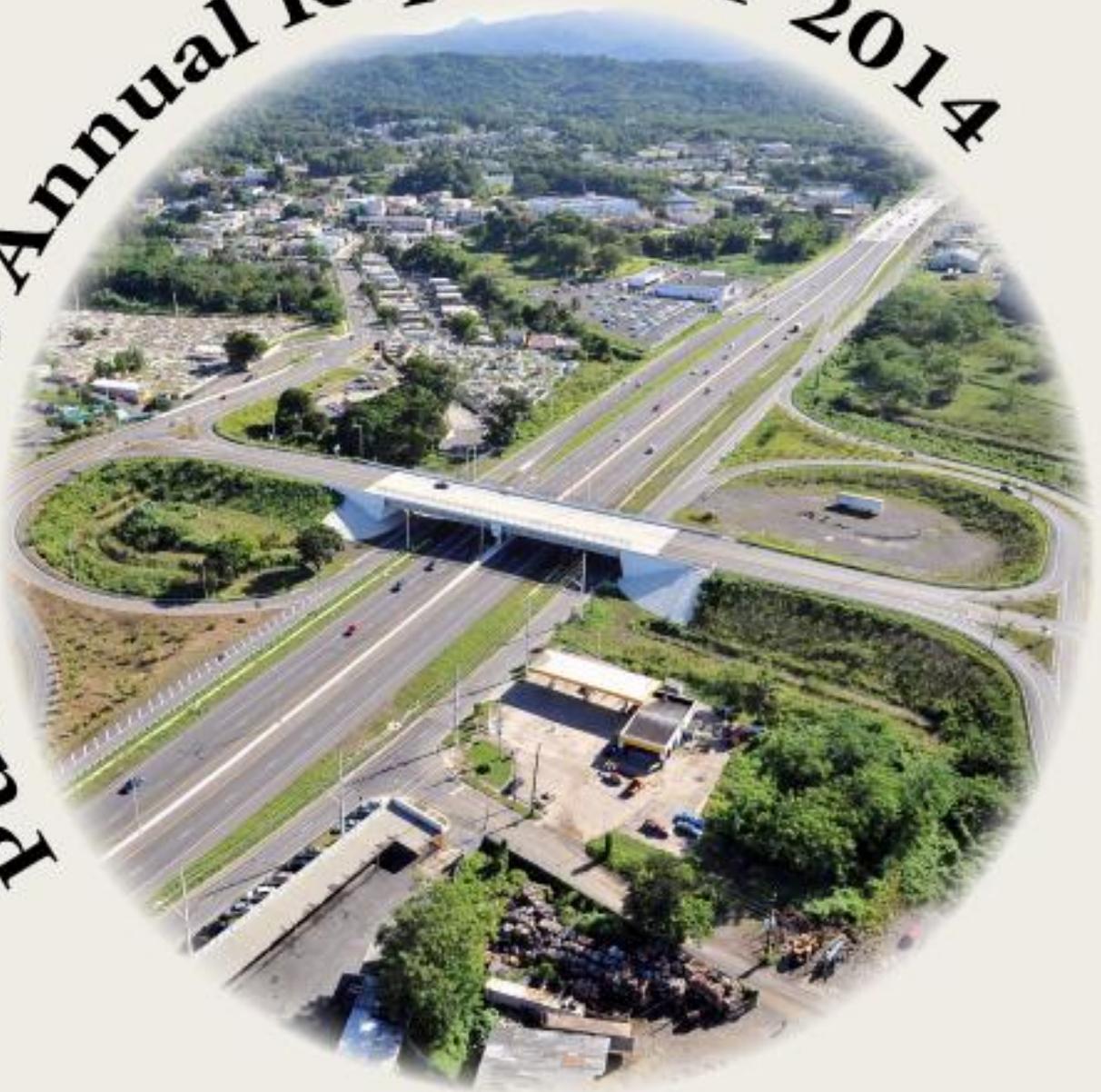




COMMONWEALTH OF  
**PUERTO RICO**  
Puerto Rico Traffic Safety  
Commission

# Puerto Rico Annual Report FY 2014



**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**

*Annual Report cover shows an aerial photo of Exit 161 on Road PR-2 in the Municipality of Hormigueros. This is located on the west side of Puerto Rico.*



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**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**

Island roadways, as of today, have indeed fewer traffic related collisions than any other period for the past four decades. Up to date statistics show tremendous improvement this year mainly due to State Government’s full commitment on addressing traffic safety as a top priority to maintain higher progress standards in Puerto Rico.

Data and other vital information for fiscal year 2014, suggests substantial reductions in vehicle fatalities and injuries through highly effective educational programs, and high visibility and aggressive law enforcement by state and municipal police.

Major legislation, executive orders and numerous proactive initiatives certainly have been very useful. Law 201 banning the use of cell phones without a hands free device - aimed to discourage texting and other illegal practices -, Law 22 strictly limiting the use of four track vehicles in controlled rural areas (private land) and other actions proposed, such as an amendment to Safety Belt Law to increase penalty up to \$250 and license suspension for third time driver offenders, greatly helps to break down furthermore annual death tolls.

Non occupant education on group rights and obligations, and the Administration’s supported enforcement efforts funding training and overtime, have also contributed overall in lowering traffic fatalities.

The Department of Transportation and Public Works, which I proudly head as Secretary, shares this success for assuming the responsibility of implementing high and low cost improvements on roads and highways, thus resulting in significant reductions of crashes and fatalities in high-incident locations. Such efforts on safer roads infrastructure, spare countless families the devastating news that a loved one will not be coming home.

The Puerto Rico Department of Transportation and Public Works (PRDTPW) and the Puerto Rico Highway and Transportation Authority (PRHTA) have developed the Puerto Rico Strategic Highway Safety Plan (SHSP) 2014, with the objective to

significantly reduce the fatalities and serious injuries on our highway system. This 5-year plan was prepared in partnership with the Puerto Rico Traffic Safety Commission (PRTSC), the Puerto Rico Police, the Puerto Rico Health Department, and with the important support of the Federal Highway Administration (FHWA), the Federal Motor Carrier Safety Administration (FMCSA), the National Highway Traffic Safety Administration (NHTSA), and other safety stakeholders representing the government, academia, non-profit organizations, and other private sector partners.

This Administration is proud of this accomplishments, but looks forward to continuously review performance goal achievements to determine whether additional educational strategies and other initiatives are needed to improve traffic safety and reduce fatal and injury crashes.

As Chairman of the Board of Directors of the Puerto Rico Traffic Safety Commission (PRTSC), I am very pleased to present FY 2014 Annual Evaluation Report with detailed description of functional areas and individual achievements, as well as that of innovative strategies aimed to succeed in the objective of changing driver behavior to minimize traffic deaths and injuries.

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

The Puerto Rico Traffic Safety Commission (PRTSC) reached outstanding accomplishments during fiscal year 2014 in preventing and reducing fatal crashes, also serious injuries and property damages. Overall, the Island has experienced for two decades a significant downward trend in traffic related collisions.



FY 2014 Annual Evaluation Report statistically details significant achievements in key functional areas on traffic safety. This document includes in-depth description of federally funded enforcement and educational programs, projects, and designed media strategies that have driven down fatalities and serious injuries dramatically on our roadways.

As of December 23, 2014, 280 traffic fatalities have been reported; a remarkable reduction of 51 fatalities, or 15%, when compared to 2013 which had 335. By year’s end the total death toll is expected below 300, an all time low since 1973. Driver and occupant fatalities also went down, 30% and 34.%, respectively. This fact is mainly attributed to a high 89.5% seat belt use and 94.7% usage rate of child restrain car seat, both results are among the top federal jurisdictions in full compliance with these traffic safety regulations. As a matter of fact, Puerto Rico was the first federal jurisdiction to introduce mandatory Safety Belt Law in 1974, basically covering all occupant and seating positions in a motor vehicle.

Undoubtedly, key to this success has been the active support of state and municipal police, the Department of Transportation and Public Works, Puerto Rico Highway and Transportation Authority, the Automobile Accident Compensation Administration (ACCA), and other partners in the private sector and nonprofit organizations. All of them are committed to continue efforts in reducing motor vehicles fatalities and injuries, and furthermore improve traffic safety.

The Analyses Accident Office of the Department of Transportation and Public Works, through a Project Proposal submitted and approved by the PRTSC, performed traffic crashes data entry for years 2013-2012-2011-2010. As we speak, this office has already started entering this current year’s (2014) data.

By complying with the strategic goals and programmatic commitments, the PRTSC successfully developed in fiscal 2014 eight educational campaigns and other initiatives

on traffic safety, emphasizing in alcohol and speeding. Education also included seat belt use, proper use of car seat, distractive driving attributed to use of cellular phone, and motorcycle, pedestrian and cyclist safety.

Although the eight year long economic crisis and other challenges may have affected the PRTSC from entirely achieving all its goals, the entity looks forward to accomplish the strategic objective of increasing safety for the traveling public. We are proud of Puerto Rico's improvement in traffic safety, but the quest is not over until bottom line numbers reaches historically low levels of roadway fatalities and injuries.

## INTRODUCTION

The Puerto Rico Traffic Safety Commission (PRTSC) was established in 1972 as a government entity to coordinate the planning, administration and execution of educational programs aimed to prevent and reduce motor vehicle fatalities, serious injuries and property damages.

PRTC focuses mainly on the following functional areas to achieve its goals:

- ✓ Alcohol related to traffic safety (reduce deaths caused by drivers under the influence of alcohol).
- ✓ Reduce fatalities caused by speeding.
- ✓ Reduce motorcyclist fatalities.
- ✓ Increase use of seat belt and car seats.
- ✓ Pedestrian and bicycle safety.
- ✓ Prevent distractive driving with emphasis on cellular phones.
- ✓ Traffic data.
- ✓ Codes and laws related to traffic safety.
- ✓ Distribution of educational materials on driver safety and accident prevention.
- ✓ Alliances and community programs to strengthen highway safety strategies.

In 1987 traffic fatalities reached an all time high of 648. Since then, the PRTSC with the support of State Police and other traffic safety partners introduced educational programs and projects that have indeed contributed to dramatically decrease traffic fatalities. Statistics reflect an all-time low of 340 in 2010, and an annual average of 353 from 2010 to 2013, the lowest for any four year period since the beginning of traffic crash data collection in 1973.

Traffic fatalities reported last year were 344, the second lowest death toll ever registered in any twelve month period in 41 years of PRTSC history.

The Island population averages 3.7 million distributed in 78 municipalities, mainly in the metropolitan areas, such as San Juan, Bayamón and Carolina. The mainland is 100 miles long and 35 miles wide (170 km by 60 km). This stands for 1,000 inhabitants per square mile, a ratio much higher than any other of the 50 states and territories in the United States. It also ranks among the world's highest.

There are approximately 17,387 miles of roadways in the Island; with over 3 million licensed drivers and 5,420,329 registered vehicles. Average annual precipitation is 70 inches, a problem for the driving public since roads get flooded very easily. Hurricane season extends from June to November, which also contributes to serious damages both in state and municipal roads.

In average, 200,000 traffic crashes occur every year in Puerto Rico, some 86,000 injuries and over 300 deaths. Population size, age factor, topography, climate, the enormous number of vehicles compared to the 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 and other traffic safety problems every year.

**TRAFFIC SAFETY CORE PERFORMANCE MEASURES**

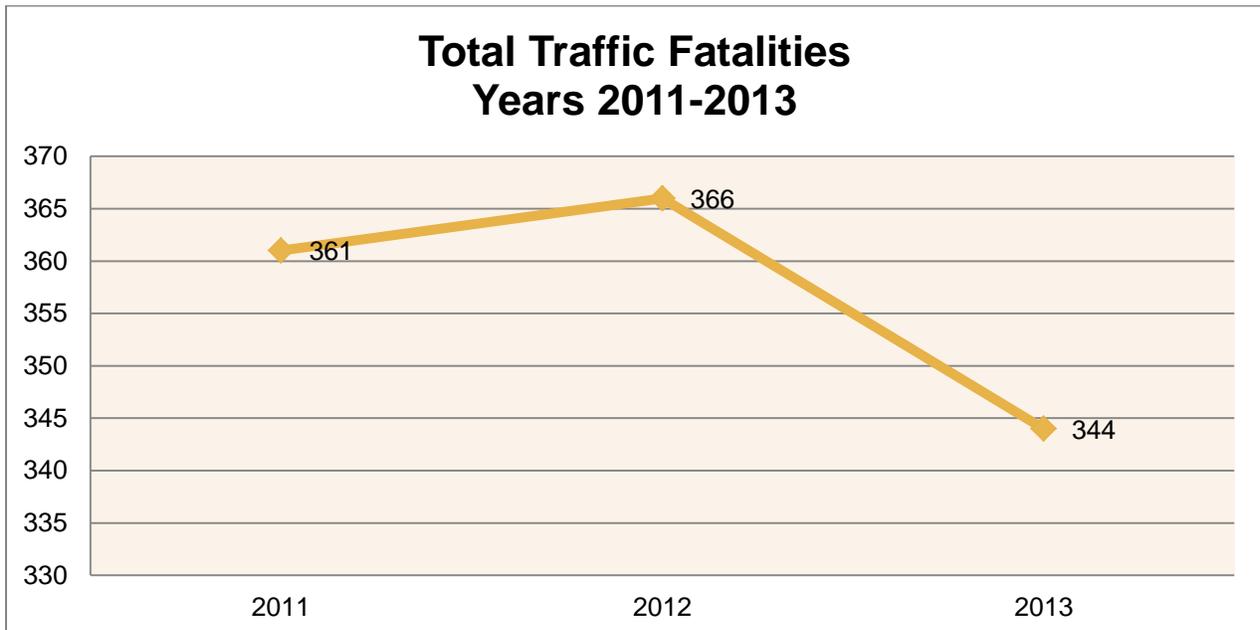
<b>PR Core Performance Measures</b>				
	<b>Baseline (from FY14 HSP)</b>	<b>Target / Goal (from FY14)</b>	<b>Current Final 2013</b>	<b>2014* (est.)</b>
Total Traffic Fatalities (FARS)	366	350	344	282
Serious Traffic Injuries (ACAA)	7,122	5,838	7,042	2,692
Traffic Fatalities VMT (FARS & FHWA)	181.8		180.9	Not Available
Unrestrained Occupant Fatalities	99	94	126	57
Impaired Driving Fatalities	101	86	127	38
Speed-Related Fatalities	134	127	138	144
Motorcyclist Fatalities	45	42	40	42
Unhelmeted Motorcyclist Fatalities	34	30	23	26
Drivers Age 20 or Younger Involved in Fatal Crashes	26	16	20	26
Pedestrian Fatalities	110	95	87	90
Bicyclist Fatalities	12	12	11	11
<b>Observed Seat Belt Use</b>	90.2%	92.0%	89.7%	89.5%
<b>Areas tracked but with no goals set</b>				
	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014*</b>
<b>Seat Belt Citations</b>	181,777	223,853	207,459	153,016
<b>DWI Arrests</b>	14,421	12,001	8,573	6,153
<b>Speeding Citations</b>	164,387	147,639	148,599	117,439

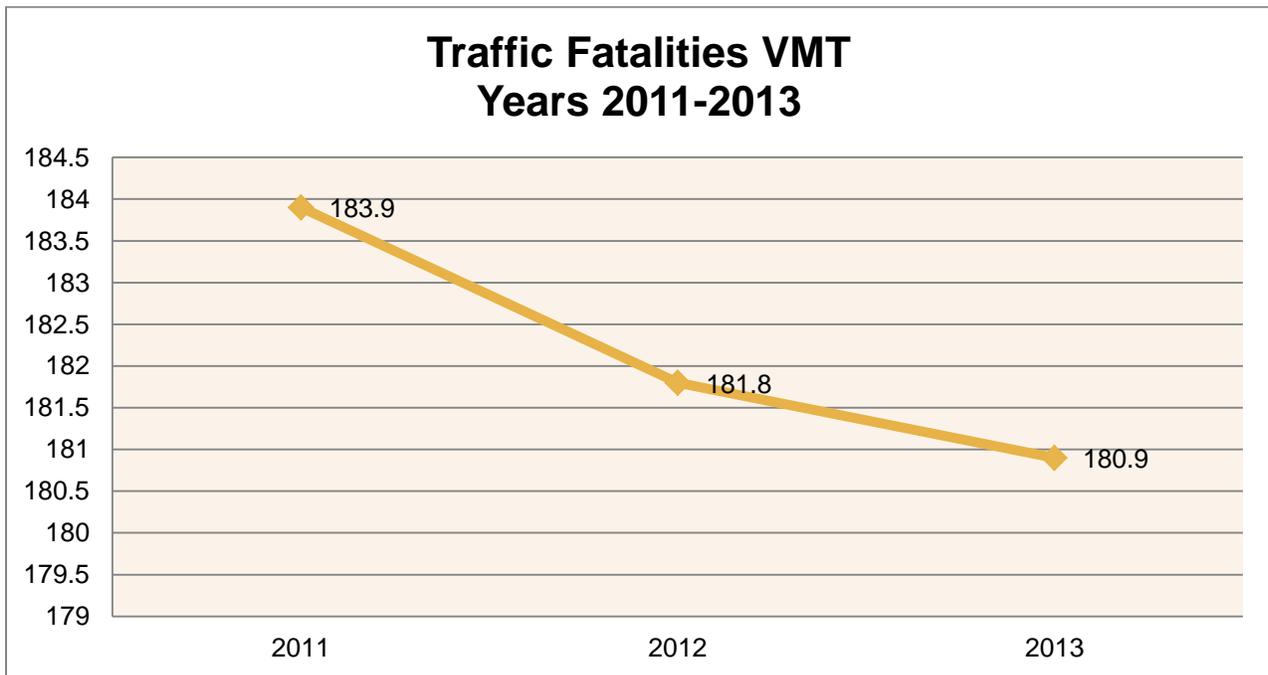
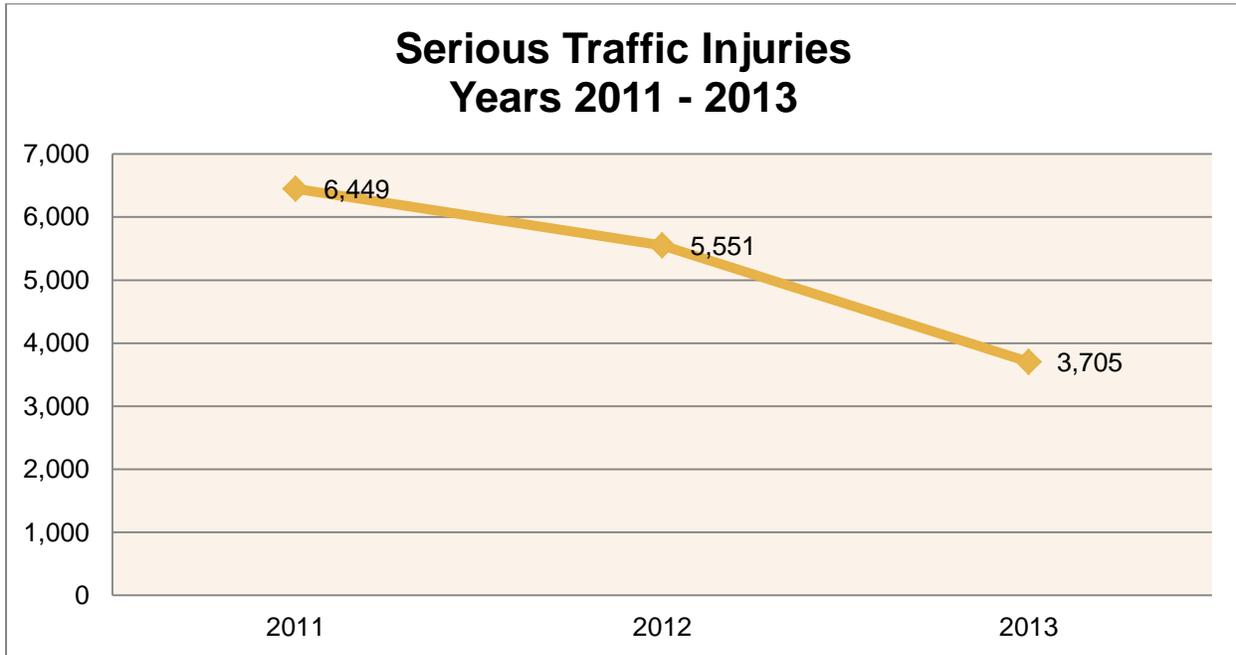
\*Preliminary Data

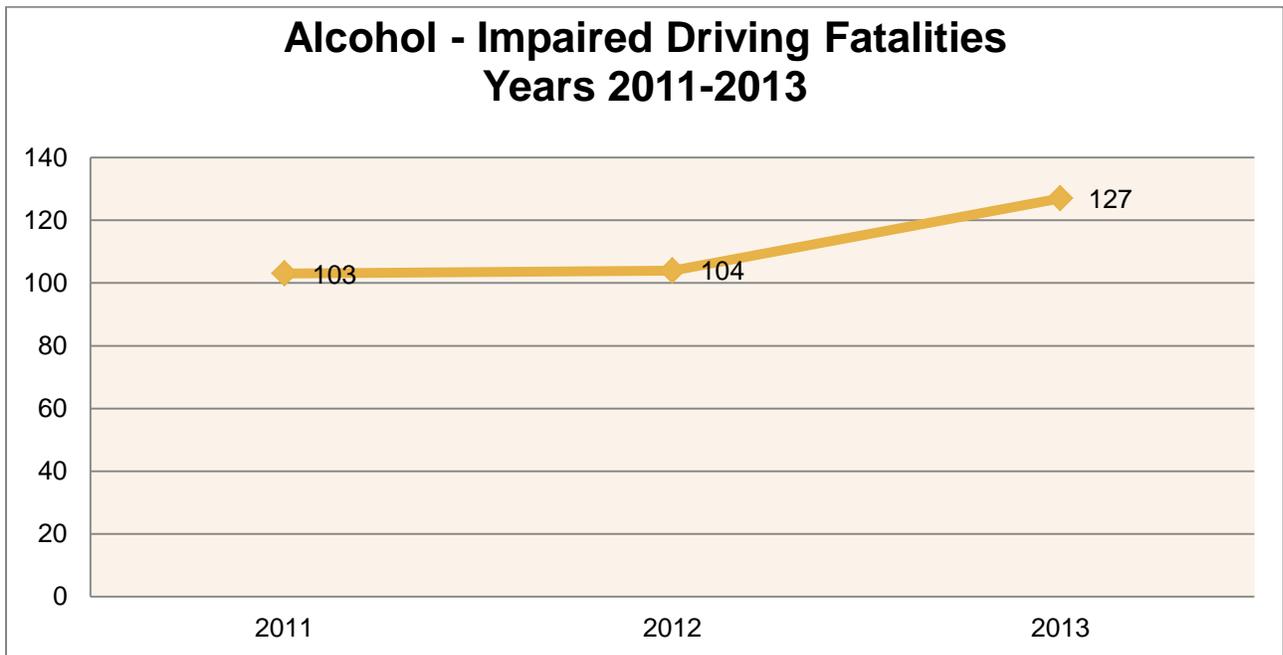
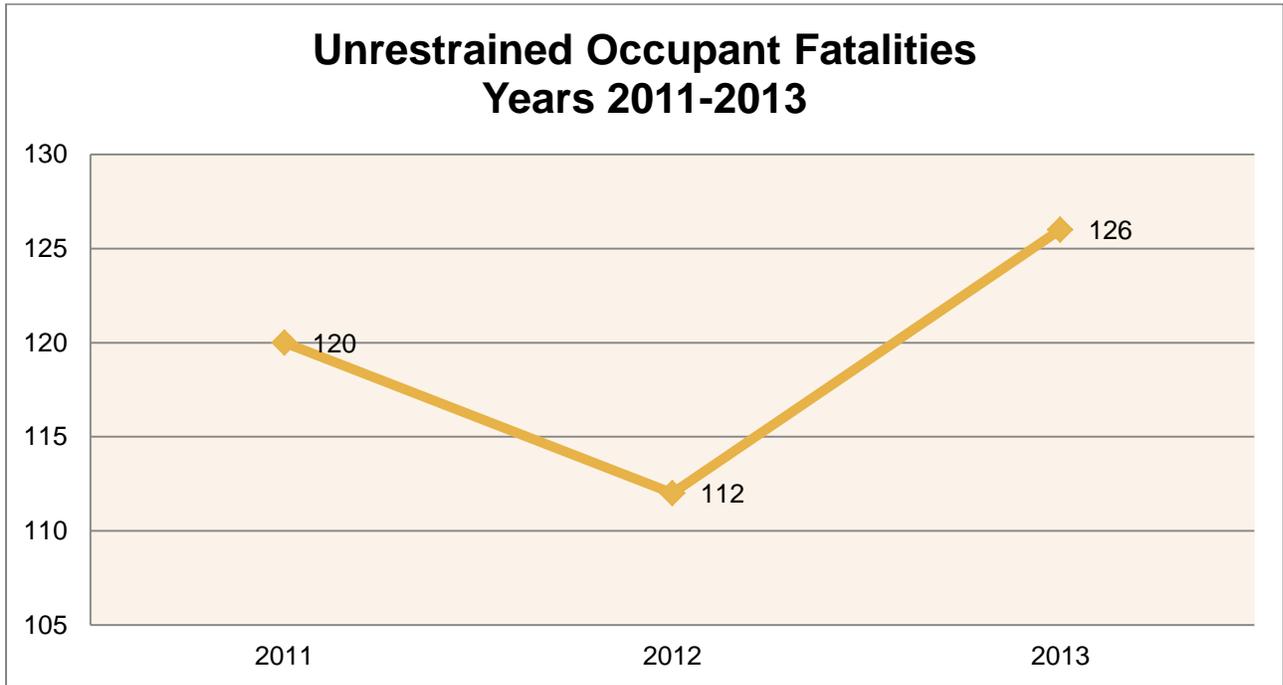
TRAFFIC CRASH TRENDS BY YEAR

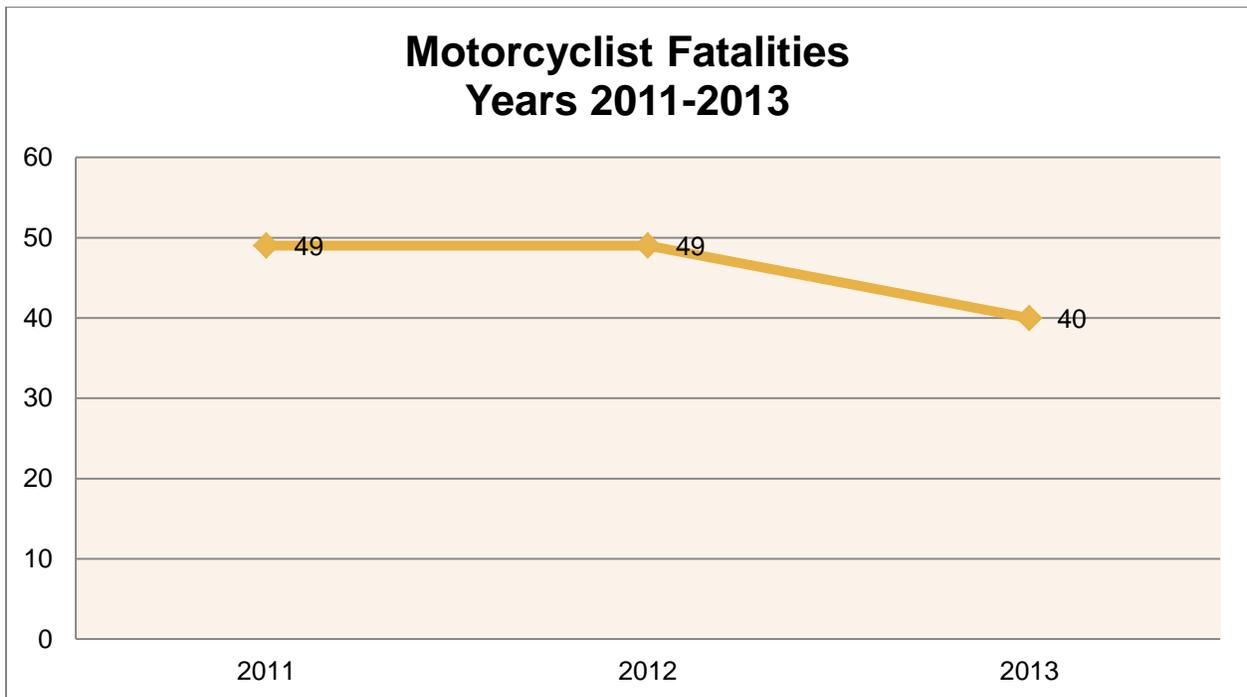
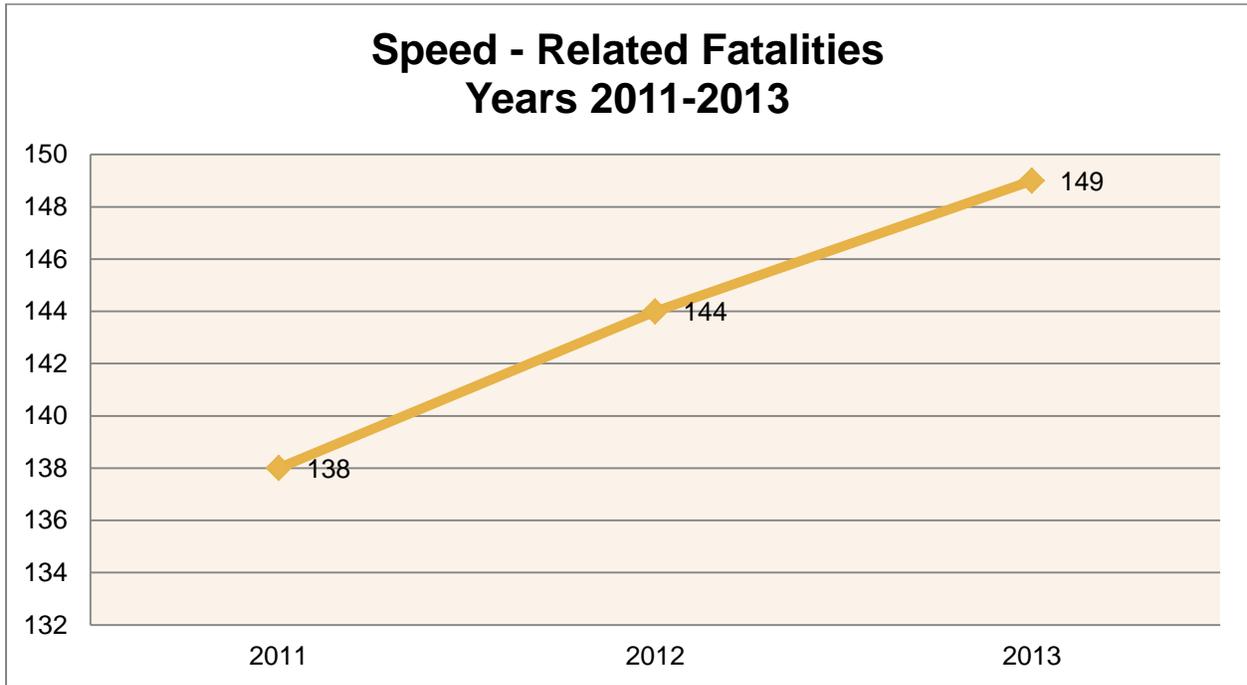
TRAFFIC CRASH TRENDS					
Indicator	2009	2010	2011	2012	2013
Registered Vehicle	3,026,815	3,020,455	3,084,543	4,500,941	2,842,420
Licensed Drivers <sup>(1)</sup>	2,628,207	3,102,941	3,619,499	2,991,904	2,100,076
Roadway Miles <sup>(2)</sup>	16,680	16,693	16,694	17,387	19,510
VMT <sup>(3)</sup>	190.1	185.7	183.9	181.8	180.9
Total Crashes <sup>(4)</sup>	210,721	202,335	190,170	232,012 <sup>(4*)</sup>	236,107 <sup>(4*)</sup>
Total Injuries <sup>(5)</sup>	38,748	37,396	35,592	35,219	31,957
Fatal Crashes	343	330	343	354	314
Total Fatalities	365	340	361	366	344
Fatality Index	1.92	1.83	1.96	2.01	1.90

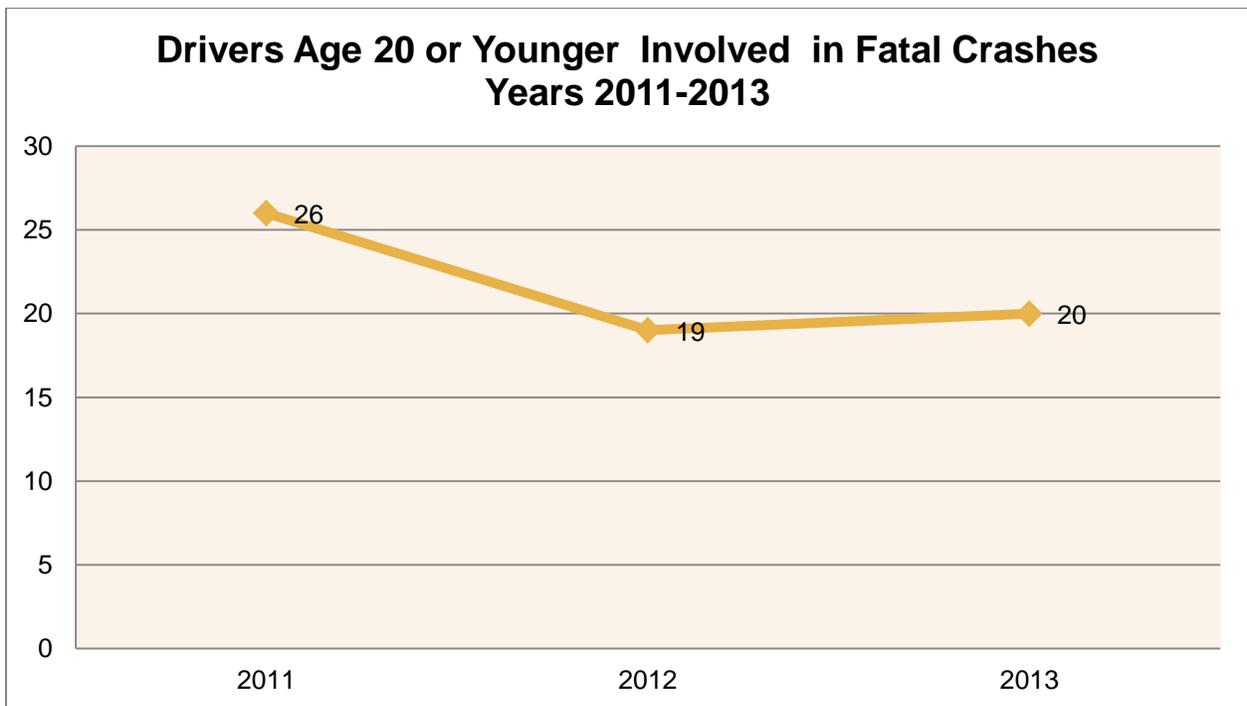
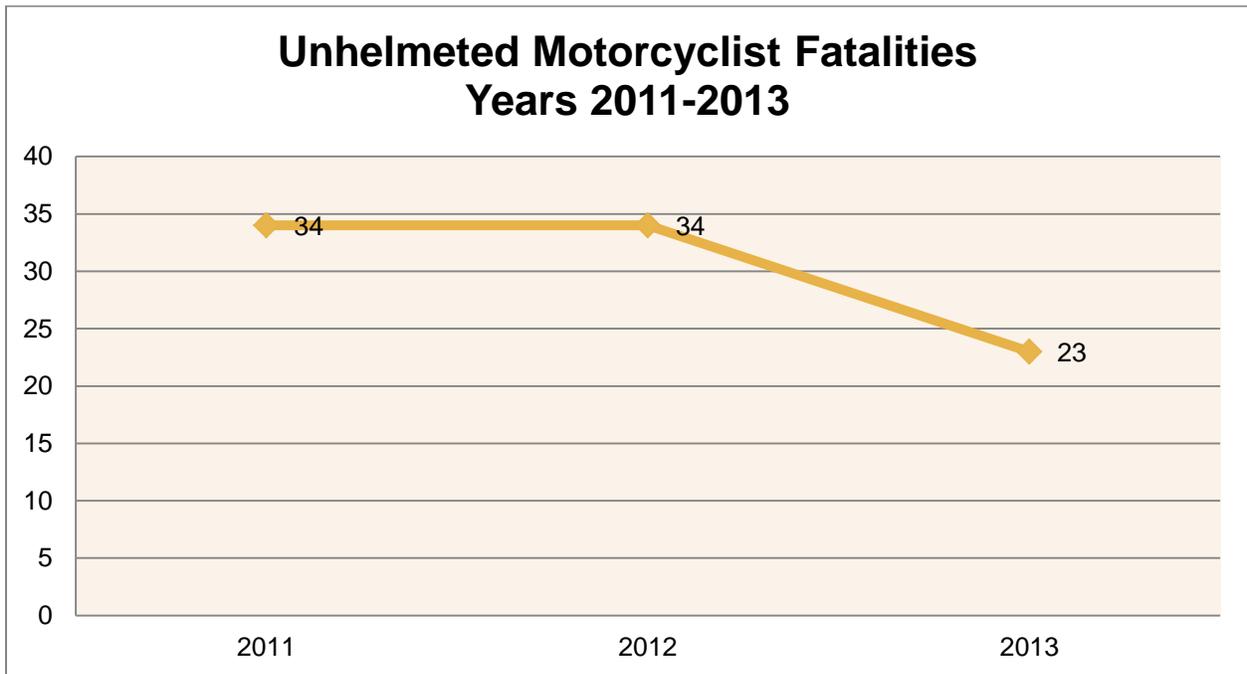
<sup>(1)</sup>Data provide by Driver Services Directory. <sup>(2)</sup>Data provided by the Highway System Office. <sup>(3)</sup>Data provided by the Highway System Office. <sup>(4)</sup>Data provided by the Accident Information System of the Analysis of Accidents Office (AISAAD). <sup>(4\*)</sup>Data provided by Police Department. <sup>(5)</sup>Data provided by Automobile Accident Compensation Administration (ACAA).

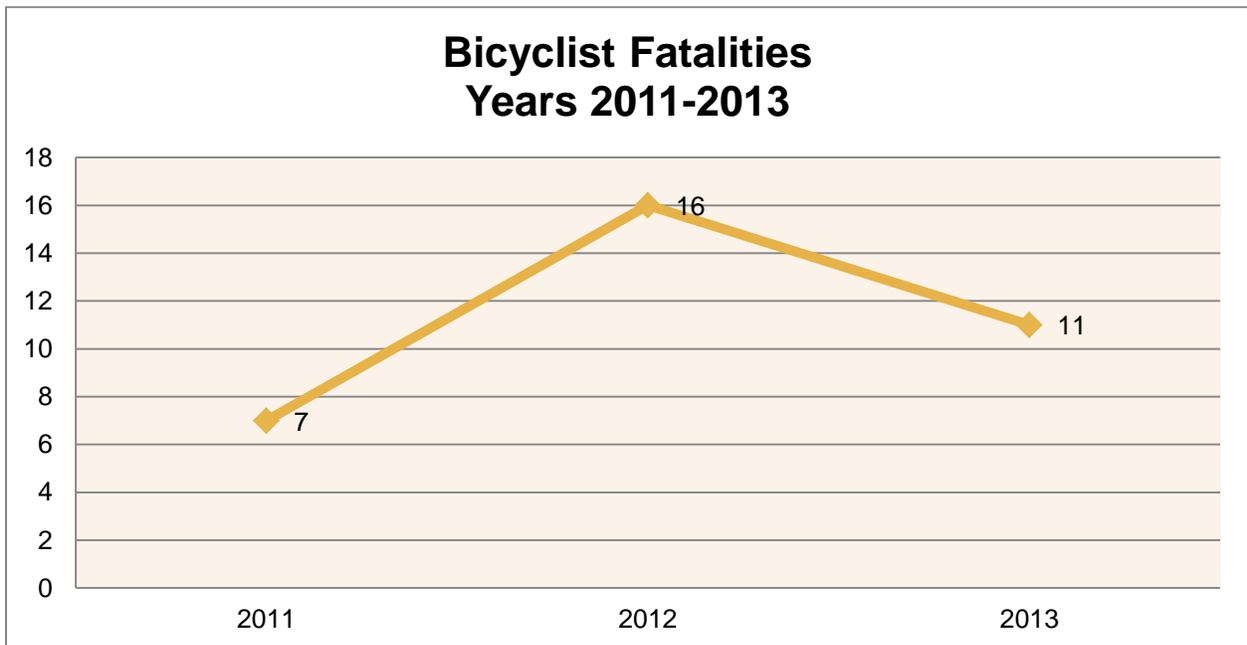
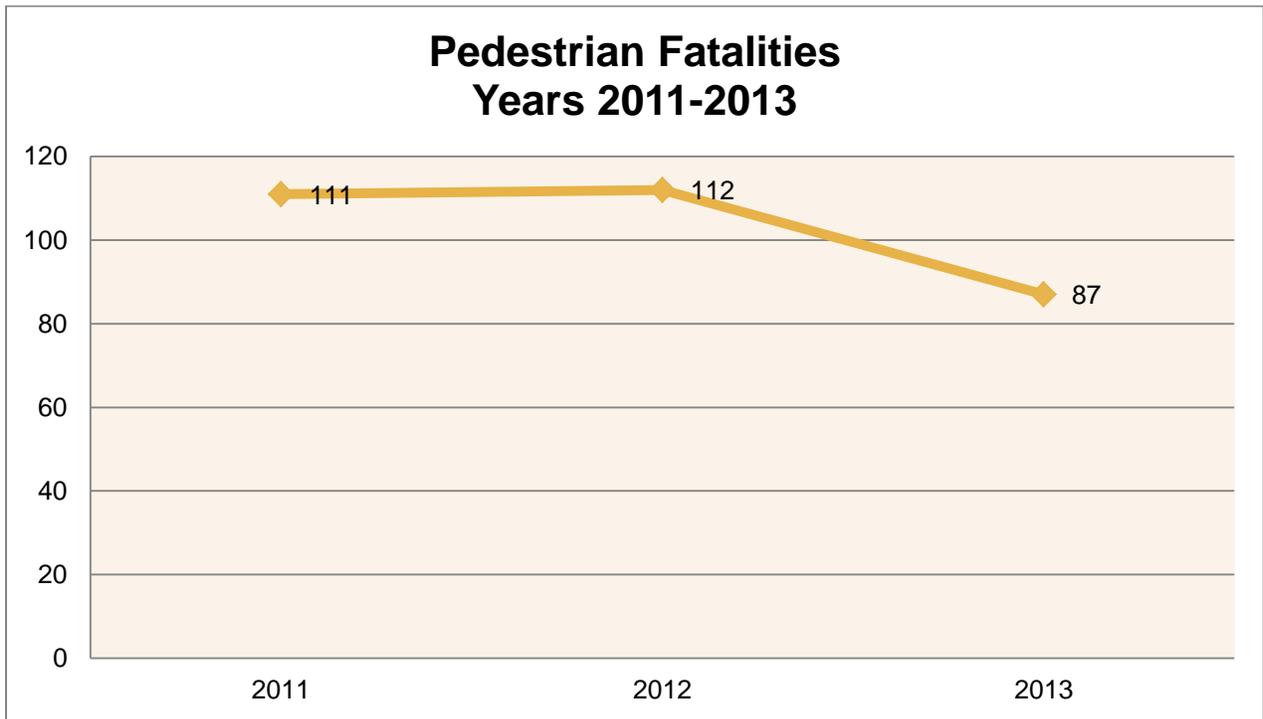












## LEGISLATIVE UPDATE

Law Num.: 130 of November, 2013 – To amend Sections 1.110-A, 2.08-A, 7.01, 7.02, 14.12, 10.21, 23.02, subsection (n) and to create a new Section 10.16 of Act 22-2000, as amended, known as “Vehicle and Traffic Law of Puerto Rico”, in order achieve the following legislative purposes: 1) Define the technical definition and specifications of an off-road vehicle. 2) Typify as a misdemeanor the omission of inscribing these vehicles in a special registry in the Department of Transportation and Public Works. 3) Prohibit the use of an off-road vehicle in any public roadway. 4) Provide to the law enforcement agent the authority to confiscate this vehicles, under specific circumstances. 5) Establish a minimum age for the operation of an off-road vehicle. 6) Provide an exclusion of the application of these prohibitions to the departments, agencies, instrumentalities and entities of the Commonwealth of Puerto Rico. 7) Prohibit the use of these vehicles in ecologically sensitive areas. 8) Prohibit the use of alcohol and controlled substances by the drivers of these vehicles. 9) Other administrative purposes that are not related to traffic security matters.

Law Num.: 155 of December, 2013 – To amend Section 14.12 of Act 22-2000, as amended, known as “Vehicle and Traffic Law of Puerto Rico”, in order to allow the use and installation of driving lights with amber colored lighting. These lighting fixtures could be installed in school buses and collective transportation vehicles without regards to their dimensions.

Law Num.: 23 of February, 2014 – To amend the articles 1 and 2 of Act 73-2013, as amended, known as “Get Up to Date in the Road Act”, in order to extend the term of the amnesty for total payment at a discounted cost of the outstanding fines issued to drivers for administrative violations to the Act 22-2000, as amended, known as “Vehicle and Traffic Law of Puerto Rico”.

Law Num.: 65 of June, 2014 – To amend Section 3.13 of Act 22-2000, as amended, known as “Vehicle and Traffic Law of Puerto Rico”, in order to authorize de issuance of a Driver’s Permit that could identify its holder as a veteran.

Law Num.: 81 of July, 2014 – To create the Act 81-2014, known as “Law to Promote the Majorly Electrically Powered Vehicles”, to amend the Section 3030.03 of the Act 1-2011,

as amended, known as “Internal Revenue Code of Puerto Rico 2011” in order to promote the conservation of our natural resources, the development and use of these vehicles for the general benefit of the community. This law establishes an exclusion of excise payments in the importation of this type of vehicle. The act will also provide for the elimination of any obstacles in the public infrastructure that could discourage the construction of charging stations.

Law Num.: 98 of July, 2014 – To amend Section 11.04 of Act 22-2000, as amended, known as “Vehicle and Traffic Law of Puerto Rico”, in order to increase the penalties for any violation to the “Bill of Rights of the Cyclists and Obligations of the Driver”. Any person that infringes the prohibitions established in this Bill could be liable to maximum term of incarceration of six months or a maximum fine of \$5,000.00.

Law Num.: 114 of July, 2014 – To create the Act 114-2014, known as “Act for the Use of Recycled Materials in Public Infrastructure of the Commonwealth of Puerto Rico”, in order to require the use of locally recycled materials as raw material for the construction and improvement of roadways and other public works when the project owner is an agency, public corporation or any instrumentality of the Commonwealth of Puerto Rico, with exception of the municipalities.

Law Num.: 127 of August, 2014 – To amend Section 4.02 of Act 22-2000, as amended, known as “Vehicle and Traffic Law of Puerto Rico”, in order to establish penalties for any driver of a vehicle that is involved in a crash that don’t stops in or near the crash site area and injures a person in this action.

Law Num.: 144 of August, 2014 – To amend the Articles (b) (c), Section 7.04 of Act 22-2000, as amended, known as “Vehicle and Traffic Law of Puerto Rico”, in order to establish an additional penalty for any driver that infringes the Sections 7.01, 7.02 or 7.03 of Act 22-2000. The penalty is an increase the basic fine (\$500.00) issued to any drunk driver of \$50.00 for each centesimal increase over the legal limit measured in a DIY intervention.

Law Num.: 162 of September, 2014 – To eliminate the Section 1 of the February 25th of 1902 Act, as amended, known as “Act for Correction of Minors’ Exploitation”, and

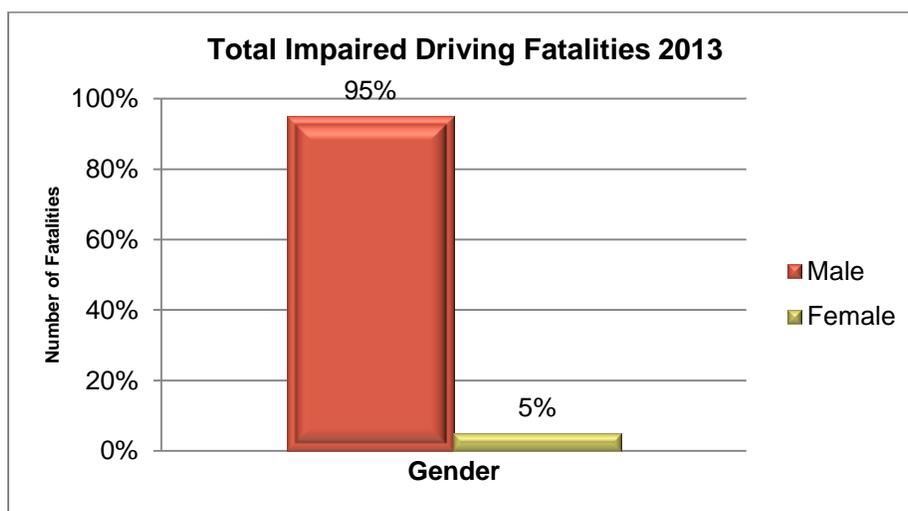
Section 58 of Act 246-2011, as amended, known as “Minors’ Security, Wellbeing and Protection Law” in order to typifying as a misdemeanor crime the employment of a minor (less than 16 years of age) by an adult in fund collection drives and article sales in public road ways, intersections and easements.

## ALCOHOL-IMPAIRED DRIVING

### *Problem Statement*

Much has been said about the dangerous mix of alcohol and driving; still, Puerto Rico reported more fatalities than the 31% national average during year 2013, 37% of total fatalities had a legally drunk driver.

Culturally accepted customs are hard to counter and alcohol consumption is promoted since early youth among our people. Alcohol beverages are used to an extreme in households and social gatherings. However, when asked, the majority of people know that dinking and driving is illegal and can cause harm. But knowledge doesn't always transfer to action, mostly because of a false sense of control even when drunk or lack of planning to have a designated driver. Whatever the reason, as FARS data indicates, 127 impaired driving fatalities occurred in Puerto Rico in 2013: far too many unnecessary deaths.



More than half of impaired driving fatalities were reported in 18-36 age group, with 53% of total impaired driving fatalities and, when 37-49 age group is added, 73% of impaired driving fatalities were among young and productive males (95%); in many cases breadwinners and with young children. A moment can take the life of a drunk driver and change a whole family forever.

When examining FARS 2013 data, we concluded:

- ✓ Prevalence of impaired driving among males was 95% and in females 5%, the same pattern shown in 2012.
- ✓ Day of the week analysis showed that Sunday reported most of the fatalities with 32%, Monday with 19% and Saturday with 18%.
- ✓ Night time (between 6:00pm-5:59am) accounted for 69% of fatalities.
- ✓ 70% of impaired drivers killed weren't wearing the seat belt.
- ✓ 56% of impaired motorcyclists weren't wearing helmets.

- ✓ Metropolitan areas are overrepresented in impaired driving fatalities: San Juan ranks first with 7%, followed by Caguas, Aguadilla (at northwest of the island), Río Grande (at northeast of the island), Cayey ( at the center of the island) and Juana Díaz (at the south of the island), all with 4%.
- ✓ February, July and November are the months with most impaired driving fatalities with 38%, between the three. Summer months comprised 28% of impaired driving fatalities.

*Performance Goals*

- ✓ To reduce in 5% alcohol-related fatalities from 161 in 2011 to 153 in 2014. – Objective achieved; Alcohol related fatalities on 2013 were 147, although most recent NHTSA Traffic Safety Facts indicated 127 impaired driving fatalities in 2013, certainly impaired driving deaths continue to be a traffic safety problem and a challenge. Preliminary data for 2014 shows 38 impaired driving fatalities.
- ✓ To increase the number of police agencies participating in HVE's from approximately 23 (including PRPD) in 2012 to 35 in 2014. – Objective not achieved; in 2014, 16 Municipal Police Corps and the Puerto Rico Police Department participated in overtime HVE. Some sensible factors have affected the achievement of this goal: many municipalities have had to reduce staff, working hours, equipment, maintenance, to name a few, due to a severe economic crisis. Also, PRTSC has made a conscious decision to evaluate objectively the performance, readiness and affordability of each Municipal Police that shows interest in working alcohol impaired driving overtime efforts, since questionable performances by some municipal police corps have been reported in the past.
- ✓ To conduct five (5) alcohol mobilizations during 2014. – Objective achieved; 5 impaired driving mobilization were conducted: Thanksgiving, Christmas, "Semana Santa" (Easter), Summer and Labor Day.
- ✓ To coordinate at least four (4) alcohol trainings for PRPD and Municipal Police in 2014. – Objective achieved; training for Municipal Police, regarding alcohol overtime mobilization, requirements, objectives, performance, was conducted on July 9, 2014; eleven (11) Municipal Police Corps participated. Trainings for PRPD were conducted on April 8, 2014 regarding mobilization breakdowns and how to calculate overtime budget. On June 12, 2014 and August 12, 2014, trainings regarding alcohol federal funded proposals, establishing goals, objectives, action plan and allowable costs were conducted.
- ✓ To conduct at least one (1) training for judges and one (1) for prosecutors during 2014. Objective achieved; on March 28- April 4, 2014 PRTSC participated in a

Traffic Safety and Impaired Driving Symposium for municipal and regional judges with informative alcohol material and interaction activities with the use of the impaired driving simulators (goggles). Training for prosecutors on alcohol and impaired driving was conducted on March 13 & 14, 2014; PRTSC selected the material and topics, program order and educational material.

*Performance Measures*

- ✓ Number and percentage of alcohol-related fatalities – 147, or 43%.
- ✓ Number of DWI interventions and arrests – 7,352 DWI interventions and 6,153 DWI arrests up to October 31, 2014.
- ✓ Numbers of trainings to PRPD and Municipal Police and number of officers trained – 4 trainings and 30 trained officers.
- ✓ Number of judges and prosecutors trained – 80 judges and 39 prosecutors trained.

*Projects*

**14-01-01  
DWI Overtime**

Five Impaired Driving Overtime Mobilizations were conducted during FY 2014 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.



- ✓ Thanksgiving- Covered thanksgiving week and weekend before. A lot of people make a hiatus in colleges and work to travel inland and visit family, a lot of food and alcohol is consumed during this period, commonly known as the beginning of the holidays”.
- ✓ Christmas- 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. 10 Municipal Police’s participated of the impaired driving mini grant.
- ✓ “Semana Santa”- (Easter Festivities/Spring Break) - Schools, colleges, agencies and many businesses close during this 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 2014 IMPAIRED DRIVING MOBILIZATIONS									
DATE	OVERTIME HOURS WORKED	NUMBER OF OFFICERS	DWI INTERVENTIONS	DWI ARRESTS	CHECK-POINTS	SEAT BELT TICKETS	CHILD RESTRAINT TICKETS	SPEEDING TICKETS	OTHER (TICKETS/CITATIONS & INTERVENTIONS)
Holidays 11/22/13- 1/7/14	6,205.03	308	1,934	892	18	1,330	44	897	6,385
“Semana Santa” (Easter) 04/11/14- 04/21/14	1,963.08	106	625	236	5	482	12	266	2,373
Summer 07/3/14- 07/29/14	5,966	178	1,716	723	5	1,515	43	954	6,579
Labor Day 08/15/14- 09/2/14	2,513.93	118	715	344	6	387	6	355	2,431
<b>TOTAL</b>	<b>16,648.04</b>	<b>710</b>	<b>4,990</b>	<b>2,195</b>	<b>34</b>	<b>3,714</b>	<b>105</b>	<b>2,472</b>	<b>17,768</b>

**14-01-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 2014						
PARTICIPATING MUNICIPALITIES	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT TICKETS	CHILD RESTRAINT TICKETS	SPEED CITATIONS	OTHER
10	439	184	279	1	276	1,350

**14-01-13  
Impaired Driving Coordinator - PRTSC**

PRTSC Impaired Driving Coordinator promoted impaired driving activities among PRPD, Municipal Police, and FIESTA Projects, among others. Also, during 2014, the coordinator had an active role among the committee working in the SHSP. During 2014, program requirements were revised; several discussion meetings were conducted to revise MAP-21 and HSP 2015 requirements. Highway Safety Plan, Problem ID was prepared. Meetings with PRPD and Municipal Police were conducted through the year; performance reports were prepared for each mobilization worked. Forms and operational plans were revised and adjusted according to project feedback. Project proposals for 2015 were revised and technical assistance was provided to projects. Overtime time sheets of municipal agents were revised with the Law Enforcement Liaison (LEL). The coordinator worked closely with the LEL and the Planner in order to identify issues and decision making. Meetings and discussions were conducted with PRTSC Communications and Public Relations staff to discuss media educational campaigns.

*Fiscal Review*

GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
154AL	AL	14-01-01	\$ 550,000.00	\$ 427,428.93	\$ 122,571.07
154AL	AL	14-01-13 Coordinator	\$ 65,094.00	\$ 62,697.24	\$ 2,396.76
154AL	AL	14-01-16	\$ 3,302.18	\$ 1,438.17	\$ 1,864.01
154AL	AL	14-01-21	\$ 3,095.00	\$ -	\$ 3,095.00
154AL	AL	14-01-28	\$ 7,622.40	\$ 4,582.36	\$ 3,040.04
154AL	AL	14-01-35	\$ 13,900.00	\$ -	\$ 13,900.00
154AL	AL	14-01-36	\$ 23,888.16	\$ 12,342.94	\$ 11,545.22
154AL	AL	14-01-45	\$ 10,724.05	\$ 3,362.23	\$ 7,361.82
154AL	AL	14-01-48	\$ 17,000.00	\$ -	\$ 17,000.00
154AL	AL	14-01-52	\$ 15,026.80	\$ 11,542.86	\$ 3,483.94
154AL	AL	14-01-62	\$ 13,900.00	\$ -	\$ 13,900.00
154AL	AL	14-01-64	\$ 9,048.30	\$ 9,048.30	\$ -
<b>TOTAL</b>			<b>\$ 732,600.89</b>	<b>\$ 532,443.03</b>	<b>\$ 200,157.86</b>

## YOUTH ALCOHOL

### Problem Statement

In year 2013, a total of 28 young adults, ages 15 to 24, died in alcohol-related traffic crashes. This represents 19% of the total of alcohol-related fatalities.



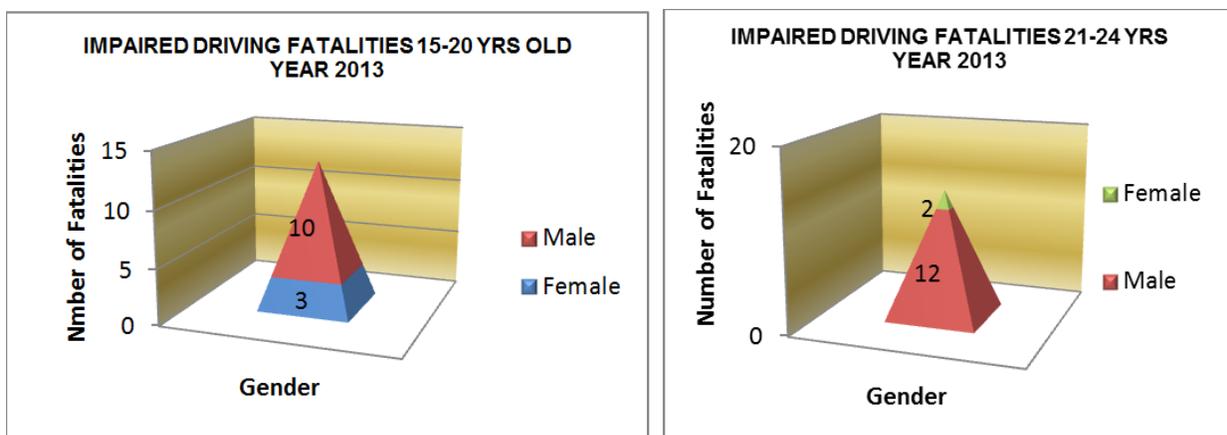
Driving while alcohol impaired is one of the leading causes of traffic deaths among young adults, mostly because of high alcohol consumption and immature driving skills. Young people are more susceptible to display risky behaviors, they feel a false sense of security: *that will never happen to me*; they are experimenting with a new sense of freedom, in most cases, without adult supervision; new college, car, new experiences, etc. Recent social studies, such as CRUSADA Consortium 2013 and Consulta Juvenil 2012, have shown that young age is one of the groups that run the highest risk of becoming injured or dead in alcohol traffic crashes.

- ✓ 30% of respondents reported binge drinking.
- ✓ 52% started drinking alcohol way before entering college.
- ✓ 80% of respondents reported alcohol as the primary legal drug used over tobacco 17%.
- ✓ 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.

Sadly, most of young adult’s recreational and sports activities are promoted by alcohol and the liquor industry. Selling great lifestyles and happiness with an alcohol beverage in a hand.

The number of young drivers killed in alcohol related fatality crashes during 2013 was 16; 13 car drivers and 3 motorcyclists. This represents 57% of alcohol related fatalities among age group 15-24; 94% were male and only 35% had fastened seat belts. In addition, 81% of crashes had a speeding factor. An 81% of these fatalities occurred at nighttime (between 6:00pm-6:00am) and 38% of them occurred on Sundays, followed by Saturdays with 31%. The month with most fatalities was February with 25% followed by May with 18%.

When analyzing youth impaired driving 2013 data, we find that impaired drivers ranging between the ages of 15-24 years accounted for 21% of total impaired driving fatalities; ranking them 2<sup>nd</sup> in this category.



When examining FARS 2013 data, we concluded:

- ✓ Prevalence of impaired driving among young males between 15-24 years of age was 81%, and in females 19%.
- ✓ Day of the week analysis of youth impaired driving fatalities showed that Saturday reported most fatalities with 37%, Sunday 28% and Monday with 14%.
- ✓ Night time (between 6:00pm-6:00am) accounted for 84% of fatalities.
- ✓ A 69% of youth impaired driving fatalities weren't wearing seatbelts.
- ✓ A 22% of fatalities occurred in February and May and summer months July-September reported 35% of fatalities.
- ✓ A 93% of the total of youth impaired driving fatalities had a .08+ BAC.
- ✓ A 100% also reported a speeding factor.

*Performance Goals*

To reduce 20% of youth alcohol-related fatalities from 35 in 2011 to 28 in 2014 - Objective achieved; in 2013, 28 youth alcohol-related fatalities were reported.

Nevertheless, 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, and despite 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. 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-16
- ✓ Number of peer presentations- 634 workshops and presentations, social media messages and interactive platforms, video and radio creative awareness ads, safety fairs, information and art exhibits, rallies and massive activities before and during Intercollegiate Sports Event- *Justas LAI* and FIESTA Summer Tour, Impaired Driving Awareness Goofy Games, *Pasa La LLave/Fiestas Calle San Sebastián*, PRTSC Summer Tour, among other massive activities; reaching approximately 431,000 people.
- ✓ Number of youth reached- 69,000 directly reached through FIESTA Projects educational activities; indirectly 287,000.



**PRTSC and Projects Youth DWI Prevention Activities**

1. The Holidays impaired driving awareness and prevention campaign was extended until mid-January 2014, targeting *Las Fiestas de la Calle San Sebastián*. This cultural and festive event that takes place in Old San Juan, gathers a multitude of people, especially youngsters, during a four days period to sing, dance, eat and drink. Over 85,000 people per day were reached with informative materials and an educational photo booth to prevent impaired driving fatalities. In coordination with PRTSC, other agencies such as PRPD, Medical Emergency, and Children and Family Services personnel provided orientation about drunk driving and intervened with drunk minors.
2. During FY 2014, many mass activities were held by PRTSC for the prevention of impaired driving fatalities among young people. A very intense campaign





was conducted during spring break, before and during the *Justas Interuniversitarias*. Town squares, beaches, pep rallies, 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 transportation information were handed out to the youth present, promoting a safe return home after the events. Over 150,000 college students and other

people were reached during coordinated efforts of all FIESTA projects and PRTSC.

3. Other massive activities were conducted during the summer, mostly at beaches, called Summer Tours. These provided impaired driving orientation and educational sand sculptures targeted at young adults enjoying a day at the beach.



Over 25,000 were reached directly and indirectly.

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*Projects*

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

During 2014, PRTSC had 9 FIESTA Projects reaching college campus, statewide youngsters, and alcohol and drug rehabilitation communities. Some challenges were faced this fiscal year, mainly related to late approval of proposals due to projects' lack of data analysis and absence of requirements in problem ID, Solutions and Action Plan. All these resulted in a late start, well into the fiscal year. But these challenges didn't diminish the passion and willingness to work within their campuses and communities preventing the loss of young lives by drunk driving through the creation and development of awareness campaigns, distribution of educational materials, workshops, surveys and research related to impaired driving, and education of young adults in peer to peer approach. During this fiscal year, a very prolific approach by projects was the use of social media.

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**14-02-02**

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

During 2014, project reached directly approximately 3,000 young adults ranging 17-25 years of age, mostly college students, with creative impaired driving awareness campaigns, educational materials, newsletters and exhibits. Conducted 45 workshops, trainings and surveys related to impaired driving among college students, community schools and summer camps. Also, focal groups and research reports were conducted. FIESTA-Río Piedras reached approximately 22,000 people indirectly through social media and web page, massive events such as college sports rallies, freshman open house and impaired driving inspired art exhibits through the Río Piedras Campus.

**14-02-05**

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

During year 2014, project directly reached approximately 1,000 young adults ranging 17-25 years of age, mostly college students, with 51 educational activities: impaired driving awareness campaigns, educational materials, art, theatre, music (creative prevention activities), workshops and trainings related to impaired driving among college students, future college students and community schools. Also, impaired driving awareness week was established with several activities. FIESTA-Mayagüez indirectly reached approximately 85,000 people through social media and web page, five radio interviews aired and massive events, such as: college sports rallies before and during Justas LAI and impaired driving inspired art exhibits through Mayagüez Campus.

**14-02-10**

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

During year 2014, project directly reached approximately 4,700 young adults ranging 17-25 years of age, mostly college students, with 29 impaired driving awareness campaigns, educational materials, art exhibits, workshops/trainings and Safety Fairs related to impaired driving among college students. Also, before spring break and sports event Justas LAI, Fiesta-Cayey project distributed among all college students traffic safety educational material, social media activities encouraging a designated driver and safety messages. An alcohol & impaired driving activity was directed to freshman students. FIESTA-Cayey indirectly reached approximately 12,056 people through social media, web page and a permanent impaired driving inspired art exhibit at the college food court.

**14-02-16**

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

PCUPR is a private non-profit university. During year 2014, project FIESTA reached 19,790 young adults ranging 17-25 years of age, mostly college students, with impaired driving awareness campaigns and educational materials designed and produced by FIESTA staff. This year project developed in their entirety 3 impaired driving educational mini videos/commercials; during the month of September, and with the collaboration of Caribbean Cinemas of Ponce, two of them were aired before the movie played. Also, project designed two radio messages which aired before and during Justas LAI. Project aired these messages at the University’s most frequently visited places; also, audiovisual materials served as theme of discussions at alcohol and impaired driving forums.

Project conducted 47 educational workshops and trainings related to impaired driving among college students and community schools, and designed a new brochure. FIESTA-Católica indirectly reached approximately 62,000 people through social media and web page, one radio interview and two massive campaigns during Justas LAI and summer 2014.

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**14-02-17**  
**FIESTA- University of Puerto Rico-Utuado Campus**

During year 2014, project directly reached approximately 8,400 young adults ranging 17-25 years of age, mostly college students, with impaired driving awareness campaigns, educational materials and safety fairs. Conducted 47 educational activities: workshops and trainings related to impaired driving among college students, one alcohol and impaired driving workshop for college freshman, one alcohol free summer event, Justas LAI awareness activities, such as: distributing educational material and emergency phone numbers and a safety information center. FIESTA-Utuado indirectly reached approximately 17,000 people through social media, educational tables, and safety walks and rallies.

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**14-02-21**  
**FIESTA- University of Puerto Rico- Aguadilla Campus**

During year 2014, project directly reached approximately 3,000 young adults ranging 17-25 years of age, mostly college students, with impaired driving awareness campaigns, educational materials, two safety fairs; conducted 73 activities, such as: workshops, trainings related to impaired driving among college students, including freshmen, safety fairs, an alcohol free Karaoke night, a designated driver awareness campaign conducted before and during Justas LAI, and educational material distributed during spring break and summer. FIESTA-Aguadilla indirectly reached approximately 8,000 people through social media, educational tables, and safety walks and rallies.

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**14-02-14**  
**FIESTA- University of Puerto Rico-Ponce Campus**

During year 2014, project directly reached approximately 3,000 young adults ranging 17-25 years of age, mostly college students, with 58 impaired driving awareness campaigns, educational materials, workshops, trainings related to impaired driving among college students, including a mandatory workshop for freshmen, alcohol free social gatherings and surveys. FIESTA-Ponce indirectly reached approximately 10,840 people through social media, educational tables and art exhibits.

**14-02-25  
FIESTA- Metropolitan University-PISTA GROUP**

UMET is a private non-profit University. During year 2014, project directly reached approximately 18,300 young adults ranging 17-25 years of age, mostly college students, with 131 impaired driving awareness campaigns, educational materials, spring break and Justas LAI impaired driving awareness campaigns educational activities, such as: workshops and trainings related to impaired driving among college students and one alcohol and impaired driving workshop for college freshman. Indirectly, project reached approximately 70,000 with one pep rally before Justas LAI, radio interviews, social media, educational tables and impaired driving art exhibits.

**14-02-15  
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 that are supervised and trained by a Project Director to conduct alcohol and impaired driving awareness campaigns and educational workshops for member if CREA, their families and surrounding communities in 6 districts through the island. During year 2014, project developed 148 educational activities, such as: educational plans by district, workshops about Law 22 and impaired driving penalties, alcohol consumption and impaired driving, and focal groups to evaluate project services. Project directly reached 7,700 people. The annual impaired driving summit was conducted at the end of the fiscal year. FIESTA volunteers distributed educational materials during CREA events.

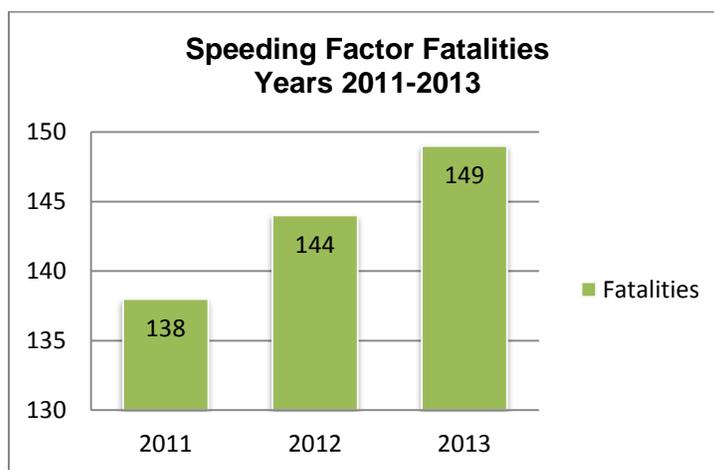
GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
154AL	YA	14-02-02 FIESTA UPR	\$ 110,172.00	\$ 88,060.25	\$ 22,111.75
154AL	YA	14-02-05 FIESTA UPR Mayaguez	\$ 61,872.00	\$ 32,291.97	\$ 29,580.03
154AL	YA	14-02-10 FIESTA UPR Cayey	\$ 53,180.00	\$ 39,078.01	\$ 14,101.99
154AL	YA	14-02-14 FIESTA UPR Ponce	\$ 50,228.00	\$ 31,683.08	\$ 18,544.92
154AL	YA	14-02-15 FIESTA Creativos	\$ 27,269.00	\$ 27,254.65	\$ 14.35
154AL	YA	14-02-16 FIESTA Catolica	\$ 47,056.00	\$ 35,044.06	\$ 12,011.94
154AL	YA	14-02-17 FIESTA UPR Utuaado	\$ 64,748.00	\$ 50,093.12	\$ 14,654.88
154AL	YA	14-02-21 FIESTA UPR Aguadilla	\$ 54,891.00	\$ 34,307.41	\$ 20,583.59
154AL	YA	14-02-25 FIESTA UMET	\$ 31,335.00	\$ 24,858.02	\$ 6,476.98
<b>TOTAL</b>			<b>\$ 500,751.00</b>	<b>\$ 362,670.57</b>	<b>\$ 138,080.43</b>

## POLICE TRAFFIC SERVICES

### *Problem Statement*

During 2014, the Puerto Rico Police Department reported 236,107 traffic crashes; that is equivalent to 27 crashes every hour. As of October 2014, the PRPD has reported 163,099 traffic crashes, which represents 19 crashes every hour. ACAA has reported 28,805 traffic injured.

A main traffic issue continues to be speeding and aggressive driving. In 2014, speeding was a major factor in 149 fatalities; equivalent to 43% of total fatalities. An increase of 4% in comparison with 2013.



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 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 resource and decision; PRPD is not the exception. The most recent (2014) state police census reported having 14,510 officers with 853 traffic officers, 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
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	132,042	10,297	8,573	186,938	4,087	39,477	610,050
2014*	110,374	6,390	5,191	140,047	4,812	64,734	434,850

\*RESULTS UP TO OCTOBER 31, 2014

Police Traffic Services emphasized on speeding, alcohol impaired driving and occupant protection enforcements. Emphasis on preventive patrol has been established among PRPD. The payment of overtime hours has been an additional incentive for police officers committed to maintaining the law and security in our roads. Also, 9 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 3 trainings regarding overtime mobilizations for state traffic police and municipal police.

MUNICIPAL POLICE EFFORTS					
FY	SPEEDING CITATIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	OTHER
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	16,557	3,033	20,521	525	99,720
2014*	7,065	962	12,969	312	55,496

\*PRELIMINARY DATA FOR 2014

*Performance Goals*

- ✓ Although 5-year moving average analysis establishes a decreasing trend on speed related fatalities of 112 by 2014, past experience has shown us that speeding factor is the second contributor of fatality crashes; efforts will be

directed to reduce a 5 % of speed related fatalities, from 134 in 2013 to 127 in 2014. – Objective not achieved; speed related fatalities increased, from 134 in 2013 to 149 in 2014.

- ✓ To provide at least four (4) trainings to police officers regarding traffic laws, such as Beyond the Traffic Ticket and SFST. – Objective achieved; a total of 9 trainings were offered during FY2014.

*Performance Measures*

- ✓ Number of traffic violations, particularly speeding and other moving citations – 830,659 citations.
- ✓ Number of police officers trained – Total of 9 trainings offered (number of police officers trained was not made available).
- ✓ Number of police agencies participating in national campaigns – 22 PRPD and 33 Municipal Police Corps.
- ✓ Number of police agencies visited and oriented, and site visit reports – 50 police agencies visited and oriented, and 248 site visit reports.

*Projects*

**13-03-00  
Speed & Distracted Driving Surveys**

Survey wasn't conducted for Fiscal Year 2014.

**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:
- ✓ Participated in 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.
- ✓ Actively participated in meetings to improve forms and data gathering.
- ✓ Meetings were coordinated and offered to State and Municipal Police in relation to traffic interventions and the application of the Law for CIOT mobilization, and impaired driving summer 2014 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 248 field visits to different State and Municipal Police Corps.

*Fiscal Review*

<b>GRANT</b>	<b>PROGRAM AREA</b>	<b>PROJECT</b>	<b>OBLIGATED FUNDS</b>	<b>EXPENDED</b>	<b>UNEXPENDED BALANCE</b>
402	PT	14-03-03 LEL	\$ 119,600.00	\$ 55,620.50	\$ 63,979.50
<b>TOTAL</b>			<b>\$ 119,600.00</b>	<b>\$ 55,620.50</b>	<b>\$ 63,979.50</b>

## 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.

### *Performance Goals*

Implement and maintain policies and procedures that provide an effective and efficient economical operation and evaluation of the Highway Safety Program. Support goals and objectives by daily technical and fiscal operations, and the effective operations of programs. Identify major highway safety issues and develop solutions. Assign and make use of federal funds, while complying with federal regulations. Carry out contracts, purchases, trainings and audits according to confronted needs and the available resources.

### *Performance Measures*

- ✓ Prioritize problems and manage the received funds adequately. – Objective achieved, the funds were used according to requirements established.
- ✓ To speed-up liquidation rate. – Objective not achieved; estimated liquidation rate for 2014 is at 21%, in comparison with 25% on 2013.
- ✓ To develop, coordinate, monitor and administratively evaluate traffic safety grants identified in the Plan. – Objective achieved; 100% of the funds petitions submitted were intervened, monitored and evaluated accordingly.
- ✓ To promote the Puerto Rico Highway Traffic Safety Programs. – Objective achieved; HSP was posted on the PRTSC webpage and provided to all Programs.
- ✓ To contract professional services to develop a coordinated HSP, to NHTSA by July 1<sup>st</sup> according to PRTSC traffic safety priorities and in accordance to Map 21. – Objective not achieved; the PRTSC staff developed the HSP.
- ✓ To contract professional services to develop and submit the Annual Report by December 31<sup>st</sup>. – Objective not achieved; the PRTSC staff developed the Annual Report.
- ✓ Monitor and evaluate the performance of Sub-Grantees of the program to determine effectiveness and achievement of goals. – Objective achieved; the area of monitoring fulfilled the objectives set; 100% of the programs were monitored with the support of coordinators.

- ✓ Continue to expand technology applications as a mean to disseminate traffic safety information and enhance the ability to communicate with our citizens. – Objective achieved; PRTSC webpage and social platforms such as Facebook and Twitter have proven to be invaluable tools for traffic safety communications.
- ✓ Single Audit for fiscal years 2012 and 2013. – Objective not achieved – 2012 Single Audit was received, however 2013 is still under process of elaboration by the contracted agency.

*Projects*

**14-04-02  
Evaluate HSP Tasks**

Evaluated the use of funds, and the tasks and activities performed 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 2013 through September 2014, providing technical assistance and verifying voucher submissions. The total of activities performed contributed to the evaluation of 74 projects.

<b>Fiscal Activities ACTIVITY</b>	<b>Total</b>
<b>Worked Fund Petitions</b>	454
<b>Records Monitored</b>	74
<b>Field Visits</b>	122
<b>Worked Quarterly Reports</b>	174
<b>Reviewed Proposals AF-2014</b>	64

**13-04-03  
Administer Program**

Program Management is responsible for establishing goals, objectives and strategies supported by the daily technical, financial and fiscal operations through effective implementation of programs. Make contracting, purchasing, training and auditing.

PRTSC staff participated in:

- ✓ Lifesavers Conference in Nashville Tennessee- Lifesavers provided a forum that delivered solutions to traffic safety challenges. Workshops, professional development sessions, and new equipment and technology directed to reduce fatalities and injuries were presented.
- ✓ The 2014 GHSA Annual Meeting- Mapping out the Future: Highway Safety after MAP-21 in Grand Rapids, Michigan; PRTSC's Executive Director, and the Communications and Planning Directors attended a meeting with 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 on how to explore highway safety after MAP-21, focusing on what the future holds — from Congressional legislation to technology to new approaches and programs.
- ✓ NHTSA- Region 2 State Coordinators Meeting, White Plains, New York; PRTSC's Executive Director and Planning Director attended. Meeting covered topics related to the Highway Safety Planning Process and the Integration of the Highway Safety Plan with the Strategic Highway Safety Plan (HSP/SHSP). Changes in performance measures using a three-year trend for all states comprising NHTSA's Region 2 were presented. Special emphasis was given to law enforcement areas, pointing out the importance of an Evidence Based Traffic Safety Enforcement and Data Driven Approaches to Crime and Traffic Safety (DDACTS).

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

PRTSC developed a comprehensive 2014 Highway Safety Plan by July 1, 2014, which was approved by NHTSA on September 24, 2014. It complied with the requirements of the Program Sections 402. This Plan included strategies and countermeasures that will help in our journey to achieve the projected traffic safety goals.

*Fiscal Review*

GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
402	PA	14-04-02 Monitoring	\$ 106,796.00	\$ 97,095.68	\$ 9,700.32
402	PA	14-04-03 Administer	\$ 235,204.00	\$ 205,180.44	\$ 30,023.56
<b>TOTAL</b>			<b>\$ 342,000.00</b>	<b>\$ 302,276.12</b>	<b>\$ 39,723.88</b>

## OCCUPANT PROTECTION

### *Problem Statement*

Puerto Rico achieved an 89.5% seat belt usage rate in 2014. 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 2013. 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					
	2010	2011	2012	2013	2014
<b>Seat Belt</b>	90.6%	91.9%	90.2%	89.7%	89.5%
<b>Child Safety Seat</b>	88.3%	88.3%	94.7%	94.7%	No Survey

Efforts were directed to continue opening fitting stations, training technicians, creating public awareness of the location of these stations, and increasing enforcement. These events became media worthy and were covered by the press, this helped maintain the proper use of child restraint seat issues in the public eye. As part of this program, a Child Safety Seat Training was held this year with a total of 25 participants. Among these were: firefighters, PRTSC personnel and Municipal Police. To date, there are 53 fire stations (out of 92) and 3 Community Programs that have established fitting stations. Inspection clinics are also conducted periodically with the cooperation and partial sponsorship of commercial chains, such as: Wal-Mart, USA Baby, Kmart and Babies R' Us.

### *Performance Goals*

- ✓ Reduce unrestrained related fatalities from 99 in 2012 to 94 in 2014. – Objective achieved; to this date (December 22, 2014) a total of 57 unrestrained fatalities have been reported.
- ✓ Increase safety belt use from 90.2% in 2012 to 92% in 2014. – Objective not achieved; projects to increase seat belt use in a high-risk population did not fulfill our expectations, seat belt use rate for FY 2014 is 89.5%.

- ✓ Increase child restraint use from 94.7% in 2012 to 95% in 2014. – Objective not achieved; there was no child restraint study that could evidence an increase of usage for FY 2014.
- ✓ Establish five (5) additional fitting stations, from 63 in 2012 to 68 in 2014 – Objective not achieved; only 3 new stations were established for FY 2014.
- ✓ To certify 25 more technicians from 84 certified technicians in 2012 to 109 in 2014 – Objective achieved; with this training 25 new technicians were certified from the Puerto Rico Fire Department, Personal of PRTSC, personnel of the Department of Family and Municipal Police Corps. Firefighter Stations that, for various reasons, lacked technicians were strengthened.
- ✓ To participate in the 2014 National Click it or Ticket (CIOT) Mobilization – Objective achieved; from May 19 to June 1, 2014, the Click It or Ticket (CIOT) National Campaign was held. PRTSC, as in previous years, granted funds for overtime hours for State Police and 15 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 belts occur in this period of time.

*Performance Measures*

- ✓ Rate of seat belt use – 89.5%
- ✓ Rate of Child restraint use – 94.7%
- ✓ Amount of additional fitting stations – 3 fitting stations
- ✓ Amount of new CPS technicians – 25 new CPS techs in 2014
- ✓ Number of tickets given for non-use of seat belt during CIOT mobilization – 15,223 tickets
- ✓ Number of police agencies participating in CIOT mobilization – 16 agencies

*Projects*

**14-05-03  
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.



**14-05-27  
CPST Training**

- ✓ A Training for new Child Safety Seat Technicians took place from September 22 through September 26, 2014.
  - 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 10 massive Child Safety Seat Checkpoints. The result, a total of 266 safety seats were inspected and certified by Child Safety Seat Technicians.
- ✓ A total of 75 safety seats were acquired and were given to the “Préstame Un Asiento” (Loan me a seat) program throughout the massive events the PRTSC planned and coordinated for the month of September.



**14-05-29  
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.

**14-05-39  
PR Fire Department Fitting Stations**

✓ Proposal was submitted but not approved.

**14-03-XX  
Traffic Patrol Overtime**

From May 19 to June 1, 2014, the Click It or Ticket (CIOT) National Campaign was held. PRTSC, as in previous years, granted funds for overtime hours for the State Police and 15 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:

CIOT 2014		
Participating Municipalities and PRPD	Citations	
	Seat Belt	Child Restraint
16	15,223	255



*Fiscal Review*

GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
402	OP	14-05-03 Coordinator	\$ 46,916.00	\$ 42,922.60	\$ 3,993.40
405OP	OP	14-05-27	\$ 53,000.00	\$ 18,365.76	\$ 34,634.24
MAP 21 405b OP High	OP	14-03-05 TE Guaynabo	\$ 23,816.64	\$ 20,526.31	\$ 3,290.33
MAP 21 405b OP High	OP	14-03-15 TE Aguadilla	\$ 11,205.00	\$ 4,842.63	\$ 6,362.37
MAP 21 405b OP High	OP	14-03-19 Pol. De PR	\$ 60,000.00	\$ 52,119.79	\$ 7,880.21
MAP 21 405b OP High	OP	14-03-45 TE Arecibo	\$ 7,219.35	\$ 5,096.18	\$ 2,123.17
MAP 21 405b OP High	OP	14-03-46 TE Bayamon	\$ 11,594.75	\$ 10,184.48	\$ 1,410.27
MAP 21 405b OP High	OP	14-03-47 TE Carolina	\$ 16,069.35	\$ 14,851.36	\$ 1,217.99
MAP 21 405b OP High	OP	14-03-48 TE Hatillo	\$ 7,005.65	\$ 6,416.41	\$ 589.24
MAP 21 405b OP High	OP	14-03-49 TE San Juan	\$ 26,155.29	\$ 25,954.48	\$ 200.81
MAP 21 405b OP High	OP	14-03-52	\$ 23,346.31	\$ 22,047.34	\$ 1,298.97
MAP 21 405b OP High	OP	14-03-55	\$ 3,500.00	\$ 3,075.75	\$ 424.25
MAP 21 405b OP High	OP	14-03-61	\$ 6,212.06	\$ 3,961.91	\$ 2,250.15
MAP 21 405b OP High	OP	14-03-66	\$ 7,000.00	\$ 3,066.15	\$ 3,933.85
MAP 21 405b OP High	OP	14-03-74	\$ 18,824.40	\$ 18,811.77	\$ 12.63
MAP 21 405b OP High	OP	14-03-92 TE Salinas	\$ 1,385.01	\$ -	\$ 1,385.01
MAP 21 405b OP High	OP	14-03-95 TE Guayama	\$ 2,870.00	\$ 2,682.30	\$ 187.70
MAP 21 405b OP High	OP	14-03-97	\$ 4,630.81	\$ 3,191.49	\$ 1,439.32
MAP 21 405b OP High	OP	14-05-29	\$ 70,000.00	\$ 70,000.00	\$ -
<b>TOTAL</b>			<b>\$ 400,750.62</b>	<b>\$ 328,116.71</b>	<b>\$ 72,633.91</b>

## 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 communities, and private and government agencies have been developed in favor of reducing traffic fatalities.

Community participation at the municipal level has been very important. Committed to traffic safety education, community programs continue to support and work simultaneously with efforts to build new attitudes within the general public. Three 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 Programs are: Trujillo Alto, Naranjito and San Germán.

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### *Performance Goals*

- ✓ Reduce traffic fatalities from 366 in 2012 to 350 in 2014. – Objective achieved; as of December 18, 2014 a total of 276 fatalities have been reported.
- ✓ Reduce the number of traffic fatalities at the municipal level in high incidence Municipalities. – Objective achieved; Municipalities in the greater metropolitan area are ones with higher incidence of traffic fatalities. Carolina and Trujillo Alto are part of this area; together, they reported a 24% decrease of traffic fatalities from 2012 to 2013. These two municipalities are part of the Trujillo Alto Community Program.

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### *Performance Measures*

- ✓ Number of educational traffic safety activities conducted – 902
- ✓ Number of citizens that received direct orientations and educational material in the activities – (Directly: 29,016 / Indirectly: 263,453)
- ✓ Number of fatalities by municipal area – San Germán – 1; Mayagüez – 6; Lajas – 2; Hormigueros – 1; Cabo Rojo – 3; Naranjito – 1; Barranquitas – 1; Vega Alta – 2; Corozal – 2; Trujillo Alto – 3; Canóvanas – 4; Carolina – 16.
- ✓ Number of coordination efforts with local law enforcement – 12 Coordinated efforts with local law enforcement

*Projects*

**Community Traffic Safety Programs**

Community Programs are an essential and necessary resource to address and combat traffic safety problems. They work directly with the communities, citizens, NGOs, schools, and law and order agencies. Community Programs are valuable because of their direct access to citizens and because they receive first-hand road safety information.

These programs provided education 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, CTSPs collaborated with local law enforcement by planning national mobilizations and providing assistance in the completion of forms and documents.

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

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

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

On May 7, 2014, a Safety Summit was held as part of the development of the Puerto Rico Strategic Highway Safety Plan. This was a collaborative and participative event that convened multi-sector stakeholders with knowledge and experience in highway safety. Coordinators from all three CTSP participated as stakeholders for the development of partnerships and coalitions in benefit of highway safety, and to discuss strategies for reducing fatalities and serious injuries caused by traffic crashes in Puerto Rico.

CTSP personnel were provided with training to analyze and filter data through the Critical Analysis Reporting Environment System (CARE). This tool provides simpler and faster analysis of crash data. Program personnel that participated of this training were provided with access to the CARE system as registered users.

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.

**14-06-23  
Trujillo Alto Community Program**

**Presentations**

Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
17	49	15	24	--	--

**Other Activities**

Child seat inspections in office	Check-points Child Seat	Child seat inspections in ck-points	Educational Fairs
82	2	203	32

**Total of people impacted**

Directly: 4,700

Indirectly: 11,000

**14-06-28  
San Germán Community Program**

**Presentations**

Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
51	59	41	62	47	9

**Other Activities**

Child Seat Inspections In Office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fairs	Radio Programs	Hazard Elimination Inspections
83	2	13	16	12	3

**Total of people impacted**

Directly: 17,450

Indirectly: 232,254

14-06-29  
Naranjito Community Program

**Presentations**

Seat Belt	Child Seat	Speed	Alcohol	Non-occupant	Motorcycle
47	109	86	46	43	36

**Other Activities**

Child seat inspections in office	Child Seat Checkpoints	Child Seat Inspections In Checkpoints	Educational Fairs	Preventive Road Blocks
59	--	--	3	5

**Total of people impacted**

Directly: 6,866

Indirectly: 20,199

*Fiscal Review*

GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
402	CP	14-06-23 Trujillo Alto	\$ 41,912.00	\$ 30,932.08	\$ 10,979.92
402	CP	14-06-28 San German	\$ 52,214.00	\$ 49,516.64	\$ 2,697.36
402	CP	14-06-29 Naranjito	\$ 52,314.00	\$ 40,436.60	\$ 11,877.40
<b>TOTAL</b>			<b>\$ 146,440.00</b>	<b>\$ 120,885.32</b>	<b>\$ 25,554.68</b>

## TRAFFIC RECORDS

### *Problem Statement*

Traffic Records Coordinating Committee members have had some progress in their projects and continue to meet consecutively to work on the search of solutions aimed at the challenges confronted due to the lack of availability of traffic crashes data. This year, we have an active representation from the Municipal Police.

The traffic crash data for year 2014 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 road safety, and the prevention of fatalities, injuries and property damages in Puerto Rico.

### *Objectives*

- ✓ Reduce the backlog of motor vehicle crash data from 5 years to less than one year.
- ✓ Support the implementations of the new Police Accident Report (PAR), which updates all crash data fields, including the commercial motor vehicle data fields.
- ✓ Este objetivo va enfocado en los adiestramientos a los Oficiales de Tránsito con el fin de obtener los datos que se recogen en la PPR-93, de forma completa y precisa.
- ✓ Train traffic law enforcement agencies on how to collect complete and accurate crash data that will be included in the new Police Accident Report (PAR).
- ✓ Provide stakeholders with direct access to crash data reports and information.
- ✓ Acquire a user-friendly data analysis software tool.
- ✓ Continue with the kilometer and hectometer markers installation program on all State Roads, so that location of crashes can be pinpointed for analysis purpose.

### *Performance Goals*

- ✓ To collect data of the Police Accident Report (PAR) by the end of the calendar year, from 0 in 2012 to 25% in 2014. – Objective not achieved; The team of the CIO Governor’s Office is working on the Proposal “Accident Reporting and Points Management Architecture”, which will be submitted to the PRTSC during December 2014.

- ✓ To reduce the time between crash and data availability in the Analysis Accidents Office (DOT) from 916 days in 2011 to 365 in 2014 by reducing the crash records backlog. – Objective not achieved; With the hiring of 14 employees, who performed the tasks of debugging, zoning, coding and data entry, we managed to get the years 2013-2012-2011-2010 (fatalities and Injuries); it took an average of 775 days from the date of crash to the date entered.
- ✓ To increase Project CARE access from 6 TRCC members in 2012 to 12 members in 2014. – Objective achieved; Currently there are 73 users with access to the CARE system.
- ✓ To integrate FARS into Puerto Rico CARE Database, from 0% in 2012 to 15% in 2014. – Objective achieved; FARS data for years 2009-2010-2011-2012-2013 was uploaded into CARE System.
- ✓ To integrate the drunk drivers criminal record of the Criminal Justice Information System (DOJ) with the DAVID+ Database System (DOT), from 0% of integration in 2012 to 25% integration in 2014. – Objective not achieved; The 2014-2015 proposal was submitted, but is yet to be approved.

*Performance Measures*

- ✓ Number of Digital Police Accident Reports (PAR) – 0%
- ✓ The time between crash and data availability in the database -775 days
- ✓ Number of members that have access to Project CARE – 73 users
- ✓ Number of updated driver records with DWI cases – 0%

*Projects*

**14-07-01  
Traffic Record Coordinator**

Funds were used for the implementation of projects under Section 405 (c) “Traffic Safety Information System Improvement Grant Program”. They were evaluated and approved by the TRCC members.

- ✓ A total of 5 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. In addition, to evaluate and approve new proposals.



- ✓ Strategic Plan was updated through TRIPRS Program.
- ✓ A Progress Report to qualify for the 405 (c) Grant Fund was prepared and submitted. Project qualified and the amount of \$271,540.46 was assigned.
- ✓ Seven (7) strategies were established in accordance with Highway and Transportation Authority to be included in the Strategic Highway Safety Plan.

**TR-14-07-14  
Fatality Analysis Reporting System (FARS)**

Funds were provided to cover fringe benefits for the FARS Analyst. These funds were used primarily to cover retirement funds stipulated by law. It is important to mention that the FARS Program provides all data on fatal motor vehicle traffic crashes that are gathered from the State’s own source documents and are coded on standard FARS forms. In addition, statistical reports have been performed from this data to be used by other agencies. The FARS Proposal received a funding reduction, this reduction amount is needed to cover the rest of the expenses.

- ✓ FARS proposal covered a portion of fringe benefits for the FARS Analyst, who manages, analyzes, decodes, and maintains FARS database of all traffic fatalities within Puerto Rico.
- ✓ The FARS Analyst has entered 182 fatalities in the database.

**TR-14-07-15  
Digitalized Police Accident/Crash Report**

Funds will be provided to create a Pilot Project in Bayamón Oeste Traffic Police Headquarters which will begin in the year 2014. Project will consist in digitizing the Police Accident Report (PAR). Cost of equipment related to the implementation of this project will be included, such as laptops and/or tablets for police vehicles and to equip tech information center for data entry. Also, writing procedures and definitions for both the PAR short and long forms should be completed in order to train officers and staff. Benefits from this project will be the reduction in time and accuracy of police statistical reports.

In two TRCC meetings the CIO’s team was presented the project to the members, who have the opportunity to ask and clarify their point of view. They have been conducting auctions for the corresponding RFP from different companies and to be submitted with the Proposal to the CST.

- ✓ This project didn’t submit proposal for FY14.

**14-07-13**

**Implementation of CARE System to PR Crash Data 2**

Funds were provided to grant access to Puerto Rico crashes data in an environment where users can perform a variety of data analysis, such as: identify roads with greater incidence, compare municipalities, observe trends, among others. These analysis will help to create work plans aimed to prevent and reduce deaths, injuries and property damage.

- ✓ Three versions of CARE are available: Web Portal Restricted, Web Portal Public and Desktop.
- ✓ Injuries and fatalities data from 2010 to 2013 has been uploaded.
- ✓ FARS Data from 2009 to 2013 has been uploaded.
- ✓ Currently 73 members have access to the database.
- ✓ Training was given to PRTSC personnel, TRCC members and Projects personnel whom are responsible of preparing and submitting project proposals.

Works have begun on the base map to develop the Mapclick tool. A tool to automate Zoning, which is run manually.

**14-07-10**

**Backlog 2 – Updated Input Traffic Crash Data**

Funds were provided to contract 15 employees to work in the Analyses Accident Office of the Department of Transportation and Public Works. These employees are trained in the following areas: debugging, zoning, coding and data entry. Data entry was performed using current procedures; cases were entered in the following order: 2012-2011-2010. Input cases per year is estimated at 30,000 (injuries and fatalities) for a total of approximately 90,000 cases. The data entered into the system was delivered to Dr. Hector M. Colón, Project Manager, and in turn was sent to Alabama for the Implementation of CARE Crash Data System of PR and became part of the CARE tool for analysis purposes.

- ✓ The Analysis Accident Office entered the following cases (Police Accident Report) only injuries and fatalities:

YEAR	QUANTITY
2010	27,265
2011	25,899
2012	25,072
2013	22,352
2014	10,287

**14-07-12  
DMV and SIJC Integration**

Funds will be provided for the integration of the Department of Transportation and Public Works database (DAVID+ system) and the Department of Justice database (CJIS) with DWI cases.

- ✓ Proposal was submitted but not approved.

*Fiscal Review*

GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
408	TR	14-07-01 Coordinator	\$ 40,015.00	\$ 37,778.10	\$ 2,236.90
408	TR	14-07-10	\$ 333,716.00	\$ 218,014.86	\$ 115,701.14
408	TR	14-07-13 CARE System	\$ 341,450.00	\$ 276,881.15	\$ 64,568.85
408	TR	14-07-14 FARS	\$ 4,914.00	\$ 4,910.94	\$ 3.06
<b>TOTAL</b>			<b>\$ 720,095.00</b>	<b>\$ 537,585.05</b>	<b>\$ 182,509.95</b>

## NON-OCCUPANT PROTECTION

### *Problem Statement*

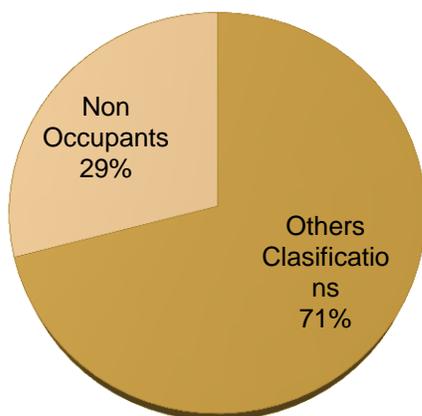
In 2013, Puerto Rico had a total of 236,107 traffic crashes, this represents an increase of 2% when compared with 232,012 traffic crashes that occurred on 2012, a difference of 4,095.

Non-occupant fatalities rank second in total traffic fatalities, with 100 out of 344 fatalities for 2013, or 29%. In 2012, a total of 112 pedestrian fatalities were reported, in comparison with 2013 which reported 25 less fatalities. This represents a decrease of 22%.

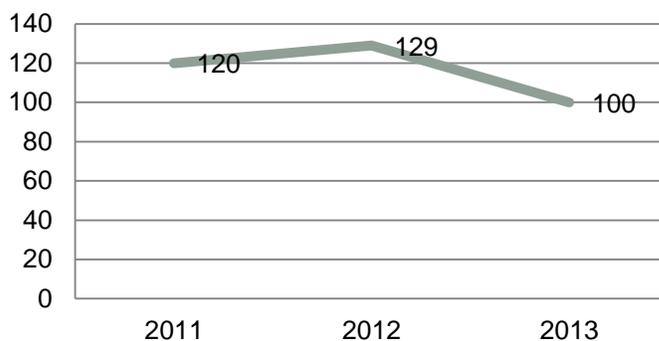
Data shows that in 2013 there were 11 cyclist fatalities, this represents a decrease of 5 fatalities when compared to 2012.

FATALITY TYPE	2011	2012	2013
Cyclists	7	16	11
Horse Riders or others	1	1	2
Pedestrians	112	112	87
Skaters / Skateboarders	0	0	0
Non-Occupant Fatalities	120	129	100
<b>Total Fatalities</b>	<b>362</b>	<b>366</b>	<b>344</b>
<b>Non- Occupant Percentage</b>	<b>33%</b>	<b>35%</b>	<b>29%</b>

**Percentage Non Occupant Fatalities Year 2013**



**Non Occupant Fatalities Year 2011-2013**



*Performance Goals*

(\*Preliminary Data for 2014)

- ✓ To reduce pedestrians fatalities from 110 in 2012 to 95 in 2014 – Objective achieved; pedestrian fatalities 90\* fatalities reported in 2014 (data up to December 23).
- ✓ To elaborate mini grants for safe route to school programs – Objective not achieved; no proposal was submitted for this purpose. The PRPD, 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 – 0.48
- ✓ Number of campaigns designed – 2 campaigns in total; 1 Cyclist “En 3 pies cabe mucha vida”, 1 Pedestrian “Peatón Responsable”
- ✓ Number of citizens reached – 266,432 citizens.
- ✓ Number of schools with the safe route to school program – No proposal was submitted for this purpose.

*Projects*

**15-08-01  
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 167 activities were conducted, these represent an increase of 104, or 62%: radio interviews, school and college educational activities, safety fairs, cycling trails, events, and community awareness groups, such as: AARP, Judicial Academy of the Court of Appeals PR and College of Engineers and Surveyors of PR. It is the first occasion these professionals receive education regarding the most important issues of pedestrians and cyclists. Program coordinator is an active member of the Committee of Complete Streets, Strategic Plan Road Safety Committee, Sub-Committee on Transportation Commission Demographic Challenge and an active collaborator in all kinds of activities that benefit cyclists and pedestrians around the island. During these activities we had the opportunity to directly





educate close to 266,432 people. A school zone inspection was conducted in conjunction with the Puerto Rico Christian School of Toa Baja.

Collaborated in the design of educational campaigns with the updated versions of the Responsible Pedestrian and “In 3ft be a lot of life” slogans, and the “Charter Law of Cyclists”.

**14-08-02  
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 or camp counselors around the Island. PRTSC funds personnel costs (director, educators, and administrative staff), materials and office supplies, equipment, travel, and per diem.



PESET increased the number of visitors from 3,972 in 2013 to 6,348 in 2014.

Visitors	FY 2013	FY 2014	Difference	Percent
Children’s	2,682	4,927	+2,245	45%
Adults	1,290	1,421	+131	9%
<b>Total</b>	<b>3,972</b>	<b>6,348</b>	<b>+2,376</b>	<b>37%</b>

Institutions	FY 2013	FY 2014	Difference
Public Schools	82	124	+42
Private Schools	32	44	+12
Summer Camps	12	19	+7
Head Start	8	17	+9
Independents	18	16	-2
<b>Total</b>	<b>152</b>	<b>220</b>	<b>+68</b>

*Fiscal Review*

GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
402	PS	14-08-01 Coordinator	\$ 36,619.00	\$ 35,034.37	\$ 1,584.63
402	PS	14-08-02 PESET	\$ 302,383.00	\$ 245,732.98	\$ 56,650.02
<b>TOTAL</b>			<b>\$ 339,002.00</b>	<b>\$ 280,767.35</b>	<b>\$ 58,234.65</b>



**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<sup>o</sup> 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 TRAFFIC CRASH TRENDS					
INDICATORS	2009	2010	2011	2012	2013
Registered vehicle	3,026,815	3,020,455	3,084,543	4,500,941	2,842,420
Licensed Drivers	2,628,207	3,102,941	3,619,499	2,991,904	2,100,076
Roadway Miles	16,680	16,693	16,694	17,387	19,510

The PRTSC Annual Report 2014, incorporates all the work done from January 1, 2014 to December 31, 2014. The Puerto Rico Traffic Safety Commission (PRTSC) has eight different programs that work principally with prevention and education messages. One of these programs is the Traffic Engineering / Impact Team Program. This program manages available funding from Sections 154/164 (HE) for Hazard Elimination projects to support reduction of fatalities, injuries and crashes throughout the road system. During 2013, in Puerto Rico 344 people died in 314 vehicle crashes. In addition, 6,091 people suffered major injuries during a traffic crash, these injured were in need of on-scene medical assistant and were transported in ambulance to receive medical attention at a hospital.

The Hazard Elimination Program of the PRTSC manages, through the Traffic Engineering Program, projects directed to eliminate roadway situations that can present a hazard for users. As part of this program we analyze crash data reports to identify intersections or road segments that need to be inspected by the Department of Transportation and Public Works (DOTPW).

The Traffic Engineering Program of the PRTSC develops together with the Safety Office of the Puerto Rico Highway and Transportation Authority (PRHTA) different kinds of projects that mitigate crashes in high incidence sites. The field inspection and the crash data analysis are the information base used to start the process of safety recommendations and designs for a new project. These inspections also allow a proper identification of security problems, such as: pavement marking, lack of signage, and other situations found on the road. In addition to the PRHTA, program works in

alliance with the DOTPW and the Federal Highway Administration (FHWA). All of these agencies share one same goal, making our road system a safer one.

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*Performance Goals*

- ✓ To inspect and evaluate multiple road sites with reported traffic safety issues – Objective achieved; approximately 25 site visits and 25 meetings were held, during 2014.
- ✓ To coordinate and promote Professional Highway Safety Education – Objective achieved; As part of the SHSP Steering Committee & the DOT Road Safety Committee we organized activities to impact road safety professionals.
- ✓ To increase the number of site visits and refer traffic safety issues to the DOT – Objective achieved; site visits increased from 16 in 2013 to 25 in 2014. Together with the PRHTA, DOTPW & FHWA, we evaluated, recommended and assigned funds for future projects. In addition, we provided recommendations on different road safety issues around the island to the DOT.
- ✓ To continue monitoring and managing on-going projects – Objective achieved; with the close out of all starter projects and the proper follow-up of the approved projects, the objective was reached but there’s always room for improvement.
- ✓ To promote placement and up-grades of traffic control devices in the road system – Objective achieved; Fiscal year 2014 projects include five (5) traffic signal system installations approved and one (1) under development.
- ✓ To increase the liquidation of funds in 154/164HE – Objective not achieved; During 2014, a total of \$5,905,000.00 were adjudged to the PRHTA. Only \$333,410.08 were liquidated, in comparison with \$1,577,683.95 in 2013. This situation is associated, in part, with cash flow difficulties encountered by the PRHTA. Currently, PRTSC is designing new projects with PRHTA and DOTPW to establish ways for increasing funds liquidation.

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*Performance Measures*

- ✓ Funds liquidated- **\$333,410.08**
- ✓ Areas identified- Approximately 20
- ✓ Number of projects funded- 11
- ✓ Number of Projects for evaluation - 6

*Projects*

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

**Continuity Projects:**

During Fiscal Year 2014, the Continuity Projects approved with Hazard Elimination funds were:

	Description	Road	Municipality	Approved Amount	Funding
Continuing Projects Approved	Installation of Traffic Signal System	PR-5 with PR-825	Naranjito	\$ 20,000.00	164 HE
	Geometrical Improvement Design	PR-2 (Km 102.4-106.2)	Quebradilla / Isabela	\$ 150,000.00	164 HE
	Geometrical Improvements	PR-185 with PR-3 Ramps	Canovanas	\$ 75,000.00	164 HE
	Installation of Traffic Signal System	PR-100 (Plan Bonito)	Cabo Rojo	\$ 10,000.00	164 HE
	Safety Improvements	PR-114 (Km 7.6-14.6)	San German	\$ 350,000.00	164 HE
			<b>Sub-Total</b>	<b>\$ 605,000.00</b>	

**PR-5 with PR-825 MUNICIPALITY OF NARANJITO**

The results of site inspection and crash data evaluation emphasized the need for a new design and construction for this project. It incorporates the installation of two Traffic Signal Systems to improve safety for this road segment. As part of this project, the design also includes some geometric improvement on the intersections.

**Results:**

Construction works, installation of two Traffic Signal Systems and geometric improvements were completed and in service. Administrative close out was took place during this period of time.



**PR-2 (Km. 102.4 106.2) MUNICIPALITY OF QUEBRADILLAS / ISABELA**

The PRHTA identified through crash data analysis the need of redesigning this road segment for the safety of its users. The project consists in incorporating a new geometric design, new median barrier, cross walk, and other safety improvements.

Results:

During the first semester of 2014, the design was approved and accepted by PRHTA. In the second semester of 2014 the construction project was auctioned off and granted. We expect that during the first quarter of 2015 the construction phase will begin.



**PR-185 with PR-3 (Ramps) MUNICIPALITY OF CANOVANAS**

The Puerto Rico Highway and Transportation Authority (PRHTA) identified this location as one with an alarming amount of crashes. To impact this road segment, they designed a Geometrical Improvement that would reduce traffic crashes. Construction labor for this project was auctioned off.

Results:

All labors and extra-labors for this project were completed. Administrative close out took place during FY14.



**PR-100 (Plan Bonito) MUNICIPALITY OF CABO ROJO**

In this project, the Puerto Rico Highways and Transportation Authority (PRHTA) collected and analyzed the crash and fatality data at this intersection. This was one on which no Traffic Signal System was installed. The results evidenced the need for the installation of a new Traffic Signal System, signage and pavement marking, for the benefit of all road users.

Results:

All labors proposed for this project were completed. Administrative close out took place during FY14.



**PR-114 (Km. 7.6-14.6) MUNICIPALITY OF SAN GERMAN**

After a data driven analysis, the Puerto Rico Highways and Transportation Authority (PRHTA) identified the need to develop a new safety project for this road segment. This road is considered as one of the rural roads with most traffic flow and frontal crashes in the western side of the island. The design consists of milling & paving, pavement marking, signage, centerline rumble strip and guard rail, among other safety improvements.

Results:

During 2013, the development of the construction phase was done as requested in the design. In November 2013, the final inspection of the project took place and the results were discussed with all involved parties. Administrative close out was completed during FY14.



During Fiscal Year 2014 the New Projects approved with Hazard Elimination funds were:

New Projects Approved	Description	Road	Municipality	Approved Amount	Funding
	Installation of Traffic Signal System	PR-127 (Santa Elena)	Guayanilla	\$ 300,000.00	164 HE
	Installation of Traffic Signal System	PR-194 (El Conquistador Ave.)	Fajardo	\$ 350,000.00	164 HE
	Installation of Traffic Signal System	PR-174 (CESCO)	Bayamon	\$ 350,000.00	164 HE
	Installation of Traffic Signal System	PR-53 with PR-7711	Guayama	\$ 1,300,000.00	164 HE
	Safety Improvements	PR-107 (Km. 0 -4.5)	Aguadilla	\$ 1,500,000.00	164 HE
	Safety Improvements	PR-100 (Km. 0-16.3)	Cabo Rojo	\$ 1,500,000.00	164 HE
			<b>Sub-Total</b>	<b>\$ 5,300,000.00</b>	

All projects described on the previous table were approved; however the Puerto Rico Highways and Transportation Authority (PRHTA) never auctioned them. So they were passed for next Fiscal Year as Continuity Projects.

During the period of October 1, 2014 to December 31, 2014, new & continuity Projects approved through Hazard Elimination funds were:

New & Continuing Projects Approved	Description	Road	Municipality	Approved Amount	Funding
	Installation of Traffic Signal System	PR-203 with PR-183	San Lorenzo	\$ 300,000.00	154 HE
	Installation of Traffic Signal System	PR-194 (El Conquistador Ave.)	Fajardo	\$ 350,000.00	154 HE
	Installation of Traffic Signal System	PR-127 (Santa Elena)	Guayanilla	\$ 300,000.00	164 HE
	Installation of Traffic Signal System	PR-174 (CESCO)	Bayamon	\$ 347,155.86	164 HE
	Installation of Traffic Signal System	PR-53 with PR-7711	Guayama	\$ 1,300,000.00	164 HE
	Safety Improvements	PR-107 (Km. 0 -4.5)	Aguadilla	\$ 1,500,000.00	164 HE
	Safety Improvements	PR-100 (Km. 0-16.3)	Cabo Rojo	\$ 1,500,000.00	164 HE
			<b>Sub-Total</b>	<b>\$ 5,597,155.86</b>	

At this time the first five projects are in the final design phase to be auctioned. The last two projects are going to be auctioned during the second quarter of FY 2015.

During the period of October 2014 to December 2014, together with the DOTPW, we identified other projects that can be eligible to be subsidized with Hazard Elimination funds. At this time we are working with the development of new proposals to be submitted for approval. These projects are:

Developments of Proposal Process	Description	Road	Municipality	Estimated Cost	Funding
	Safety Improvements	PR-838 (Camino Alejandrino)	Guaynabo	\$ 100,000.00	N/A
	Paviment Marking Equipment	San Juan Area / Islanwide	San Juan	\$ 100,000.00	N/A
	Safety Pedestrian Bridge Design	PR-3 (UPR Hospital)	Carolina	\$ 400,000.00	N/A
	Installation of Traffic Signal System	PR-3 (Barbosa Ave.)	San Juan	\$ 500,000.00	N/A
			<b>Sub-Total</b>	<b>\$ 1,100,000.00</b>	

**14-11-02**

**Impact Team /Traffic Engineering Program Manager**

The Impact Team / Traffic Engineering Program manager is the person in charge of the communication and development of hazard elimination projects. As a link between the PRHTA, DOTPW, FHWA and PRTSC, manager has the responsibility to assist on the Hazard Elimination Funds assignments. Also, contributing with all other areas of the PRTSC in the development of any kind of project that is beneficial to the agency.

The program manager conducts multiple types of studies and inspections around the island together with DOTPW, PRHTA and FHWA engineering staff to identify possible Hazard Elimination projects on the road system. Areas of interest are identified through data analysis, public claims or the actual hazard situation on a specific road.

The Traffic Engineering Program 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 of projects. Another duty is managing the funds (154HE/164HE) for the multiple projects contracted and subventioned by PRTSC.

With the implementation of MAP-21, the Federal Highway Administration (FHWA) request to Puerto Rico Highways and Transportation Authority (PRHTA) a Strategic Highway Safety Plan in accordance with all the specification described in MAP-21. From this request the PRHTA decide to create an Steering Committee to develop the plan. From day one and with the authorization of the PRTSC Executive Director, the traffic engineering program manager are involve in the desition and development of the plan.

As part of the SHSP, the PRHTA develop the SIMONE Project that consist of the instalation and monitoring of a Electronic Monitoring System in High Rist traffic intersection. The principal objective of this project is the change of conduct of the aggressive and irresponsible drivers. With this change we can reduce and prevent crashes in our road system. As part of this team, the the traffic engineering program manager were asig as link between the Desition Committee and the PRTSC with the endorsement of the Executive Director.

**Educational Activities:**

The organization and coordination of continued education for road safety professionals is part of the priority duties of the traffic engineering program manager. This includes,

but is not limited to, seminars, presentations, and activities among others related to traffic safety topics.

**WORK ZONE AWARENES WEEK 2014**

Like during past year, the Work Zone Awareness Week was celebrated at the “Torre Sur Del Centro Gubernamental Minillas”. This year the activity took place on April 9, 2014 and it counted with the participation of the PRHTA, DTOP, FHWA, Medical Sciences Campus, students, and nonprofit organizations. Two presentations were coordinated, one with PR-OSHA and the second one with the PRHTA Construction Area, both emphasized the message of work zone safety.



*Fiscal Review*

GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
154HE	HE	14-11-13	\$4,947,155.86	\$ -	\$4,947,155.86
164HE	HE	14-11-02	\$ 104,125.00	\$ 79,749.84	\$ 24,375.16
164HE	HE	14-11-13	\$1,905,000.00	\$ 253,660.24	\$1,651,339.76
<b>TOTAL</b>			<b>\$6,956,280.86</b>	<b>\$ 333,410.08</b>	<b>\$6,622,870.78</b>

## MEDIA

### *Problem Statement*

During 2014, Communications’ strategies were focused on reaching and engaging more public. We’ve seen a growth on traditional and social media expositions. At the end of the fiscal year we reached close to 75,000 fans on Facebook, in comparison to 50,000 we had on January 2014. Twitter and YouTube were also used in our campaign strategies. Also, we’ve conducted studies based on Puerto Rico’s demographic that have proven that it’s not effective to depend only on public service announcements in order to reach a target audience. Paid Media is necessary to complement an enforcement effort, communicate with the public and to ensure that the highest number of people in the target audience is being 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.

### *Performance Goals*

- ✓ Achieve that the Target Market adopts the road safety message and incorporates it as part of their lifestyle. – Objective Achieved. In 2014, we achieved a dramatic reduction of traffic crashes.
- ✓ Increase recognition of the PRTSC message program focusing our message accordingly to the specific and diverse targets of each campaign program – Objective achieved; With regards to 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 2014, we reached a dramatic reduction of traffic crashes.
- ✓ Increase Earned Media: TV and Radio bonus spots, Editorials in Newspapers, Magazines and other printed media, and exposition through TV and Radio interviews. – Objective achieved; We reached 71% on earn media exposition versus 62% on FY 2013.

### *Performance Measures*

- ✓ Amount of Media investment - \$ 2,700,154.23
- ✓ Amount of Earned Media time - \$1,921,157.76

Below are the results of a combined effort obtained by 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	\$ 2,700,154.23
Earned	\$ 1,921,157.76
Earned Exposure	71%



LOCALES / MARTES, 31 DE DICIEMBRE DE 2013

La uniformada llevará a cabo bloqueos en las 13 regiones policíacas e intensificará la detección de disparos al aire mediante el sistema 'ShotSpotter'

EL VOCERO / Foto: Rojas



EN PORTADA

## Activada toda la fuerza

YENNIFER ÁLVAREZ JAIMES, EL VOCERO

El superintendente de la Policía, James Tuller, anunció que los miembros de la Policía no tendrán vacaciones como parte del plan de seguridad que tendrá la Uniformada para la despedida de año.

Tuller dijo en rueda de prensa desde La Fortaleza que 95 por ciento de los oficiales estarán activos el 31 de diciembre y el 1 de enero para trabajar en el plan de seguridad y vigilancia.

Al mismo tiempo, la Policía llevará a cabo bloqueos en las carreteras de las 13 regiones policíacas del País durante la noche de despedida de año y reforzará su vigilancia en las áreas identificadas como de mayor incidencia criminal.

Por su parte, la secretaria de la Gobernación, Ingrid Vila Biaggi, informó que la Comisión para la Seguridad en el Tránsito asignó \$300 mil para que durante este mes la Policía de Puerto Rico pueda hacer patrullaje adicional en el horario de mayor incidencia de accidentes de tránsito que es de 6:00 p.m. a 6:00 a.m. También se asignaron \$50 mil a una decena de cuerpos de la policía municipales para patrullaje preventivo.

Vila Biaggi agregó que la campaña en los medios en contra de los disparos al aire tuvo un costo de \$150 mil. Se informó que gracias

■ **El Superintendente Tuller informó que el 95% de los miembros de la Policía estarán activos en la calle**

■ **Gracias a un acuerdo interagencial las personas pueden denunciar mediante el 9-1-1 a las personas que disparen o apunten armas al aire**

■ **El Gobierno invirtió \$150 mil en la campaña de medios en contra de los disparos al aire**

a un acuerdo interagencial las personas pueden denunciar mediante el 9-1-1 a las personas que disparen o apunten armas al aire.

Mientras, el jefe del Cuerpo de Bomberos, Angel Crespo, indicó que todas las estaciones tendrán personal asignado y que los equipos

están en condición para atender cualquier emergencia.

Crespo recomendó a la ciudadanía abstenerse de utilizar pirotécnica legal o ilegal. Explicó que hasta el uso de las denominadas estrellitas pueden provocar quemaduras graves.

En tanto, el director ejecutivo de la Comisión para la Seguridad en el Tránsito, José A. Delgado, destacó, al día de ayer se habían registrado 337 muertes en la carretera y que 45 por ciento de las muertes son ocasionadas por conductores en estado de embriaguez.

De otro lado, el Jefe de la Policía y la Secretaría de la Gobernación, catalogaron como un avance la reducción en los asesinatos comparado con la misma fecha el año pasado. Al día de ayer, se habían registrado 882 asesinatos, 99 menos que en el 2012.

Sobre los delitos Tipo 1, (asesinatos, escalamientos, agresiones, entre otros) Tuller aseguró que se registró una reducción de 4,165 en comparación con el 2012.

"Solo en diciembre hemos logrado arrestar a 2,359 personas de las cuales 112 han sido por Ley de Armas. Gracias a la amnistía logramos sacar de las calles 566 armas de fuego y se han ocupado 117 armas en intervenciones policíacas", sentenció.

*Projects*

**14-12-01**

**Impaired Driving Campaign**

- ✓ **Thanksgiving Crackdown – November 21 - December 1, 2013**  
**Budget: \$209,647.60**

During the Thanksgiving period, PRTSC implemented the educational campaign with the slogan “Guiar borracho, sobre el límite bajo arresto”. The campaign ran simultaneously with the US National Crackdown.

Media Activity			
TV Ads	182	Outdoors	133
Radio Ads	908	Online Clicks	14,745

- ✓ **Christmas Crackdown – December 11, 2013 - January 7, 2014**  
**Budget: \$476,684.55**

During the Christmas period, PRTSC implemented the educational campaign with the slogan “Guiar borracho, sobre el límite bajo arresto”. The campaign ran simultaneously with the US National Crackdown.

Media Activity			
TV Ads	182	Outdoors	133
Radio Ads	908	Online Clicks	14,745
Print Ads	27	Other – Theaters	218

- ✓ **Easter Crackdown – April 14 - 19, 2014**  
**Budget: \$146,956.63**

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 across the Island.

Media Activity			
TV Ads	326	Print Ads	5
Radio Ads	198	Online Clicks	57,517

✓ **Summer Crackdown – July 3 – 31, 2014**  
**Budget: \$400,166.02**

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 across the Island. Media Activity:

Media Activity			
TV Ads	372	Outdoors	45
Radio Ads	1,032	Online Clicks	56,602
Print Ads	23	Other – Intersection Promotion	112,771 (reach)

✓ **Labor Day Crackdown – August 13 - September 1, 2014**  
**Budget: \$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 across the island.

Media Activity			
TV Ads	254	Outdoors	45
Radio Ads	400	Online Clicks	17,522
Print Ads	17		

✓ **Alcohol Check Points - November 2013 to September 2014**  
**Budget: \$11,712.52**

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 22-2000 of the Commonwealth of Puerto Rico, PRTSC publishes 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”.

**14-12-02 Youth Impaired Driving Campaign**  
**Budget: \$169,829.19 /164PM**

- ✓ **Fiestas de la calle San Sebastián - January 13 - 19, 2014**  
**Budget: \$75,566.99**

On these festivities thousands of youngsters incur in heavy alcohol consumption. Our educational effort targeted this audience with the slogan “Si bebes y guias pierdes, serás arrestado” (If you drink and drive you lose, you will be arrested). Blog [llegabienregresabien.com](http://llegabienregresabien.com) reached 4,359 visits.

Media Activity			
Radio Ads	579	Print Ads	2
Online Clicks	11,021	Other – Photobooth	256,000 (people impacted)



✓ **Inter-collegial Games – April 7 - 13, 2014**  
**Budget: \$48,944.26**

This event is held every year during the month of April, it gathers University and College students to compete in different sporting events in representation of their respective schools. During these competitions, most students travel or stay at the city where the event is being held. This year we integrated our educational message “Llega bien, regresa bien” (Arrive safely, return safely).

Media Activity			
Online Clicks	34,573	Print Ads	4
		Other – Photobooth	1,500 (people impacted)



**14-12-03**  
**Speed, Aggressive & Distractive Driving Campaign**

✓ **Distractive Driving Campaign – February 12<sup>th</sup> – 18<sup>th</sup>, 2014**  
**Budget: \$75,483.35**

PRTSC implemented the educational campaign with the slogan “Al guiar frena el celular”.

Media Activity			
TV Ads	304	Print Ads	1
Online Clicks	15,866	Outdoors	50
Other – 4 sports group’s sponsorships (In-stadium banner and radio ads as a sponsor, among others)			

✓ **Distractive Driving Campaign – April 1<sup>st</sup> -15<sup>th</sup>, 2014**  
**\$180,330.26**

The campaign ran simultaneously with the US National Crackdown and supported the Police Traffic Mobilization through the Island.

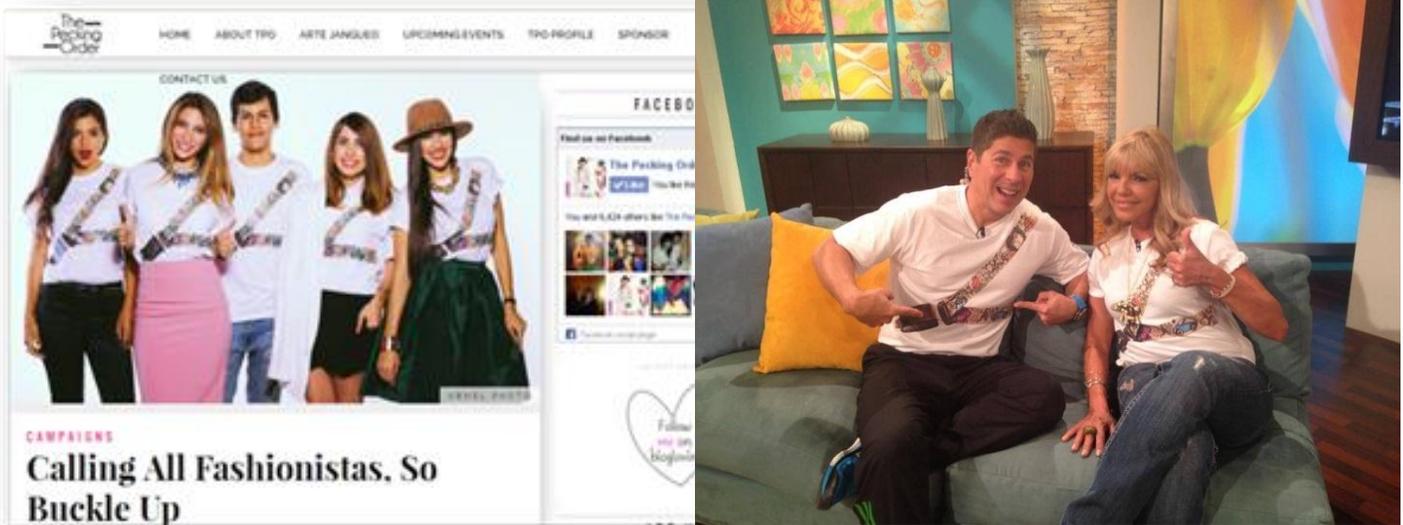
Media Activity			
TV Ads	152	Print Ads	16
Radio Ads	230	Outdoors	50
Other – 4 sports group’s sponsorships (In-stadium banner and radio ads as a sponsor, among others)			

**14-12-07 Occupant Protection Campaign**  
**\$237,123.67 /402PM**

✓ **Seat Belt Campaign – May 16<sup>th</sup> – 31<sup>st</sup>, 2014**  
**\$107,788.09**

During the month of May PRTSC joined the National Seat Belt Mobilization with the educational campaign “Amárrate o pagas” (Click it or ticket).

Media Activity			
TV Dekocast	46	Print Ads	12
Radio Ads	213	Online Clicks	24,218
Other – spokespersons (In-stadium banner and radio ads as a sponsor, among others)		605,393	
Many celebrities of TV and radio joined this campaign. They wore a T-shirt with a seat belt image and showed it on TV programs and on their personal social media accounts. Programs: Pégate al Medio Día 171,681* Rubén & Company 155,047* Día a Día 153,212* Alexandra de Noche 125,453* *average audience per program			



✓ **Child Seat Campaign – September 18<sup>th</sup> – 30<sup>th</sup>, 2014**

**Budget: \$91,914.08**

PRTSC ran the National Child Seat Campaign on September. We launched a new campaign with the educational slogan “Asiento Protector: úsalo correctamente” which (Child Seat: use it correctly).

Media Activity			
TV Dekocast	4	Print Ads	13
Radio Ads	355	Online Clicks	57,164
Outdoors	129		

**14-12-10  
Non-Occupant Protection Campaign**

✓ **Cyclists Safety Campaign – May 12<sup>th</sup> – 31<sup>st</sup>, 2014**

**Budget: \$145,244.63**

PRTSC launched a new cyclist campaign with the slogan “En 3 pies cabe mucha vida” (In three feet there is a lot of life). A press conference was held on May 11, 2014 in Plaza Las Americas to introduce this campaign.



Media Activity			
Radio Ads	437	Print Ads	8
Others *people impacted		Online Clicks	64,492
Intersection Promotions	111,000*		
Shopping Center Booth	50,000*		

✓ **Pedestrian Safety Campaign –September 4<sup>th</sup> – 11<sup>th</sup>, 2014**  
**Budget: \$88,757.28**

PRTSC launched a new pedestrian campaign with the slogan “Peatón Responsable” (Responsible Pedestrian).



Media Activity			
TV Dekocast	30	Print Ads	14
Radio Ads	575	Online Clicks	6,809
Others Propaganda *people impacted	100,000*		

✓ **Parque Educativo Seguridad en el Tránsito (PESET)**  
**Budget: \$22,643.30**

PRTSC created a new video for the PESET classroom. It includes updated traffic safety information directed to children, such as: cellphone usage while driving and walking. Also, new educational material was created to engage them.

**14-12-12**  
**Motorcycle Safety Campaign**

During the period of July 1<sup>st</sup> thru September 30<sup>th</sup>, 2014 PRTSC launched new motorcyclist campaign related to alcohol consumption.



Media Activity			
Online Clicks	85,588	Outdoors	104
Others – Internet effort *audience reached		Online Clicks	64,492
Webisode “No Hay Liga”	167,117*		
Quemando Brea	55,147*		
Celebrities Tweets	508,924*		

*Impressions Effect on PRTSC Message Exposure*

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

Impressions*	
Thanksgiving Crackdown	27,511,840
Christmas Crackdown	54,471,031
Fiestas de la calle San Sebastián	25,968,686
Distractive Campaign (1st phase)	27,419,287
Inter-collegian Games	24,740,119
Easter Crackdown	25,356,271
Cyclist Safety Campaign	18,115,560
Seat Belt Campaign	7,529,541
Distractive Campaign (2nd phase)	6,971,739
Summer Crackdown	10,692,055
Motorcycle Safety Campaign	16,446,899
Pedestrian Safety Campaign	2,070,892
Labor Day Crackdown	6,447,143
Car Seat Campaign	3,298,676
<b>Audience Impressions Achieved</b>	<b>257,039,739</b>
*Data Source: Arteaga & Arteaga Advertising Agency	

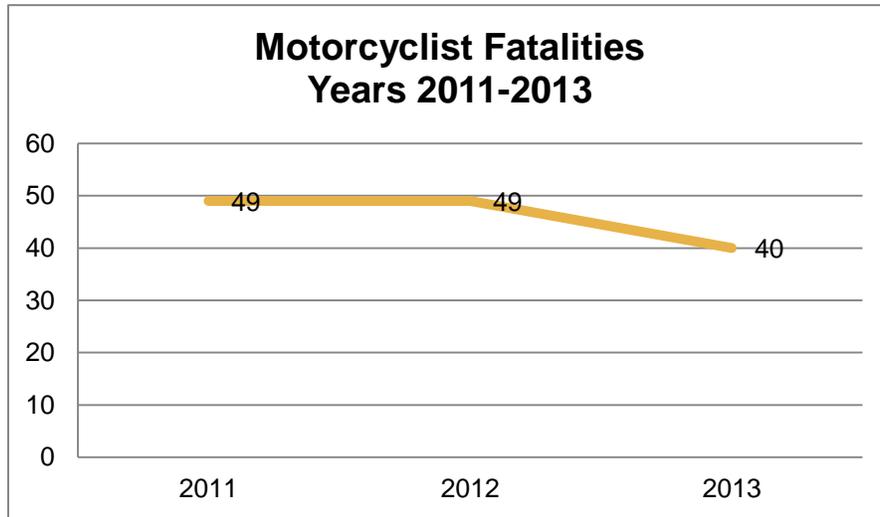
*Fiscal Review*

GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
402	PM	14-12-03 Speed, Aggressive and DD	\$ 530,745.00	\$ 305,109.61	\$ 225,635.39
402	PM	14-12-12 MC Media	\$ 235,040.00	\$ 144,013.64	\$ 91,026.36
402	PM	14-12-10 PS Media	\$ 389,975.00	\$ 302,800.54	\$ 87,174.46
402	PM	14-12-07 Safety Belt	\$ 350,625.00	\$ 237,123.67	\$ 113,501.33
164AL	PM	14-12-01	\$ 1,907,600.00	\$ 1,541,277.58	\$ 366,322.42
164AL	PM	14-12-02	\$ 200,000.00	\$ 169,829.19	\$ 30,170.81
<b>TOTAL</b>			<b>\$ 3,613,985.00</b>	<b>\$ 2,700,154.23</b>	<b>\$ 913,830.77</b>

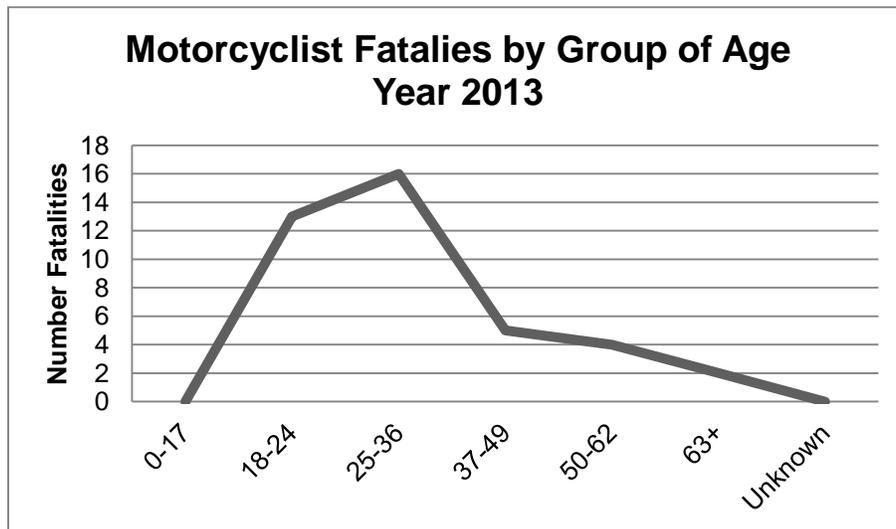
## MOTORCYCLE SAFETY

### *Problem Statement*

Compiled data indicates that in Puerto Rico motorcycle registrations have increased to 193,839 in 2013. A reduction in motorcyclist fatalities had been consistent during the last five years. However, in 2014, fatalities increased from 40 in 2013 to 45 (data up to December 16). Safety issues are still a main concern for motorcyclists.



In Puerto Rico there are several laws regarding licensing and required gear for motorcyclists, but statistics reflect another reality: motorcyclists keep avoiding the use of helmets or DOT approved helmets and proper gear to ride. Injuries and fatalities keep occurring. During 2013, data indicates that young adults between the ages of 18-36 accounted for 73% of total motorcyclist fatalities.



*Performance Goals*

- ✓ To reduce motorcycle fatalities from 45 in 2012 to 42 in 2014 – Objective not achieved; Motorcyclist fatalities continue to be a challenge with 45 fatalities reported in 2014 (data upto December 16), representing an increase of 5 fatalities from the ones reported in 2013.

*Performance Measures*

- ✓ Motorcycle fatality rate- 0.22

*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 for motorcyclist examiners to maintain them with updated law information and motorcycle techniques when riding. Also, to explore the possibilities to offer safety interactive workshops for motorcyclists. For example: “First there, first care”, presentations and education on Street Skills, and law 107 requirements. In addition, offer the Motorcycle Safety Foundation’s Experience Rider Course to riders that wish 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 are just two in operation 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 motorcyclist behaviors on the road and the need for all motor vehicle operators to share it.

A significant reduction of motorcycle fatalities has been evident in the last three years as a result of the implementation of Law 107. This Law became effective on October 10, 2007. Some elements 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 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 at least four training sites around the island to license new riders.
- ✓ Law 107 has one amendment, Law 166 dated July 29, 2011. This Law stipulates that drivers and passengers using a rented motorcycle for tourism purposes on the island municipalities of Vieques and Culebra, should only use DOT approved helmets and eye protection. They also have to be licensed, but they don't need the Motorcycle endorsement that residents are required.
- ✓ In the year 2012, 49 motorcyclist fatalities were reported; the number of fatalities reported the following year of 2013 was 40, which shows a reduction of 9 fatalities. Preliminary data reports 45 motorcyclist fatalities upto December 10, 2014; a difference of five fatalities in comparison to 2013.
- ✓ The PRTSC Coordinator still conducts different activities providing orientation focused on the requirements of Law 107 and motorcyclist safety; it also offers MSF Basic Rider Courses 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 to be distributed island wide. Also, impaired riding and share the road brochures focused on both, drivers and motorcyclists, have to be distributed island wide.

**14-13-XX  
Motorcycle Safety Helmets**

This project didn't submit proposal for FY14.

*Fiscal Review*

GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
402	MC	14-13-06 Coordinator	\$ 75,258.00	\$ 66,017.61	\$ 9,240.39
<b>TOTAL</b>			<b>\$ 75,258.00</b>	<b>\$ 66,017.61</b>	<b>\$ 9,240.39</b>

## DISTRACTED DRIVING

### *Problem Statement*

Currently there are about 3.7 million inhabitants in Puerto Rico. According to data provided by the Telecommunications Regulatory Board of the Commonwealth of Puerto Rico, (TRB), there are over 3 million cellular service subscribers reported. The study Distracted Driving/Speeding 2013 realized in Puerto Rico showed that 95% of participants reported owning a cell phone and 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”). Other studies conducted by companies and organizations indicate that 88% of the population is active in social networks; of these, 66.3% are women and 33.7% men. Study went even further by indicating that 51.4% of these users invest approximately three (3) hours connected to social networks. They have admitted to have sent pictures, accessed news or just merely posted thoughts on social networks while driving at a certain moment,.

Understanding the dangers of using a cell phone while driving; on January 1, 2013, Law 201 took effect. This Law prohibits the use of cell phones while driving a motor vehicle, making the use of hands-free devices mandatory; and most importantly, prohibits texting. According to records provided by the Puerto Rico Police Department and Municipal Police in 2014, a total of 68,138 tickets were issued for violations to this Law.

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

*Performance Goals*

- ✓ To decrease the percentage of people that reported making cell phone calls while driving from 64% on 2013 to 54% in 2014. – Objective not achieved; there was no distraction measurement study that could evidence a decrease of distracted drivers for FY 2014.
- ✓ To establish a Corporate Outreach Program in 40 State Agencies and Municipalities to address Distracted Driving and to promote and enforce policies regarding distracted driving during 2014. – Objective not achieved; this project didn't submit proposal for FY14.
- ✓ To coordinate one national law enforcement mobilization targeting distracted drivers. – Objective achieved; a National Mobilization was performed during April 10 - 15, 2014, between the hours of 6:00 a.m. to 6:00 pm with the participation of 10 Municipal Police Corps and the State Police.

*Performance Measures*

- ✓ Number of agencies and municipalities visited and oriented as part of the Corporate Outreach Program.
- ✓ Number of distracted driving tickets
- ✓ Number of educational and orientation activities conducted
- ✓ Media exposure
- ✓ Distracted driving survey

*Projects*

**14-14-03  
Distracted Driving Coordinator**

In order to address this new issue on traffic safety, the PRTSC identified a coordinator who will work with this priority area. A 15% of salary and fringe benefits were allocated into this project. The other 85% 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.



**14-14-XX**

**Distracted Driving Mobilizations**

The Distracted Driving National Campaign was held From April 10-15, 2014. PRTSC granted funds for overtime hours to State Police and to 10 Municipal Police Corps. During this mobilization, HVE and preventive patrol was increased in order to issue citations to distracted drivers (cell-phone use). This mobilization had the purpose of creating awareness among all citizens on the dangers of texting or using a cell phone while driving and on Law 201. Police funds were granted through mini grants for effectiveness. This mobilization took place during the hours of 6:00 am to 6:00 pm. The total amount of distracted driving citations given by the State Police and the 10 Municipal Police Corps during the mobilization was 6,745. See table below:

<b>Distracted Driving Mobilizations April 10-15, 2014</b>		
<b># Projects</b>	<b>Municipality</b>	<b># Citations</b>
14-14-10	TE Guayama	145
14-14-11	TE Guaynabo	383
14-14-12	TE Toa Alta	91
14-14-13	TE Hatillo	155
14-14-14	TE Caguas	543
14-14-15	TE Carolina	248
14-14-16	TE Naranjito	244
14-14-17	TE San Juan	1,235
14-14-18	TE Manatí	155
14-14-19	TE Bayamón	205
14-14-20	PRPD	3,341
<b>TOTAL</b>		<b>6,745</b>

**14-14-04**

**Distracted Driving Surveys**

Survey wasn't conducted for FY 2014.

*Fiscal Review*

GRANT	PROGRAM AREA	PROJECT	OBLIGATED FUNDS	EXPENDED	UNEXPENDED BALANCE
402	DD	14-14-03 Coordinator	\$ 8,208.00	\$ 7,472.33	\$ 735.67
402	DD	14-14-10	\$ 3,303.00	\$ 3,093.25	\$ 209.75
402	DD	14-14-11	\$ 7,347.97	\$ 7,064.94	\$ 283.03
402	DD	14-14-12	\$ 6,016.01		\$ 6,016.01
402	DD	14-14-13	\$ 2,304.08	\$ 2,304.08	\$ -
402	DD	14-14-14	\$ 8,641.07	\$ 8,641.05	\$ 0.02
402	DD	14-14-15	\$ 7,757.32	\$ 6,156.03	\$ 1,601.29
402	DD	14-14-16	\$ 2,511.80	\$ 2,511.80	\$ -
402	DD	14-14-17	\$ 12,898.88	\$ 10,051.09	\$ 2,847.79
402	DD	14-14-18	\$ 2,500.00	\$ 2,210.48	\$ 289.52
402	DD	14-14-19	\$ 3,489.00	\$ 2,620.35	\$ 868.65
402	DD	14-14-20	\$ 129,089.15	\$ 54,003.24	\$ 75,085.91
<b>TOTAL</b>			<b>\$ 194,066.28</b>	<b>\$ 106,128.64</b>	<b>\$ 87,937.64</b>

**FINANCIAL SUMMARY FISCAL YEAR 2014**

GRANT	Current Funds	Carry Forward Funds from 2013	Total 2014	Expended 2014	Reprogrammed to 2015	% expended
NHTSA 402	\$ 2,122,625.66	\$ 1,689,169.24	\$ 3,811,794.90	\$ 1,963,665.60	\$ 1,848,129.30	52%
154Transfer Funds-AL	1,090,581.00	2,232,697.23	3,323,278.23	895,113.60	\$ 2,428,164.63	27%
154Transfer Funds-HE	-	4,947,155.86	4,947,155.86		\$ 4,947,155.86	0%
164Transfer Funds-AL	1,090,581.00	2,769,150.58	3,859,731.58	1,711,106.77	\$ 2,148,624.81	44%
164Transfer Funds-HE	-	2,141,369.95	2,141,369.95	333,410.08	\$ 1,807,959.87	16%
405 Occupant Protection	-	80,664.84	80,664.84	18,365.76	\$ 62,299.08	23%
408 Data Program	-	2,329,738.86	2,329,738.86	537,585.05	\$ 1,792,153.81	23%
410 High Fatality Rate	-	1,457,183.87	1,457,183.87	-	\$ 1,457,183.87	0%
410 High Visibility	-	174,922.33	174,922.33	-	\$ 174,922.33	0%
2010 Motorcycle Safety	-	19,571.11	19,571.11	-	\$ 19,571.11	0%
MAP21 405b OP	627,913.67	499,422.21	1,127,335.88	266,828.35	\$ 860,507.53	24%
MAP21 405c data	551,036.08	519,998.11	1,071,034.19	-	\$ 1,071,034.19	0%
MAP21 405d ID	1,480,067.89	1,480,447.03	2,960,514.92	-	\$ 2,960,514.92	0%
MAP21 405f MC	-	46,377.16	46,377.16	-	\$ 46,377.16	0%
<b>Total</b>	<b>\$ 6,962,805.30</b>	<b>\$ 20,387,868.38</b>	<b>\$ 27,350,673.68</b>	<b>\$ 5,726,075.21</b>	<b>\$ 21,624,598.47</b>	<b>21%</b>

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