



# PUERTO RICO ANNUAL REPORT

FY 2021

**Hon. Pedro Pierluisi Urrutia**

Governor of Puerto Rico

**Eileen Vélez Vega, PE**

Chairman of the Board

**Mr. Luis A. Rodríguez Díaz**

Executive Director

PUERTO RICO  
**TRAFFIC  
SAFETY  
COMMISSION**



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December 29<sup>th</sup>, 2021

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Hon. Pedro R. Pierluisi-Urrutia  
Governor of Puerto Rico

Mr. Luis A. Rodríguez-Díaz  
Executive Director  
Puerto Rico Traffic Safety Commission

Hon. Eileen Vélez-Vega  
Secretary of the Department of Transportation & Public Works  
and Governor's Representative in the Board of the  
Puerto Rico Traffic Safety Commission

### **Members of the Board**

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

### **Acknowledgments**

The Puerto Rico Traffic Safety Commission would like to thank Governor Pedro R. Pierluisi-Urrutia, Chairman of the Board Eileen Vélez-Vega, the National Highway Traffic Safety Administration, the Federal Highway Administration, local officials and coordinators, law enforcement and other traffic safety partners and organizations for their support of Traffic Safety Commission programs and initiatives during the past year. These partnerships are vital to our success in reducing crashes, fatalities and injuries in Puerto Rico's roads, streets and highways.

## MESSAGE FROM EXECUTIVE DIRECTOR OF THE PR TSC LUIS A. RODRÍGUEZ-DÍAZ

Puerto Rico is leaving behind the hardships of the COVID-19 pandemic to embrace the economic opportunities of 2022. Indeed, the federal government has been a staunch ally of the Commonwealth. The island has historically benefitted from allocations for critical components of its infrastructure. And this has become even more evident after the hurricanes of 2017 and the earthquakes of late 2019 and early 2020. The funds granted by the federal government were essential in the recovery of Puerto Rico; some of them used for the island's highways, rural roads, transportation, and infrastructure improvements. In Puerto Rico, the consumption of alcohol is permitted by law you get 18 years old, lower than the United States; also, we do not have alcohol courts. In a party culture rich in alcohol, all these facts make the funds destined for the Puerto Rico Traffic Safety Commission essential for the Island.

Puerto Rico's priority has not changed, we remain focused on carrying the message of reducing crashes and fatalities on our roads. In this 2022 we will continue with the creation of new projects and allies with the 78 municipalities of Puerto Rico, to ensure that the message continues to reach each person of the Island. Working together towards the day when family members no longer have to say good-bye to loved ones because of a traffic crash.

Like United States, in Puerto Rico a jump in traffic fatalities has brought well-deserved media attention to this tragic aspect of Puerto Rican life. After a decreased in those numbers between 2019 and 2020, from 260 to 232, the rise in 2021 provides another scenario. This change could relate to a sharp increase in the deaths of motorcyclists in 2021, more than 50 percent compared to the previous year.

The latest statics confirm the need to remain steadfast in educating the public through our mission to safeguard residents to prevent more tragedies. Unquestionably, education represents one of the best ways to guarantee safety.

The Puerto Rico Traffic Safety Commission has complied with this objective by designing media campaigns, consisting mainly of videos, audios, pamphlets, posts, and other digital products and services. Also, we have been publishing them on social media and digital sites, out of home outlets, radio stations, and television channels. But our objective to reach different demographics has evolved to personal visits to schools, universities, nonprofit organizations, and

essential state government and municipal agencies, such as the Puerto Rico Police Department and the municipal police of several towns. It is also worth mentioning that media tours have provided up-to-date information on statistics, initiatives, and campaigns. Our approach has been holistic, and there's no doubt it has been crucial to craft products for social media and traditional platforms.

The subject of the campaigns has also been widely diverse. Educating drivers is a key approach. We start creating a groundswell, a greater awareness of the danger of speeding and drink alcohol and really start to change the social norm. The commission has paid particular attention to impaired and high-speed driving, which sometimes relates to racing in highly-used streets and avenues, as well as the growing need to protect our cyclists, pedestrians, passengers, and children. And also, must add that it has been highly innovative, to the point of keep using our character "Tico el Cabezudo" (Tico the Thickhead), to exemplify the dangers of drinking and driving for our younger generations.

Parallely, other campaign videos have been more conventional. For instance, in some ads, police officers talk about heart-wrenching cases while clearly stating that drunk driving is a crime that will be prosecuted. The message is clear, everybody would be treated equally under the law, and there would be no excuses for drinking and driving. Enforcing blood alcohol limits is another opportunity to improve road safety. While it is commonly understood in developed countries that impaired driving is an important contributor to road traffic fatalities and injuries.

Likewise, a safety campaign focusing on cyclist safety, Sharing Responsibility is Saving Lives, used explainer videos to reinforce the message of providing space and distance to every citizen, whether it be the driver of a vehicle or a cyclist. The videos showed the importance of acknowledging distance by estimating separation.

A similar approach was conveyed to motorcyclists through the campaign Share the Road with videos, blog posts, and other media platforms. Undoubtedly, we need to reinforce this message due to the spike in motorcycle-related deaths, which is why we will be promoting this program in all our own media platforms and interviews.

We also addressed texting and how this drivers' illegal activity has been the reason behind so many deaths through the Distracted Driving Media Campaign. While doing this, we also focus on and the importance of using the seat belt when in a motor vehicle, including recommendations to parents about how they should keep their children safe using a car seat that is adequate based on the child's height, age, and weight.



It is paramount to educate our youth and older generations on the many factors contributing to crashes. In the past and wrongfully so, many relied on keeping close attention to the road for safety. Still, as Puerto Rico's economy recovers from the COVID-19 pandemic, the need to keep a watchful eye on the external factors, from alcohol to the mobile phone, becomes increasingly important.

It's going to take us a lot of work. It took us a long time to get where we are today, but we're not going to give up, because we are still losing lives every day. We need to save more lives and we are working hard to reach the goal of zero traffic deaths in our streets.

## INTRODUCTION

Since 1972, the Puerto Rico's Traffic Safety Commission has been doing efforts towards saving lives on the Island's roads. These efforts have come with educational campaigns that have been published on traditional and digital media, as well as social media platforms. Also, the results that are presented in this Annual Report includes the outcome of important partnerships with the Puerto Rico Police Department, Municipal Police Departments, government agencies, nonprofit organizations and other safety partners that believe in our mission and goal to save as many lives as possible by reducing injuries and fatalities caused due to bad behavior when using our public streets.

By teaching people through educational campaigns, we hope to create awareness by convincing our target audiences to do their part to reduce traffic crashes and deaths. Either you are a motorcyclist, a cyclist, a pedestrian or a motor vehicle driver or passenger, we all have rights and responsibilities when using public roads.

There is no doubt this year has been unique, with challenges of its own. Even though there is an increase in fatalities statistics, we have been doing our best to educate people by including the following efforts and priorities:

- ★ **Alcohol Impaired Driving Media Campaign**
  - \* Focus on the importance alcohol related traffic issues
- ★ **Youth Impaired Driving Media Campaign**
  - \* Educational efforts regarding alcohol consumption of young people
- ★ **Distracted Driving Media Campaign**
  - \* Creates awareness of distracted driving and its consequences
- ★ **Speed and Aggressive Media Campaign**
  - \* Reduce fatalities caused by speeding and aggressive driving
- ★ **Occupant Protection Media Campaign**
  - \* Increase the use of seat belt and child passenger safety
- ★ **Non-Motorized Protection Media Campaign**
  - \* Pedestrian and bicyclist safety
- ★ **Motorcycle Safety Media Campaign**
  - \* Reduce motorcyclist fatalities by promoting the proper use of suitable clothing before riding a motorcycle
- ★ **Motorcycle Share the Road Media Campaign**



- \* Raise awareness of the importance of sharing the road between drivers and motorcyclists
- ★ **Impaired Driving Media Campaign**
  - \* Standardized Field Sobriety Test
- ★ **Up-to-date share of traffic fatalities data.**
- ★ **P&E on road safety issues, traffic crash prevention and enforcement.**
- ★ **Alliances and community programs to strengthen highway safety prevention.**

It is well known that education has proven to be key to change people's behavior, and traffic safety teaching is not the exception. The more people know about traffic laws and regulations, the better they will behave whenever they decide to use our streets. We look forward to maintaining those efforts that have worked and to create new strategies and campaigns that will help us save lives. Furthermore, we look forward to keeping and create new partnerships with the hope of reaching every component of Puerto Rico's society. The work has not stopped and will not stop until there are zero fatalities in Puerto Rico's streets.

## LEGISLATIVE UPDATE FROM OCTOBER 1<sup>ST</sup>, 2020 TO SEPTEMBER 30<sup>TH</sup>, 2021

- ★ **Law No. 143 - October 27, 2020:** To amend Articles 3.14 and 3.24 of Public Law 22-2000, as amended, known as the "Puerto Rico Vehicle and Traffic Law", in order to extend the term to request the renewal of the driver's license and the validity of the identification card to eight (8) years; and for other related purposes.
- ★ **Law No. 17 - July 29, 2021:** To amend Section 23.05, subsection (1) of Public Law 22 of January 7, 2000, as amended, known as the "Puerto Rico Vehicle and Traffic Act"; for the purpose of ordering the Secretary of Transportation and Public Works to ensure that the fines revoked by the Court are not included in the new vehicle license renewal document; establish responsibilities to the Department of Transportation and Public Works, the Department of the Treasury and the Administration of Courts; and for other purposes.
- ★ **Law No. 28 – August 24, 2021:** To amend Article 23.02 of Act 22-2000, as amended, known as the "Puerto Rico Vehicle and Traffic Law"; for the purposes of specifying the rights to pay for citizens who request an appointment on the web page to renew their driver's license in person at a CESCO, within a term of thirty (30) days, counted from the date of expiration of the validity of the license; to provide a refund to those citizens who, since July 1, 2020, have paid for the late renewal of the driver's license fee, when they have requested the appointment through the web page within the appropriate term of thirty (30) days from the expiration of the validity of the license; and for other related purposes.
- ★ **Law No. 30 – August 24, 2021:** To add a new Section 1.51, renumber current sections 1.51 to 1.126, amend Section 3.06 and amend Section 3.08 of Act 22-2000, as amended, known as the "Puerto Rico Vehicle and Traffic Law"; in order to define the term "significant physical impairment", extend to five (5) years the term of validity of the Learner's License for people with significant physical impairment; and for other related purposes.
- ★ **Law No. 49 – September 28, 2021:** To amend Article 23.05, add a new Chapter XXVI and the current Chapter XXVI as Chapter XXVII of Law 22-2000, as amended, known as the "Puerto Rico Vehicle and Traffic Law"; in order to

establish a statute of limitations for the collection of fines for infractions to the aforementioned Law; and for other related purposes.

## TRAFFIC SAFETY CORE PERFORMANCE MEASURES

Assessment of Results in Achieving Performance Targets for FY21 and FY20									
Performance Measure	FY 2021					FY 2020			
	Period	Target Year(s)	Target Value FY21 HSP	Data Source*/ FY 21 Progress Results	On Track to Meet FY21 Target Y/N ** (in-progress)	Target Value FY20 HSP	Target Year(s)	Data Source/ FY20 Final Result	Met FY20 Target Y/N
<b>C-1) Total Traffic Fatalities</b>	5 year	2017-2021	288.20	2016 – 2020 FARS 282	No, in 2021 the target is not met. YTD – 327 fatalities	292	2016-2020	2016 – 2020 FARS 282	Yes
<b>C-2) Serious Injuries in Traffic Crashes</b>	5 year	2017-2021	4,688.6	2016 – 2020 STATE Data Not Available	In-progress	3,983.0	2016-2020	2016 – 2020 STATE 4,212.8	No
<b>C-3) Fatalities/VMT</b>	5 year	2017-2021	1.915	2016 – 2020 FARS Data Not Available	In-progress	1.91	2016-2020	2016 – 2020 FARS Data Not Available	Data Not Available
For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY21 HSP.									
<b>C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions</b>	Annual	2021	77	2020 FARS 77	No, in 2021 the target is not met. YTD – 173 fatalities	76	2020	2020 FARS 77	No
<b>C-5) Alcohol-Impaired Driving Fatalities</b>	5 year	2017-2021	97.82	2016 – 2020 FARS 95	In-progress YTD – 64 fatalities	92	2020	2020 FARS 77	Yes
<b>C-6) Speeding-Related Fatalities</b>	5 year	2017-2021	89.20	2016 – 2020 FARS 84	No, in 2021 the target is not met. YTD – 99 fatalities	86	2016-2020	2016 – 2020 FARS 84	Yes



<b>C-7) Motorcyclist Fatalities (FARS)</b>	5 year	2017-2021	36.62	2016 – 2020 FARS 40	No, in 2021 the target is not met. YTD – 68 fatalities	38	2016-2020	2016 – 2020 FARS 40	No
<b>C-8) Unhelmeted Motorcyclist Fatalities</b>	5 year	2017-2021	23.24	2016 – 2020 FARS 25	No, in 2021 the target is not met. YTD – 39 fatalities	25	2016-2020	2016 – 2020 FARS 25	Yes
<b>C-9) Drivers Age 20 or Younger Involved in Fatal Crashes</b>	5 year	2017-2021	23.28	2016 – 2020 FARS 26	No, in 2021 the target is not met. YTD – 32 fatalities	27	2020	2020 FARS 22	Yes
<b>C-10) Pedestrian Fatalities</b>	5 year	2017-2021	95.01	2016 – 2020 FARS 93	In-progress YTD – 83 fatalities	94	2020	2020 FARS 63	Yes
<b>C-11) Bicyclist Fatalities</b>	5 year	2017-2021	9.76	2016 – 2020 FARS 9	No, in 2021 the target is not met. YTD – 12 fatalities	9	2020	2020 FARS 9	Yes
<b>B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)</b>	Annual	2021	89.00	State survey/ 88.24	No, in 2021 the seat belt use rate is 88.24%	87.00	2020	State survey/ 84.75	No
<b>C-12) Youth Impaired Driving Fatalities (16-24 years old)</b>	5 year	2017-2021	19.80	2016 – 2020 State 20.2	In-progress YTD – 11 fatalities	19	2016-2020	2016 – 2020 State 20.2	No
<b>C-13) Drug-Impaired Driving screening test conducted</b>	Annual	2021	100.00	2021 State 0.00	No	For FY 20 this target was not contemplated.			



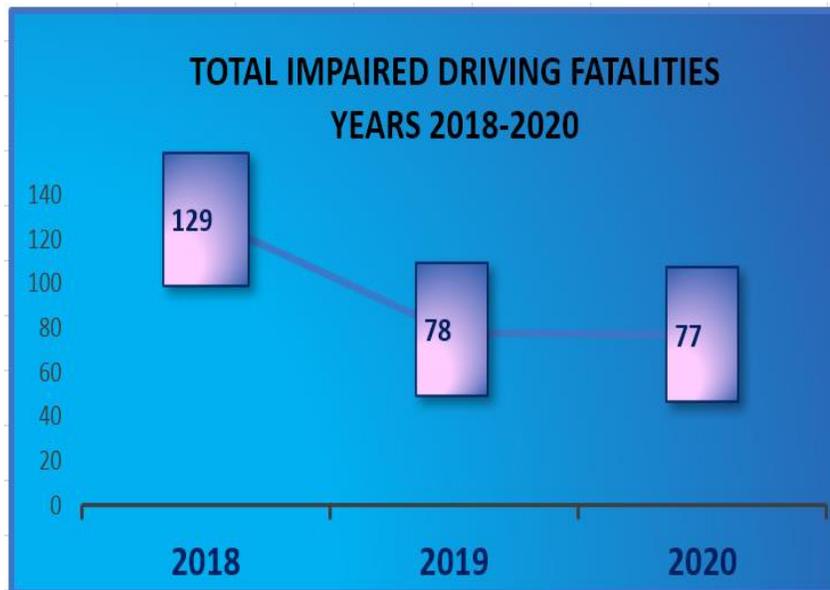
<b>B-2) Percentage of people that reported making cell phone calls while driving. (State Survey)</b>	Annual	2021	66.50	State survey/ 70.3	No, in 2021 the people that reported making cell phone calls while driving is 70.3%	For FY 20 this survey was not conducted.
<b>Areas tracked but with no targets set</b>						
<b>Grant Funded Activity Measures</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	
Seat Belt Citations	59,219	21,801	31,364	12,753	29,451	
DWI Arrests	2,657	2,103	1,922	834	435	
Speeding Citations	24,088	13,743	23,666	16,699	20,474	

## PROGRAM AREAS

### PROGRAM AREA: IMPAIRED DRIVING

#### PROBLEM STATEMENT

According to NHTSA Fatality Analysis Reporting System, FARS, in 2020, seventy-seven (77) alcohol impaired driving fatalities occurred. This indicates a 40% decrease from 2018.



- ★ Gender data analysis for impaired driving fatalities for the three-year period shows an average of 93% of male fatalities and 7% female fatalities.
- ★ Analysis by age group for the three-year period shows that 54% of impaired driving fatalities were in age group 25-49, 18% in age groups 50+ and 20% in age group 16-24. Older drivers 63+ years old and older reported 8% of total impaired driving fatalities.
- ★ On the three-year period, 76% of impaired driving fatalities occurred at nighttime from 6:01PM to 6:00 AM.
- ★ When analyzing data of impaired driving fatalities, by day of the week, it shows that Sunday reported the highest average of fatalities for the 3-year period with 37%, followed by Saturday with 23% and Friday with 14%.
- ★ Impaired driving fatalities by month, for this three-year period: December registered the highest ID deaths with 15%, July and January reported 11% each, and June and November reported 9% each. Summer months, June, July and August, accounted for 27% of total impaired driving fatalities.

Other relevant information regarding the three-year period impaired driving fatalities:

- ★ 71% were drivers and 29% motorcyclists.
- ★ 91% had a BAC of .08%+.
- ★ 71% of impaired drivers killed were unrestrained.
- ★ 86% of impaired motorcycle riders killed were un-helmeted.
- ★ 54% alcohol impaired driving fatalities also presented a speeding factor.

## PERFORMANCE MEASURES

- ★ **C-5) To decrease the five-year moving average of number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 4.7 percent from 102.40 in 2017 to 97.82 in 2021.** – Based on the latest crash data from NHTSA FARS database for year 2020, target was achieved; alcohol-impaired driving fatalities in 2020 were 77.
- ★ **C-13) To increase the number of drug-impaired driving screening test conducted from 0 in 2018 to 100 in 2021.** - For FFY 2021 this target was not achieved. However, we hope to achieve it by fiscal year 2022 with the efforts of the PRPD and the Forensic Sciences Institute.

## PLANNED ACTIVITY

**21-01-72**

### PUERTO RICO DEPARTMENT OF HEALTH – ALCOHOL TOXICOLOGY LAB

For FFY 2021, Project completed the contracting and hiring of staff, including the legal consultant which has been of great benefits for develop of the project.

For the first semester of fiscal year 2021, government performed much of their duties remotely, however the lab continued to operate.

Project activities such as preparing chemical solutions and determining performance in all measuring instruments, proficiency samples, monthly calibration of intoxilyzers were conducted, blood samples analyzed, chemists attended courts as key witnesses on alcohol impaired driving cases. Project was able to achieve objectives.

<b>Alcohol Toxicology Lab</b>	
<b>FY 2021 Quantitative Performance</b>	
Blood Samples Analyzed	520
District and Superior Courts Appearances	625
Intoxilyzers 9000 Verification and Calibration	715
Alcohol/BAC Testing Instrument Operator Certifications for Police Agents	448



## 21-01-77

### DRUG IMPAIRED DRIVING SCREENING LAB

Fiscal year 2021 brought a new set of challenges for the Institute of Forensic Science: chemists and labs were still performing COVID-19 assessments. A new management, budget constraints imposed by the Budget Oversight Board, administrative concerns, and bureaucracy obstacles. Specialized staff salaries are not competitive, and a supervisor/chemist was contracted in February 2021, but only lasted until June 2021. Project hired another one by the end of FY 2021.

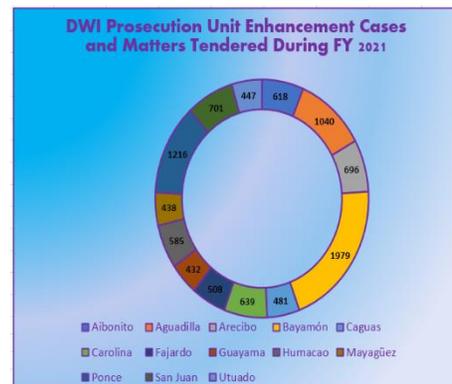
After many meetings and discussions with PRTSC and agencies interested in this project; Bureau of Forensic Sciences, Department of Public Safety, PRPD, Department of Health, the Institute agreed to hire a Project manager who will be responsible to operate and develop the project in FY 2022.

## 21-01-06

### PUERTO RICO DEPARTMENT OF JUSTICE-IMPAIRED DRIVING PROSECUTION UNIT



During FY 2021, DWI special prosecutors worked 9,780 cases and matters directly related to cases such as: consultations with the police officers who intervene with the accused, crash scene investigations, authorizations for the filing of criminal charges, preparation of discovery of evidence, answers to motions for discovery of evidence, suppression of evidence, witnesses interviews, and any other motion, preliminary hearings, hearings to suppress evidence, trials and readings of sentences. In addition, the auxiliaries conducted 15,748 tasks regarding DWI case management such as preparation of files, filing of documents to the court, creating digital files in the Integrated Criminal Record, file of motions, orders and sentences, preparation of documents as part of Rule 95, search, and file of records for the Courtrooms.



TSRP & Project Director provided 29 trainings for police officers and FIESTA Projects, 9 trainings for prosecutors, attended 50 meetings, kept up to date all administrative tasks and requirements.

Project Impaired Driving Prosecution Unit Enhancement was recognized with the Peter O'Rourke Special Achievement Award during GHSA 2021 Highway Safety Awards Luncheon.



## 21-01-13 IMPAIRED DRIVING COORDINATOR – PRISCILLA TORRES



PRISCILLA TORRES Impaired Driving Program Coordinators promoted impaired driving activities among PRPD, Municipal Police, and FIESTA Projects and other agencies and stakeholders. Coordinators continued to participate in the SHSP committee and the impaired driving emphasis area.

First semester of FFY 2021, both in office and remotely working as usual: closing FFY 2020 and opening FFY 2021. Meetings were held, Impaired Driving Mobilizations for Thanksgiving and Winter Holidays period were conducted, Annual Report 2020 was completed, and a very special emphasis and time was provided to coordinate dates for the first SFST training.

Starting in March 2021, all PRISCILLA TORRES staff was instructed to work at the office. Coordinator worked hand on hand with Federal Program Manager to ensure HSP 2022 and 405 grants were written and timely submitted.

Several meetings with PRPD and Municipal Police were conducted through the year; operational plans for overtime campaigns were written, 15 performance reports were prepared for mobilization worked. Overtime time sheets of municipal agents were revised with the Law Enforcement Liaisons (LEL). Project 24 proposals for FY 2022 were revised, rejected or recommended and technical assistance was



provided to projects; 41 quarterly performance reports and 19 annual reports were evaluated and over 35 detailed plan changes. The coordinator worked closely with LEL and FP Manager to identify issues and decision making. Meetings and discussions were conducted with PRSC Communications and Public Relations staff to aid in events coordination and impaired driving creative media design.

On September 2022, Impaired Driving Coordinator participated of GHSA 2021 Conference in Denver.



## 21-01-25 IMPAIRED DRIVING MEDIA SURVEY

The project conducted the Drunk Driving Aptitude Survey from February 18<sup>th</sup> to March 31<sup>st</sup> , 2021, after the Winter Holidays Impaired Driving Campaign.

A sample of 500 participants was selected: 221 men and 279 women with current driving licenses. Some facts that the survey showed:

- ★ 100% of the sample indicated that in the past 12 months they have not been arrested for driving under the influence of alcohol.
- ★ 65.8% of the sample accepted that they drive to get to work.
- ★ 45.4% of the participants in the sample indicated that they consume alcoholic beverages.
- ★ 91.8% of the sample know what a designated driver is.
- ★ 84% of the sample participants understand that it is highly probable or probable that a person will be arrested for driving under the influence of alcohol in Puerto Rico.

**21-01-71  
SFST PROGRAM COORDINATOR**

The gradual opening of the government and the stability of the different agencies, the project was able to begin this FFY 2021 its action plan to achieve the target and objectives approved in the proposal.

Meetings were held with personnel from the following agencies: Department of Health, Administration of Courts, PRPD, Department of Justice, and Bureau of Forensic Sciences

<b>July 2021</b>						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
24 Hour "DWI Detection and Standardized Field Sobriety Testing (SFST)" for 31 students (23 police officers, 7 prosecutors' members of DUI Special Unit, 1 judge)						
11	12	13	14	15	16	17
40-Hour "DWI Detection and Standardized Field Sobriety Testing (SFST) Instructor Development" for 14 students (6 police officers, the same 7 prosecutors, members of the Special Unit)						
18	19	20	21	22	23	24
24-Hour "DWI Detection and Standardized Field Sobriety Testing (SFST)" for 27 students (20 officers, 8 prosecutors members of the Special Unit)			8-Hour "Prosecuting the Impaired Driver" for 10 Judges		8-Hour "Prosecuting the Impaired Driver" and 10 Toxicologists 20 Prosecutors	
25	26	27	28	29	30	31



At the beginning of the first quarter, the SFST coordinator Lt. Héctor Estrada, returned to his position in the Police Department due to personal reasons. Fortunately, legal advisor, Ms. Ramírez, accepted to be Project Manager.

<b>First SFST Training July 7th -23rd , 2021</b>	
State Police Officers	<b>43</b>
DUI Unit Specialized Prosecutors	<b>15</b>
State Police and Specialized Prosecutors trained as SFST Instructors	<b>13</b>
Regular Prosecutors	<b>15</b>
Forensic Science Chemists	<b>2</b>
Department of Health Techs and Chemists	<b>5</b>
Judges	<b>10</b>
<b>Total</b>	<b>103</b>

Since the beginning of the quarter and since Ms. Ramirez took over the coordination of the project, she was able to coordinate logistics, contractual services and a schedule of trainings with IPTM staff. Mr. José Colón and Dan Marquith were appointed as bilingual trainers to work with Puerto Rico. At last, SFST trainings were conducted from July 7<sup>th</sup> to 23<sup>rd</sup>, 2021.

During the first three days session, 23 law enforcement officers and 7 prosecutors and 1 judge were trained. Of these, 6 agents were selected to be trained as



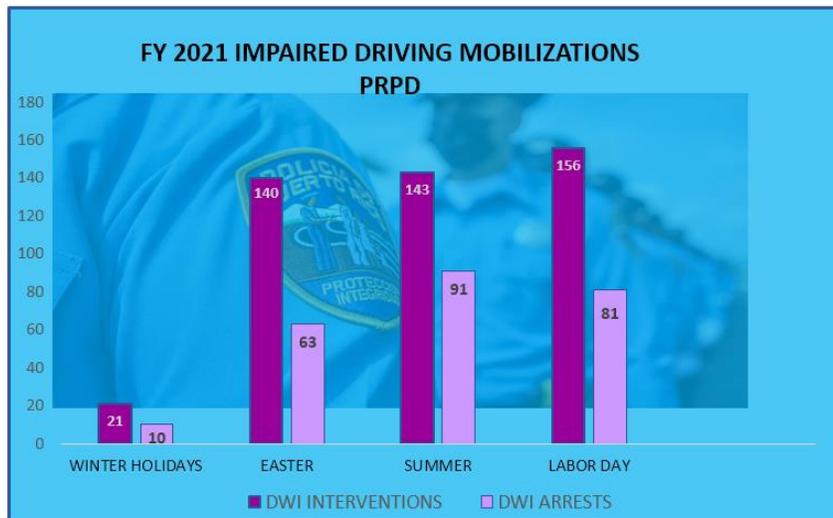
instructors and the 7 prosecutors. The second session was from July 12<sup>th</sup> – 16<sup>th</sup>, 2021.

For the first session, Judge Pérez Ocasio from the San Juan Superior Court, participated of the training which prove to be an excellent component. Three one day sessions were held for chemists, toxicologists, regular prosecutors and judges.

By the end of FY 2021, some minor corrections were being address in regulations concerning blood samples chain of custody upon receipt of the sample at the Institute of Forensic Sciences.



**21-01-01  
IMPAIRED DRIVING OVERTIME ENFORCEMENT**



- ★ **Winter Holidays/Christmas - started on December 11<sup>th</sup>- 17<sup>th</sup>, 2020.**  
On December 11<sup>th</sup>, PRPD traffic units began law enforcement activities began that were abruptly interrupted on December 17<sup>th</sup>, 2020, due to multiple complaints from citizens who reported to the media that they were

being fined for not wearing masks in their vehicles. The Honorable Judge Gustavo Gelpí gave the order to suspend the roadblocks until the investigation was completed. Given the circumstances, the PRPD decided to cancel the rest of the mobilization and remained at the regular 12-hour shifts. If a drunk driver was identified, it would proceed with the proper intervention and arrest. It is important to emphasize that for this mobilization there were no projections, neither of interventions nor of arrests, of drunk drivers. Proactive patrolling and blockades were agreed. Traffic Police worked 6 nights, made 20 checkpoints gave 5,031 tickets and 10 DWI arrests.

★ **Easter 2021 - started on March 26<sup>th</sup> to April 4<sup>th</sup>, 2021.**

Traffic Police worked 9 nights for a total of 390 overtime hours gave 140 tickets and 63 DWI arrests.

★ **Summer 2021 - started on March 26<sup>th</sup> to April 4<sup>th</sup>, 2021.**

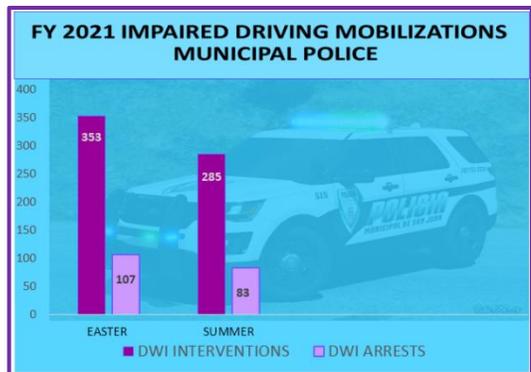
Traffic Police worked 9 nights for a total of 624 overtime hours gave 549 tickets and 91 DWI arrests.

★ **Labor Day 2021 - started on August 26<sup>th</sup> to September 7<sup>th</sup> 2021.**

Traffic Police worked 12 nights for a total of 472 overtime hours gave 425 tickets and 81 DWI arrests.

**21-01-XX  
IMPAIRED DRIVING OVERTIME ENFORCEMENT**

Municipal Police corps have been severely affected by the pandemic. Until vaccination started almost no municipality allowed their local police to engage in any mobilization or campaign during 2021. This was observed during FY 2021 since only 8 Municipal Police participated in two (2) impaired driving overtime mobilizations; Easter and Summer. In addition, Municipalities in general have been struggling with a precarious finance limiting their enforcement hours. A total of 190 impaired driving arrests were made.



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**21-01-67****VICTIMS IMPACT PANEL FOR DWI OFFENDERS**

During FY 2021 Project continued to provide panel sessions to all referrals by the courts. Project conducted 25 panel sessions reaching 86 participants in its centers located at San Juan, Ponce, Mayagüez, Moca and Arecibo.

To aid in the P&E of drunk driving recidivism, project contracted a production agency, and four testimonials were filmed, a complete drunk driving victim's story and one explaining the consequences of drinking alcohol and driving. These videos are very useful when panelists are unable to attend sessions or for group awareness.

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**21-01-80****CONSCIENCE WHILE DRIVING**

It was not developed during FFY 2021 due to executive orders to maintain close alcohol beverage vendors to control COVID-19. Project strategies required visiting alcohol vendors.

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**21-01-79****PROMOTING ALCOHOL RETAILING PRACTICES**

It was not developed during FFY 2021 due to executive orders to maintain close alcohol beverage vendors to control COVID-19. Project strategies required visiting alcohol vendors.

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**PRTSC DWI PREVENTION ACTIVITIES**

Almost all prevention activities were conducted through mass and social media. During high alcohol consumption periods such as: Halloween night, Thanksgiving, Winter Holidays, , Summer and Labor Day. PRTSC participated in 20 mass activities reaching approximately 15,700 people with the DWI prevention message. fiscal review

## FISCAL REVIEW

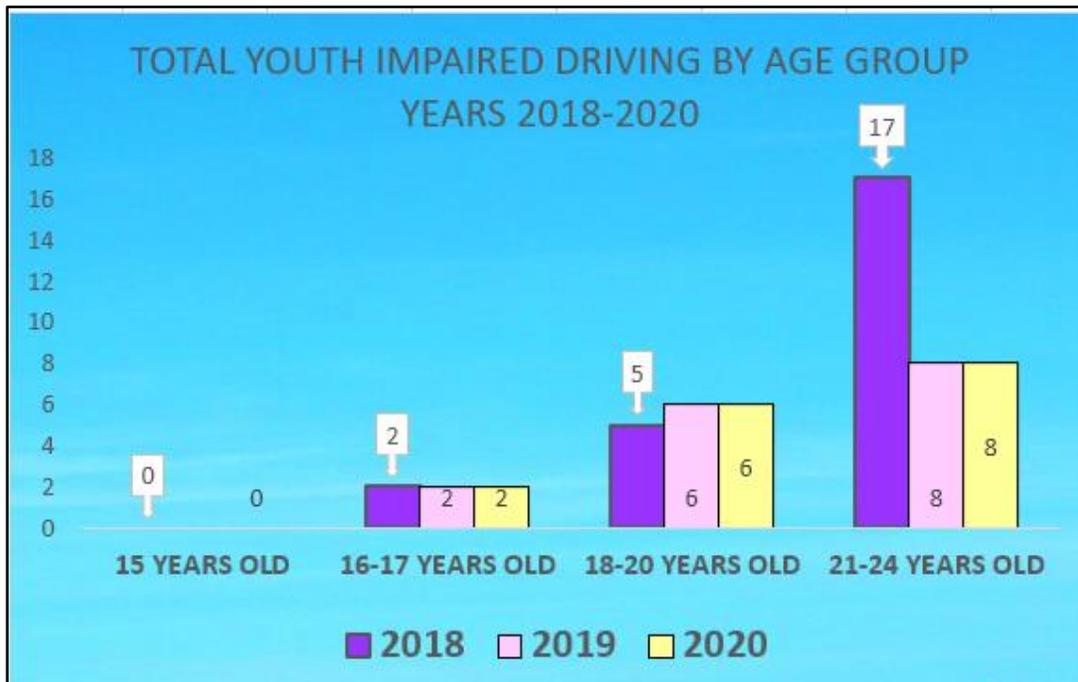
Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
21-01-01	DWI Patrol Unit - 0101	Pol de PR - 10	449,789.00	100,140.17	349,648.83
21-01-06	DWI Prosecutor Unit - 0106	Dep Justicia - 16	910,000.00	711,742.75	198,257.25
21-01-13	ID Coordinator - 0113	CST - 00	144,574.00	94,692.05	49,881.95
21-01-25	ID Survey - 0125	CST - 00	13,500.00	13,500.00	-
21-01-27	TE ID Arecibo - 0127	Arecibo - 116	5,110.00	4,840.56	269.44
21-01-28	TE ID Bayamon - 0128	Bayamon - 011	9,941.17	9,941.17	-
21-01-36	TE ID Guaynabo - 0136	Guaynabo - 305	21,763.08	20,402.89	1,360.19
21-01-47	TE ID San Juan - 0147	San Juan - 098	32,308.77	32,213.39	95.38
21-01-53	TE ID Yauco - 0153	Yauco - 105	5,709.45	5,373.60	335.85
21-01-67	Panel de Impacto a Victimas - 0167	ASSMCA - 122	105,258.88	84,195.00	21,063.88
21-01-71	SFST - 0171	CST - 00	120,700.00	113,376.00	7,324.00
21-01-72	Alcohol Toxicology Lab - 0172	Depto Salud - 18	350,000.00	289,388.12	60,611.88
21-01-77	Drug ID Screening Lab - 0177	ICF - 36	278,374.46	-	278,374.46
<b>Total 01 - Impaired Driving</b>			<b>\$ 2,447,028.81</b>	<b>\$ 1,479,805.70</b>	<b>\$ 967,223.11</b>



## PROGRAM AREA: YOUTH IMPAIRED DRIVING

### PROBLEM STATEMENT

According to FARS as of November 2021, sixteen (16) youth impaired driving fatalities for age group 15-24 years old were reported in year 2020. This is the same amount of youth impaired driving fatalities as 2019 and represents a decrease of 30% in comparison to 2018.



Alcohol consumption and driving under the influence is one of the leading causes of death among young people in our country.

College students have a high prevalence of alcohol consumption. Said consumption is based on the portrayed idealization of socialization, and the self-assertion of independence since young people first experience a moment of autonomy at this stage of their lives. College students have higher binge-drinking rates and a higher incidence of driving under the influence of alcohol than their noncollege peers.

For the three-year period from 2018-2020, Youth Impaired Driving Fatalities profile shows:

- ★ Gender data analysis for youth impaired driving fatalities for the three-year period shows an average of 87% of male fatalities and 13% female fatalities.



- ★ Analysis by age group for the three-year period shows that 59% of youth impaired driving fatalities were in age group 21-24 and 41% age group 16-20. Zero impaired driving fatalities were reported among 15 years old drivers.
- ★ For the three-year period, 79% of youth impaired driving fatalities occurred at nighttime from 6:00PM to 6:00AM. Nighttime continues to be a dangerous period for drunk drivers and other road users.
- ★ Alcohol impaired driving fatalities, by day of the week, it shows that Sunday reported the highest average of fatalities for the 3-year period with 46%, followed by Friday and Saturday with 19% each.
- ★ Youth impaired driving fatalities by month, for this three-year period, some peaks are noticed: December 13%, June, September, October, and November with 11% each. Summer months, June, July and August, accounted for 25% of total youth impaired driving fatalities.
- ★ Other relevant information regarding the three-year period and youth impaired driving fatalities:
  - ★ 66% were drivers and 34% motorcyclists.
  - ★ 80% had a BAC of .08%+.
  - ★ 78% of youth impaired drivers killed were unrestrained.
  - ★ 74% of impaired motorcycle riders killed were un-helmeted.
  - ★ 67% alcohol impaired driving fatalities also presented a speeding factor.

## PERFORMANCE MEASURES

- ★ **C-12) To decrease the five-year moving average of the number of youth impaired driving fatalities in 10.80 percent from 22.20 in 2017 to 19.80 by December 31, in 2021.** - Based on the latest crash data from NHTSA FARS database for year 2020 the target was achieved; youth impaired driving fatalities range from 24 in 2018 to 16 in 2020. However, preliminary data for the year 2021 report a total of 11 youth impaired driving fatalities.
- ★ **C-5) To decrease the five-year moving average of number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 4.7 percent from 102.40 in 2017 to 97.82 in 2021.** – Based on the latest crash data from NHTSA FARS database for year 2020, target was achieved; alcohol-impaired driving fatalities in 2020 were 77.

## PROJECTS

### PRTSC YOUTH DWI PREVENTION ACTIVITIES

1. Las Fiestas de la Calle San Sebastián (SANSE). Due to the COVID-19 Pandemic the festivities were transformed to a weekend of virtual shows. The DWI prevention and education campaign was posted through social media 6,690 impressions.
2. 2021 Justas Interuniversitarias LAI, the biggest college sports competition was cancelled due to the COVID-19 Pandemic. However, the PRTSC and its projects conducted several DWI P&E activities in minor scale during Spring 2021.
3. PRTSC participated in 25 massive events reaching 24,400 people.



## PLANNED ACTIVITY

### FIESTA COLLEGE PROJECTS (FACILITATORS-INSTRUCTORS IN ALCOHOL & TRAFFIC SAFETY)

During FY 2021, PRTSC had 9 FIESTA Projects. Their mission was to educate college campuses students and youngsters throughout the island to prevent alcohol consumption and DWI crashes. The target of these projects are teenagers and college students from 16-24 years old. In addition, FIESTA-CREATIVO is a Project that serves an alcohol and drug rehabilitation Program and its families and communities.

Using a peer-to-peer approach, FIESTA Projects develop DWI awareness campaigns, distribute educational materials, provide orientations, conduct workshops, research and surveys related to alcohol impaired driving and youth.

Year 2021 continued to be a challenge due to the evolution of the COVID-19 pandemic. Colleges remain providing classes online and until August 2021 that



in person classes and services resumed. As difficult and challenging the year continued to be, during Fiscal Year 2021, projects conducted DWI educational activities both online and in person. Social media became the favorite channel to disseminate information since youth are extremely active users.

Special acknowledgments are in order to FIESTA Ponce, Católica, Río Piedras Aguadilla and Cayey: coordinators gave of their spare time to participate as



actors of the DWI youth prevention campaign filmed during late FFY 2021.

## 21-02-02

### FIESTA – UNIVERSITY OF PUERTO RICO- RÍO PIEDRAS CAMPUS

FIESTA- RIO PIEDRAS is located at the metropolitan area of San Juan. During FFY 2021 the project conducted approximately 66 DWI prevention education activities. Project meetings, online surveys, and workshops were offered using several platforms such as Facebook, Twitter, Instagram, Zoom, Google Meet, Team, You Tube. On these platforms, the project carried out approximately 2,310 activities targeting people 16-24 years old. The Project impacted directly approximately 27,000 young people and indirectly 87,000.



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## 21-02-05

### FIESTA- UNIVERSITY OF PUERTO RICO-MAYAGÜEZ CAMPUS

It was not developed during FY 2021. The proposal did not meet state and federal requirements for approval.

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## 21-02-10

### FIESTA- UNIVERSITY OF PUERTO RICO-CAYEY CAMPUS



FIESTA-Cayey is located at the central mountain range of the island. During FFY 2021 project conducted approximately 142. Project meetings, forums and workshops were offered using several platforms such as Facebook, Twitter, Instagram, Zoom, Google Meet, Team, You Tube. On these platforms, the project carried out approximately 355 activities targeting people 17-24 years old. The Project impacted directly approximately 51,000 young people and indirectly 70,000.

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## 21-02-14

### FIESTA- UNIVERSITY OF PUERTO RICO-PONCE CAMPUS

UPR-Ponce campus is located in Ponce at the south of the island. During FFY 2021 project conducted approximately 100 educational activities for the prevention of alcohol consumption and driving. Project meetings, forums and workshops were offered using several platforms such as Facebook, Twitter, Instagram, Zoom, Google Meet, Team, You Tube. On these platforms, the project carried out approximately 173 activities targeting people 16-24 years old. The project impacted directly approximately 37,300 young people and indirectly 112,000.



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**21-02-15**  
**FIESTA-CREATIVO**

Hogar CREA, Inc. is a non-profit organization that offers drug and alcohol addiction rehabilitation to people who voluntarily seek treatment or are referred by the courts. FIESTA Promoters are participants in the program. They are supervised and trained by a project coordinator to carry out alcohol and drunk driving awareness campaigns and educational workshops for CREA members, families, visitors, and neighboring communities in 6 districts of the island.

During FFY 2021 the project developed 1,682 educational activities related to alcohol and impaired driving prevention directly reaching 15,764 and indirectly to 47,292. Many activities were carried out in person, small groups, open spaces and physically distant, and several using the technology.

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**21-02-16**  
**FIESTA-PONTIFICAL CATHOLIC UNIVERSITY OF PUERTO RICO**

PUCPR is located in Ponce at the south of the island. During FFY 2021 the project conducted approximately 282 educational activities for the prevention of alcohol consumption and driving. Project meetings, forums and workshops were offered using several platforms such as Facebook, Twitter, Instagram, Zoom, Google Meet, Team, You Tube. On these platforms, the project carried out approximately 181 activities targeting people 16-24 years old. The project impacted directly approximately 20,800 young people and indirectly 62,000.



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**21-02-17**  
**FIESTA- UNIVERSITY OF PUERTO RICO-UTUADO CAMPUS**

FIESTA- Utuado is located at the center of the island in a very mountainous area. During FFY 2021 the project conducted approximately 175 activities. Project meetings and workshops were offered using several platforms such as Facebook, Twitter, Instagram, Zoom, Google Meet, Team, You Tube. On these platforms, the project carried out approximately 181 activities targeting people 16-24 years old. The project impacted directly approximately 25,000 young people and indirectly 75,000.



## 21-02-21

### FIESTA- UNIVERSITY OF PUERTO RICO- AGUADILLA CAMPUS

FIESTA-Aguadilla is located at the northwest side of the island. During fiscal year 2021 the project conducted approximately 298 DWI prevention and education activities. Project meetings, forums and workshops were offered using several platforms such as Facebook, Twitter, Instagram, Zoom, Google Meet, Team, You Tube. On these platforms, the project carried out approximately 217 activities targeting people 17-24 years old. The Project impacted directly approximately 50,000 young people and indirectly 75,000.



## 21-02-25

### FIESTA-PISTA – ANA G. MÉNDEZ UNIVERSITY-CUPEY CAMPUS

FIESTA-PISTA is located at the metropolitan area of San Juan and is a private college. During fiscal year 2021 project conducted approximately 70 DWI prevention and education activities. PISTA Project meetings and workshops were offered using several platforms such as Facebook, Twitter, Instagram, Zoom, Google Meet, Team, You Tube. On these platforms, the project carried out approximately 246 activities targeting people 16-24 years old. The project impacted directly approximately 4,000 young people and indirectly 12,000.

**FIESTA**

**Tips para mantenerse seguro en las carreteras**

Nuestro cerebro está en desarrollo hasta los 25 años. Ingerir alcohol durante la adolescencia podría definir quién eres como adulto

Está prohibido por ley que conduzcas con:

- Concentración de 0.02% de alcohol o más si tienes entre 18 a 20 años.
- Concentración de 0.02% de alcohol o más si tienes 21 años o más
- Contenido de alcohol en la sangre si eres menor de 18 años

**Transporte Alternos**

El transporte al tel no es una alternativa es real y eficiente. Coordina de antemano la hora de salida y tu hogar, así como a la hora de regreso, y utiliza las aplicaciones pertinentes o números de teléfono para estos fines

**Conductores Designados**

Es importante que antes de salir de tu casa, se designe a una persona que no beberá alcohol. Esta persona será la encargada de llevarte y regresarte sano y salvo en la carretera. Una vez ya tengas a ese conductor designado, debes tomar en cuenta la moderación de lo que vas a ingerir.

Síguenos en las redes sociales:

Instagram: pista.uagm | Facebook: P.I.S.T.A. | Twitter: pista\_uagm | TikTok: pista.uagm

PUERTO RICO  
**TRAFFIC SAFETY COMMISSION**

## 21-02-32

### POLI-FIESTA- POLYTECHNIC UNIVERSITY

POLI-FIESTA is located at the metropolitan area of San Juan. During FFY 2021 the project conducted approximately 90 DWI prevention and education activities. Project meetings and workshops were offered using several platforms such as Facebook, Twitter, Instagram, Zoom, Google Meet, Team, You Tube. On these platforms, the project carried out approximately 174 activities targeting people 16-24 years old. The Project impacted directly approximately 6,500 young people and indirectly 18,000.

## 21-02-34

### CHECK ID

It was not developed during FY 2021 due to executive orders to maintain close alcohol beverage vendors to control COVID-19. Project strategies required visiting alcohol vendors.

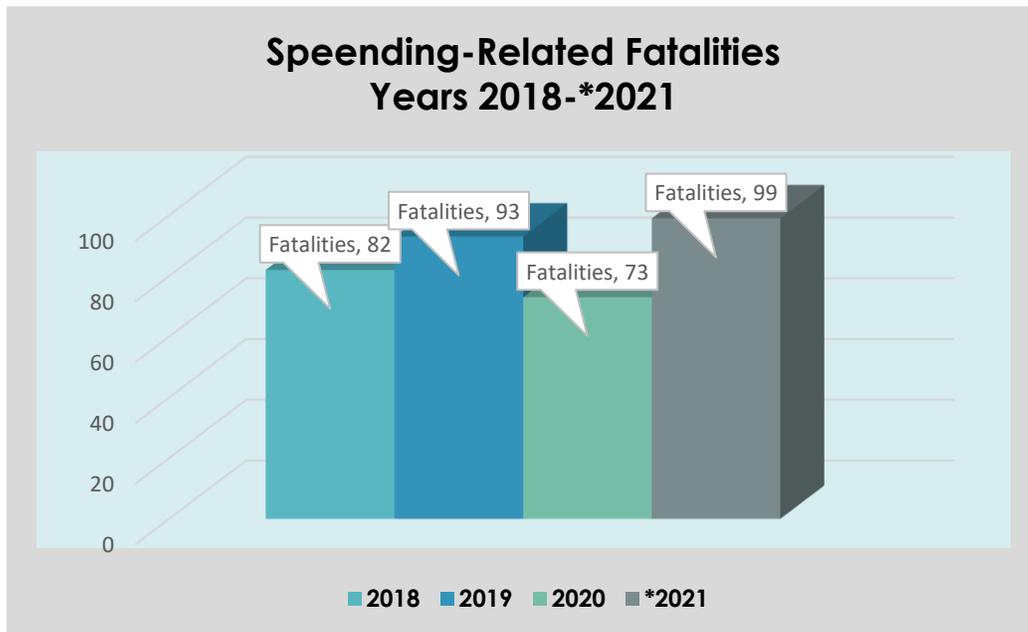
## FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
21-02-02	fiesta UPR Rio Piedras - 0202	UPR Rio Piedras - 24	134,810.00	101,885.78	32,924.22
21-02-10	FIESTA UPR Cayey - 0210	UPR Cayey - 120	73,254.00	44,738.55	28,515.45
21-02-14	FIESTA upr ponce - 0214	UPR Ponce - 114	76,810.00	73,274.05	3,535.95
21-02-15	fiesta crea - 0215	hog. Crea - 129	78,715.00	77,452.51	1,262.49
21-02-16	Catolica Ponce - 0216	catolica ponce - 33	105,066.51	73,197.50	31,869.01
21-02-17	UPR utuado - 0217	UPR Utuado - 23	70,240.20	45,240.68	24,999.52
21-02-21	fiesta upr aguadilla - 0221	UPR Aguadilla - 29	90,312.00	63,746.48	26,565.52
21-02-25	PISTA - 0225	UMET - 225	56,058.40	31,666.91	24,391.49
21-02-32	Fiesta Univ Politecnica - 0232	Univ Politecnica - 232	47,318.00	32,436.02	14,881.98
<b>Total 02 - Youth Impaired Driving</b>			<b>\$ 732,584.11</b>	<b>\$ 543,638.48</b>	<b>\$ 188,945.63</b>

## PROGRAM AREA: POLICE TRAFFIC SERVICES

### PROBLEM STATEMENT

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



Speeding and aggressive driving continue to be a main traffic safety concern. In 2020, speeding was a major factor with 73 fatalities; equivalent to 30% of total fatalities reported. This reflects 20 fatalities less when compared to speed-related fatalities reported in 2019. During fiscal year 2021 there have been 99 speed-related fatalities.

PRTSC's has the vicarious responsibility of implementing strategic plans with the premise of reducing traffic fatalities in Puerto Rico. These efforts are a multi-agency task, which includes agencies such as the Puerto Rico Police Department (PRPD), Municipal Police, Automobile Accident Compensation Administration (PRAACA), Puerto Rico Department of Transportation and Public Works (PRDTOP), Puerto Rico Highway and Transportation Authority (PRHTA) and PRTSC, among others.

As part of these plans, during FYY 2021, PRTSC's Police Traffic Services Program granted funds to 30 Municipal Police Corps and the Puerto Rico Police



Department (PRPD) with 19 transit units to work in high visibility enforcement and overtime patrol with the purpose of intervening with drivers in violation of Law 22, emphasizing on speeding, alcohol impaired driving, and occupant protection enforcements. The payment of overtime hours has been an additional incentive for police officers committed to the application of law and safety maintenance on our roads.

Also, trainings conducted by PRPD, 20 trainings for 221 police officers, more trainings couldn't be provided this year for state police officers and municipal officers because of the situation of COVID-19 pandemic. Those trainings included patrol techniques, alcohol, and radar and photometer equipment, among others, they will be calendarize for the next year. In addition, PRTSC LEL's and staff did not conduct any trainings due to the situation regarding overtime mobilizations for state traffic police and municipal police agents.

PRPD Law Enforcement Efforts							
YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
2017	93,697	5,096	4,225	92,189	1,670	47,217	202,649
2018	113,163	6,854	5,876	124,134	2,388	63,941	250,474
2019	63,129	3,354	2,877	61,929	1,424	33,543	352,848
2020	58,664	1,221	1,019	34,084	546	18,831	150,002
2021*	87,128	2,218	1,910	78,406	1,209	33,041	288,020

\*Preliminary Data for 2021

Municipal Police Efforts							
YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
2017	8,332	3,571	929	12,342	114	8,635	41,040
2018	9,187	3,578	1,176	16,344	152	10,964	30,106
2019	21,393	3,394	840	11,942	98	10,093	45,942
2020	12,844	1,139	308	12,732	125	19,699	24,640
2021*	16,862	228	190	8,112	98	7,297	33,247

\*Preliminary Data for 2021



Puerto Rico Police Department and Municipality Police have been demonstrating a decrease of traffic citations over the past years, which may be attributed to various factors. Due to Puerto Rico's fiscal situation, many police officers have been forced to migrate to other parts of the world looking for better opportunities and better salaries to support their families, reducing the number of officers patrolling the streets. Outdated and lack of proper equipment to carry out traffic interventions is also a determining factor. Lastly, the police force has also suffered a reduction of personnel caused by the retirement of a considerable number of officers, and the difficulty the department has had to recruit new members due also to the high number of citizens migrating. The different municipalities have also the same problem recruiting Municipality Police Officers due to the fiscal situation of the government of Puerto Rico and the different municipalities. Also, Puerto Rico when thru a mayor earthquake during January 2020 and after that the COVID-19 pandemic, that impact the enforcement putting the police officers in risk of contagious, even with that they maintain day to day enforcement and mobilizations participation.

## PERFORMANCE MEASURE

- ★ **C-6) To decrease the five-year moving average of the number of speeding-related fatalities in 19.78 percent from 111.20 in 2017 to 89.20 in 2021.** – *Based on the latest crash data from NHTSA FARS database for 5-year moving 2016-2020, the target achieved; speeding-related fatalities from 93 2015-2019 to 84 in 2016-2020. However, preliminary data for 2021 reports a total of 99 speeding-related fatalities.*

## PLANNED ACTIVITY

**21-03-78**

### **TRAFFIC ENFORCEMENT COORDINATOR**

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

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



encourage, routine day to day enforcement was used for public perception on the risk of apprehension.

The primary target of the Speed and Aggressive driving coordinator is to make sure the efficient use of all the resources to obtain better strategies to be implanting to get a reduction in fatalities for Speed and Aggressive driving behavior. LEL's has been supervising and coordinating all the mini grants for the mobilizations and purchase of equipment for Puerto Rico Police Department and Municipality Police.

Before the Speed Enforcement Mobilization, the Program Coordinator held internal meetings with the Law Enforcement Liaisons (LEL's) to discuss all documents and reports to be submitted. No meeting was held with the Municipal Polices, as the COVID-19 pandemic, made this impossible.

The PTS Coordinator prepared the operational plan for the Speed Enforcement Mobilization that the PRTSC worked on with the PRPD and Municipal Polices. Also, compiled and saved all records and statistics of the speed mobilization. It made follow-up visits to the various agencies, which worked on the mobilization.

Coordinated and worked with the Communications Area of the PRTSC to produce the educational material needed to convey the safety message and continue the education and enforcement of speeding and aggressive driving. Participated in meetings, webinars and trainings as required. In addition, he worked with the Police Traffic Services and Motorcycle Safety module for problem identification, HSP FFY 2022 and Annual Report FFY 2021.

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### **21-03-03**

#### **LAW ENFORCEMENT LIAISON**

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

- ★ Participated in monthly meetings with PRTSC personnel to discuss work plans related to State and Municipal Police, verify applications, and offer advice regarding law and order, and problem areas.
- ★ Actively participated in meetings to improve forms and data gathering.
- ★ LEL's visited Municipal Police to offer advice related to mobilization paperwork, enforcement techniques, and requirements. Also, time sheets were intervened and evaluated.



- ★ Assist the PRTSC staff in the evaluation of all equipment acquired for State and Municipal Police.
- ★ Conducted approximately 473 field visits to different State and Municipal Police.
- ★ Participated in webinars offered by NHTSA and some other organizations.

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## **21-03-XX**

### **SPEED ENFORCEMENT MOBILIZATION STATE AND MUNICIPAL POLICE**

Despite the great challenges we have faced due to the COVID-19 pandemic that still going on, we managed to carry out the Speed Enforcement Mobilization. This was carried out from May 3 to May 16, 2021. With a total of 30 Municipal Police participating, and the Traffic Bureau Police Department of Puerto Rico. In addition, for the second year they used the handheld moving radars and fixed patrol unit radars that were purchased with federal funds last year. During the mobilization, a total of 20,474 speeding tickets were issued, exceeding the number of tickets issued last year.

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## **21-03-00**

### **SPEED AND AGGRESSIVE DRIVING MEDIA SURVEY**

From July 6, 2021, to August 1, 2021, a survey was conducted to evaluate the 2021 Speed and Aggressive Campaign.

The final report was received and some of the results are the following:

- ★ The methodology used was a telephone survey, in which residents of Puerto Rico over 16 years old with an active license participated. Based on the selected sample type, the estimated sampling error is + 4.4% with the confidence level of 95%.
- ★ The gender distribution of the sample consisted of 252 males (50.4%) and 248 females (49.6%). The median age of the sample was 49 years, the average 49 years, the youngest participant was 16 old and the oldest was 93 years old.
- ★ On weekdays, two out of three participants (63.6%) drive to work, follow by "shopping" (43.8%), while one out of three go to "medical appointments". On weekends, the most frequent driving activity is "Entertainment" (47%), while "work" drops to 12.8% "Visiting family and friends" and "shopping" was done on weekends by four of every 10 participants.
- ★ Three out of ten participants (31.6%) remember seeing, reading, or hearing something about the Puerto Rico Police Department officers



giving fines to drivers who were speeding. However, 85% did not remember seeing, reading, or hearing any messages of a campaigns regarding driving above the speed limit on the roads of Puerto Rico. No significant statistical difference was found by gender or age, and participants remembering seeing, reading, or hearing anything about the Puerto Rico Police Department officers giving fines to drivers who were speeding.

## FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
21-03-00	Speed, Aggressive and DD Survey - 0300	CST - 00	13,500.00	13,500.00	-
21-03-03	LEL - 0303	CST - 00	135,800.00	124,800.00	11,000.00
21-03-04	TE Speed - 0304	San Juan - 098	16,292.42	14,410.22	1,882.20
21-03-05	TE Speed - 0305	Guaynabo - 305	21,938.83	18,098.73	3,840.10
21-03-06	TE Speed - 0306	Toa Baja - 154	8,188.06	7,650.74	537.32
21-03-08	TE Speed - 0308	Cidra - 135	3,438.71	3,171.84	266.87
21-03-09	TE Speed - 0309	Bayamon - 011	11,377.39	7,386.62	3,990.77
21-03-10	TE Speed - 0310	Caguas - 66	7,241.87	6,596.68	645.19
21-03-12	TE Speed - 0312	Isabela - 84	8,446.82	5,430.14	3,016.68
21-03-13	TE Speed - 0313	Morovis - 313	4,076.99	3,240.27	836.72
21-03-15	TE Speed - 0315	Aguadilla - 157	5,965.44	4,481.00	1,484.44
21-03-17	TE Speed - 0317	Vega Baja - 88	4,061.12	3,879.38	181.74
21-03-19	TE Speed - 0319	Policia - 10	129,986.00	91,508.49	38,477.51
21-03-26	TE Speed - 0326	Carolina - 94	18,906.05	15,377.07	3,528.98
21-03-31	TE Speed - 0331	Moca - 112	2,690.60	2,205.16	485.44
21-03-33	TE Speed - 0333	Cataño - 145	8,610.71	6,160.26	2,450.45
21-03-39	TE Speed - 0339	Quebradillas - 104	1,772.10	1,626.86	145.24
21-03-40	TE Speed - 0340	Yauco - 105	4,232.97	3,872.25	360.72
21-03-45	TE Speed - 0345	Florida - 60	4,842.77	2,707.35	2,135.42
21-03-48	TE Speed - 0348	Hatillo - 115	4,248.00	4,048.60	199.40
21-03-55	TE Speed - 0355	Manati - 103	5,699.99	5,506.14	193.85
21-03-58	TE Speed - 0358	Cabo Rojo - 133	4,355.62	3,726.29	629.33
21-03-60	TE Speed - 0360	Ponce - 74	5,538.64	5,147.63	391.01
21-03-61	TE Speed - 0361	Ufuaado - 101	5,704.05	5,048.64	655.41
21-03-66	TE Speed - 0366	Naranjito - 629	2,185.67	1,649.96	535.71
21-03-71	TE Speed - 0371	Humacao - 125	2,298.36	1,978.30	320.06
21-03-74	TE Speed - 0374	Barceloneta - 126	10,776.91	8,489.18	2,287.73
21-03-78	TE Coordinator - 0378	CST - 00	41,609.00	37,089.78	4,519.22
21-03-80	TE Speed - 0380	Arecibo - 116	8,469.00	7,254.91	1,214.09
21-03-84	TE Speed - 0384	Salinas - 158	2,129.07	1,952.72	176.35
21-03-88	TE Speed - 0388	Camuy - 388	3,923.01	2,295.91	1,627.10
21-03-94	TE Speed - 0394	Corozal - 167	3,114.79	2,370.37	744.42
21-03-95	TE Speed - 0395	Guayama - 70	2,615.99	2,023.48	592.51
<b>Total 03 - Police Traffic Services</b>			<b>\$ 514,036.95</b>	<b>\$ 424,684.97</b>	<b>\$ 89,351.98</b>



## **PROGRAM AREA: PLANNING AND ADMINISTRATION**

### **PROBLEM STATEMENT**

The Puerto Rico Highway Safety Program is managed by the Puerto Rico Traffic Safety Commission. Our office's mission is to prepare the Highway Safety Plan (HSP) in which we expose and include the current problems that exist in road safety in Puerto Rico, while we seek solutions and alternatives that are viable and effective. In addition, we distribute the federal funds available for Puerto Rico among the Commonwealth Municipal and Private Agencies that qualify.

The mission of our Office is based on the prevention and reduction of deaths on the taxiways, in addition to avoiding injuries and property damage caused by traffic crashes. As strategies, we have established innovative educational campaigns and events with which it is intended to make the population aware of this problem. We also enforce the "High Visibility Traffic Law" with the help and collaboration of state and municipal police and implementing the Hazard elimination countermeasures.

The Puerto Rico Traffic Safety Commission is responsible for the Planning, Organization, Direction and Control the budget already approved in HSP by federal Government and is also in charge of the work carried out daily by our staff and the public and private agencies attached and recipients of money.

The Planning and Administration area achieved its objectives by prioritizing tasks and assigning resources, funds were used according to requirements and norms established. HSP was posted in PRTSC's webpage and an open convocation for proposals for traffic safety programs was posted in a newspaper of major circulation. The Planning area received 65 proposals, they were evaluated and approved a total of 60 highway safety programs, 10 Mobilizations with a total of 131 Mini-grants which had been identified and included in the 2021 HSP.

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

### **PERFORMANCE MEASURE**

During FFY 2021 continued implementation and policies and procedures through internal controls that provide effective and efficient financial operation, and evaluation of the road safety program and projects. Continuity and compliance with the Policies and Procedures Manual was provided.

## LEGISLATIVE TARGETS

We actively participate in the Puerto Rico legislative process by providing recommendations, presentations, and reports required by the Puerto Rico Legislature. Every day the laws become more severe against the irresponsible driver. Our office will continue to collaborate with the Puerto Rico 's Governor, Puerto Rico's Senate and House of Representatives, in an effort to impose more severe penalties especially for drivers who use the phone while driving (texting and talking), unauthorized drivers, and parents or guardians who do not use the car seat or used in bad way.

## PLANNED ACTIVITY

### **21-04-03 & 21-04-09 ADMINISTER PROGRAM**

In order to manage the Program efficiently, federal funds are used in a prudent manner, following both Federal and State regulations. The funds are used for the rental of equipment, purchase of office supplies, consulting services and external auditors. The funds are also used for the payment of the accounting system, budget consultants, IT systems consultant to keep the computerized system working efficiently, purchase of equipment in addition to the office supplies necessary to keep the program running also There may be other related expenses.

#### **Trainings, such as:**

- ★ Auxiliary Buyer in the Administration of Generals Serv.
- ★ Domestic Violence Training
- ★ Motivations and Actions Symposium
- ★ Expert Level Certificate in Preparation and Management of Federal Proposals
- ★ Psychological Aspects of Domestic Violence and Protocol
- ★ Act No. 106
- ★ Law No. 11 of 2006 Labor and Discrimination
- ★ Assertiveness and Resilience
- ★ Microsoft Teams
- ★ Assets Management and Public Property
- ★ Budget Planning
- ★ Ethics in work environmental



## Employment's mania protected against COVID19:

The Covid-19 Pandemic has been among us for almost 2 years, our Agency is already operating 100% with all the employment enforcement. But also in case that we have to reduce de presence of employees we are prepared to be able to do it remotely, fulfilling with the Executive Order of the Puerto Rico Government and with the CDC Federal Regulations.

We are remodeling the office and we are in the process of acquiring new equipment that are COVID-19 Pandemic and any viral decease Proof. Every employee received a Protection Kit against Covid-19 Pandemic also we reconditioned to promote social distancing in each workspace. These works are being done with funds assigned from the Coronavirus Relief Fund (CRF) Grant.

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

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### 21-04-02, 21-04-07 & 21-04-12 EVALUATE HSP TASKS

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

Summary of Operational and Fiscal Activities FFY 2021	Total
Worked Fund Petitions	1,022
Records Monitored	163
Field Visits	23
Worked Quarterly Reports	212
Reviewed Proposals	66

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**21-04-13 & 21-04-14ID**  
**FEDERAL PROGRAM MANAGER**

PRISCILLA Federal Program Manager had faced many challenges in FFY 2021. A new SHSO management, remote and on-site work, addressing staff health concerns and keeping deadlines.

Overseeing all traffic safety programs required organizing, managing, and supervising the activities and strategies of monitors, LEL, coordinators and speaking with financial office staff. In addition of keeping track of traffic patterns, trends, and emerging issues that affected traffic safety and maintaining strong communication ties with partners and stakeholders to implement countermeasures to address traffic problems. All these tasks in a daily basis...

FPM faced traffic safety challenges launching educational campaigns for SFST, alcohol impaired driving, youth alcohol impaired driving and speeding and aggressive driving. All scripts and depiction of police agents had to be approved by FPM and many changes were required to ensure proper educational traffic safety messages. These P&E efforts in conjunction with 10 overtime enforcement campaigns had allow PRISCILLA to maintain its proactive approach towards traffic safety among this difficult pandemic times. Our main goal had been to keep focus in traffic safety although much media and public attention had been COVID-19 pandemic.



The Federal Program Manager promoted the activities and strategies of Police Traffic Services, Occupant Protection, Non-Motorized, Impaired Driving, Traffic Records, Motorcycle Safety, SFST first training among State and Municipal Polices, Community Programs and FIESTA Projects. She engaged in several visits to new elected mayors to provide orientation about traffic safety countermeasure that can improve the quality of life in their municipalities.

Federal Program Manager had an active role among the committee working in the Strategic Highway Safety Plan, TR pre-assessment meetings and workplans, and Impaired Driving Task Force. She also participated of the regional meetings in GHSA 2021 in Denver.



We can proudly express that the Highway Safety Plan FY 2022 and the 405 grants were completed and submitted on time and the Annual Report 2021.

The Federal Program Manager reviewed quarterly reports, changes to the detailed plan, more than 65 project proposals for FY 2022, and provided technical assistance to projects and PRTSC management. Also, conducted meetings and discussions were conducted with PRTSC Communications and Public Relations staff.

**HOW THE PLANNED ACTIVITY CONTRIBUTED TO MEETING THE TARGET:**

PRTSC developed a comprehensive 2022 Highway Safety Plan and submitted it on July 1, 2021. HSP was approved by NHTSA on August 12, 2021. It complied with the requirements of 23 CFR Part 1300. This Plan included strategies and countermeasures that will help in our journey to achieve the projected traffic safety goals.

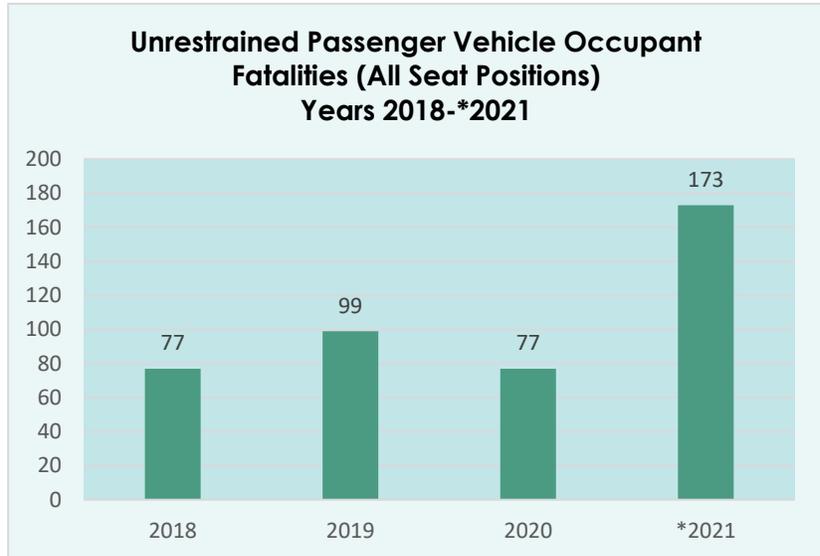
**FISCAL REVIEW**

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
21-04-02	Evaluate HSP task - 0402	CST - 00	45,069.00	41,382.47	3,686.53
21-04-03	Administer Program - 0403	CST - 00	114,865.04	59,010.18	55,854.86
21-04-07	Evaluate HSP - 0407	CST - 00	92,378.00	62,130.32	30,247.68
21-04-09	Administer - 0409	CST - 00	86,538.96	48,923.04	37,615.92
21-04-12	Evaluate HSP task - 0412	CST - 00	56,185.00	53,769.18	2,415.82
21-04-13	Federal Program Manager - 0413	CST - 00	68,640.00	34,945.09	33,694.91
21-04-14	Federal Program Manager - 0414	CST - 00	65,938.00	33,539.97	32,398.03
<b>Total 04 - Planning &amp; Administration</b>			<b>\$ 529,614.00</b>	<b>\$ 333,700.25</b>	<b>\$ 195,913.75</b>

## PROGRAM AREA: OCCUPANT PROTECTION

### PROBLEM STATEMENT

The Occupant Protection Program was designed to increase seat belt usage by educating the public about the proper use of seat belts and child restraint use, coupled with law enforcement efforts to enforce the occupant protection laws in Puerto Rico. In 2020, there were 77 unrestrained passenger vehicle fatalities. The number of unrestrained passenger fatalities in 2020 decreased compared to 2019. However, during the year 2021 we have had a significant increase in road fatalities due to unrestrained passenger vehicle occupant fatalities (all seat positions) with more than 170 fatalities.



During the FY 2021, the PRSC contracted a specialized firm to conduct an observational seat belt survey to determine usage rates for drivers and passengers of all seat position, using the new methodology approved by NHTSA on May 30, 2017, which includes local, primary, and secondary roads to be observed. Also, as part of the new methodology, the rural roads of the municipalities of the center of the island that were included in the sample of the study, are those not patrolled by the police because they concentrate their efforts on the high-crash roads, and these are not. It is likely that all these factors played a role in the recent numbers of the observational rate of 88.24%.

	2017	2018	2019	2020	2021
<b>Seat Belt</b>	87.9%	85.0%	88.3%	84.75%	88.24%
<b>Child Safety Seat</b>	82.3%	81.7%	93.5%	95.1%	90.2%



Child restraint seat usage reached 90.2% in 2021. 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.

Our 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. In 2021, the National CPST Certification Training Courses was no held, due to the measures taken and recommended by the COVID-19 pandemic. However, for FFY 2022 we will resume the course again.

## PERFORMANCE MEASURES

- ★ **C-4) To maintain the number of unrestrained passenger vehicle occupant fatalities number from the 2018 calendar year of 77 to 77 by December 31, 2021.** – Based on the latest crash data from NHTSA FARS database for year 2020; PRTSC met the target, with maintain unrestrained passenger vehicle fatalities from 77 in 2018 to 77 in 2021. However, preliminary data for the year 2021 report a total of 173 unrestrained passenger vehicle fatalities, this shows that the target wasn't met until 2021.
- ★ **B-1) To increase statewide observed seat belt use of front out board occupants in passenger vehicles 0.70 percentage from the 2019 calendar year usage rate of 88.30 percent to 89.00 percent by December 31, 2021.** – The Statewide Seat Belt Use Survey report for Puerto Rico for calendar year 2021 is 88.24%, this shows that the target wasn't met for the year 2021. However, the PRTSC will focus its efforts on enforcement and education to increase seat belt use. In addition, it will work with R2 – NHTSA on innovative strategies to achieve increased seat belt use.

## PLANNED ACTIVITY

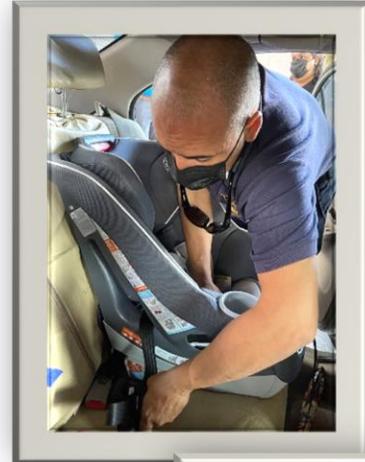
**21-05-43**

### **PR FIRE DEPARTMENT FITTING STATIONS – FITTING STATIONS**

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

#### **FFY 2021**

- ★ Orientations/Inspections in Fire Stations – **6,386**
- ★ Educational activities – **24**
- ★ Conferences - **6**
- ★ Interviews TV/Radio programs - **2**
- ★ Coordination and operation of checkup events – **8**
- ★ Participated in checkup events held by PRTSC – **12**



**21-05-27**

### **INCREASE CHILD PROTECTION & EDUCATION**

During FFY 2021, PRTSC conducted twelve (12) massive Child Safety Seat Checkpoints. The result, a total of 184 safety seats were inspected and certified by Child Safety Seat Technicians. One of these massive Child Safety Seat Checkpoint, was in September as National Seat Check in San Juan, a total of 14 safety seats were inspected and certified by Child Safety Seat Technicians, following the security protocols. For the FY 2021, 104 child safety seats were acquired to the loan program “Préstame un asiento” for low-income families.

For FFY 2021, PRTSC not conducted CPST certification training courses for certified new technicians. In Puerto Rico from the beginning of the COVID-19 Pandemic in 2020 at present, a Government of PR created Executive Orders have been issued to reduce the risk of transmission of COVID-19 Pandemic. The training courses to certify new CPST will be offered following the recommendations that Safe Kids gives.



### 21-05-03 OCCUPANT RESTRAINT COORDINATOR

The OP coordinator managed projects and tasks that had to do with occupant protection and distracted driving. As well, participated in mass activities taking along the message of prevention, use of seat belts and child restraint seats, and to avoid distracted driving. In addition, the coordinator had an active participation in the planning of the two (2) seat belt mobilizations and the Combined Mobilization. The OP Coordinator is a Certified Instructor and recertify and renew the licenses for tech's who expired for FY 2021. Also, during fiscal year 2021, she participated in the Occupant Protection emphasis area meeting of the Strategic Highway Safety Plan and in the National Child Passenger Safety Conference Kidz in Motion, in Madison Wisconsin.



21-05-29

### OCCUPANT PROTECTION OBSERVATIONAL SURVEYS

During the FFY 2021, PRTSC commissioned an independent agency to conduct an observational study related to safety belt use and the effects of educational campaigns. For this study, pre- and post- campaign observations were organized. The number of observations per segment was 100 vehicles, for a total of 6,800 observed vehicles and 8,611 occupants (6,800 drivers and 1,811 front passengers). This study concluded the overall seat belt use measure, combining drivers and passengers (once weights were applied as described in the sample design), to be an 88.24%, with a standard error of 1.57%.

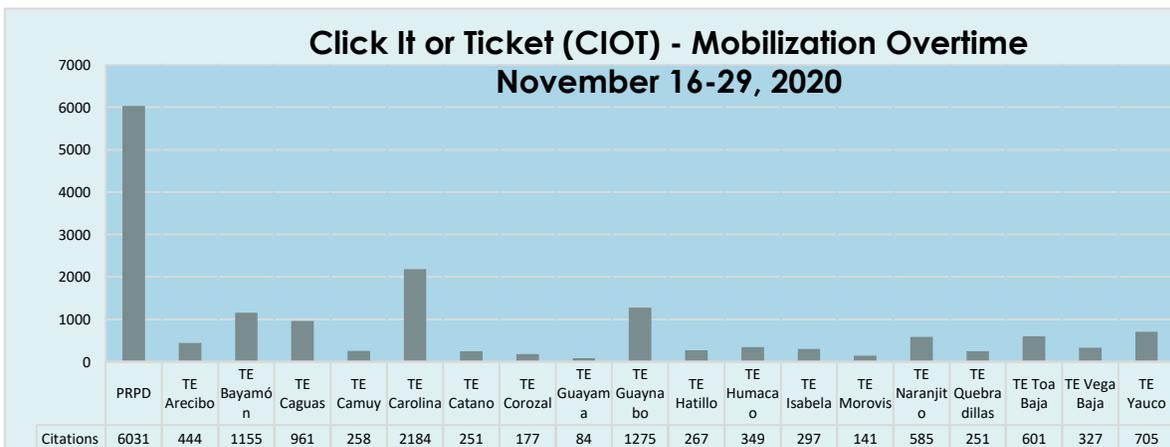
The study conducted in FFY 2021 was Observational Survey of Car Seat. In this study seventeen (17) counties were visited, for a total of 6,800 vehicle observations in 68 segments, 168 occupants of 0 to 8 years were observed in 47 segments (in 21 segments no occupants of 0 to 8 years were observed). All the procedures related with the estimated rate of car seat usage followed the sample design of the Puerto Rico Observational Survey Safety Belt Use 2021.

This study concluded, 90.2% of car seat usage is estimated, with a standard error of 6.8%.

21-05-XX

### CIOT ENFORCEMENT – MOBILIZATION OVERTIME

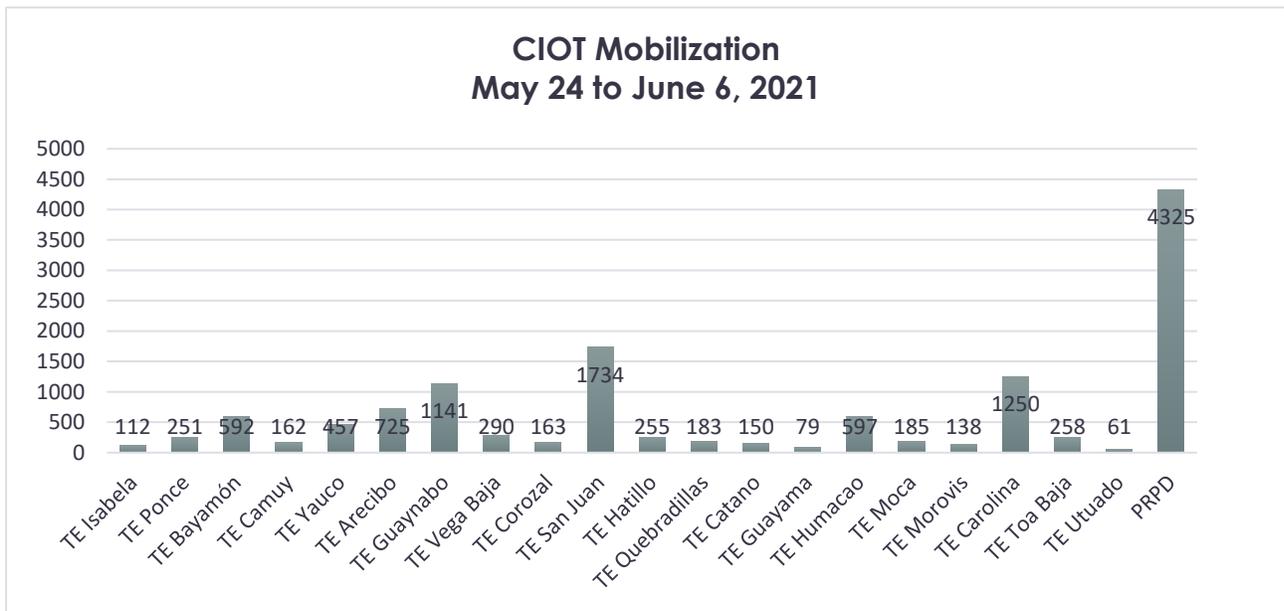
COVID-19 Pandemic affected NHTSA's law enforcement campaign schedules. NHTSA postponed the FFY 2020 National Click It or Ticket (CIOT) Campaign to FFY 2021 from November 16 to 29, 2020. The PRTSC, as in previous years, provided overtime funding to the PRPD and the Municipal Police Corps. This mobilization was held during the hours of 2:00 pm to 10:00 pm, as statistics show that fatalities due to non-use of seat belts occur during this period.



Participating Municipalities and PRPD = 19  
 Total citations (seat belt/child restraint) = 16,343

### CIOT ENFORCEMENT – MOBILIZATION OVERTIME

From May 24 to June 6, 2021, Click It or Ticket (CIOT) National Campaign were held. PRTSC, as in previous years, granted funds for overtime hours to the PRPD and Municipal Police Corps. This mobilization took place during the hours of 2:00 pm - 10:00 pm, since statistics show that fatalities involving non-use of seat belt occur in this period.



Participating Municipalities and PRPD = 21  
 Total citations (seat belt/child restraint) = 13,108

### COMBINED ENFORCEMENT – MOBILIZATION OVERTIME

From February 22-28, 2021, Combined Enforcement (Seat Belt and Speed Mobilization) were held. The PRTSC, conducted one (1) combined mobilization in coordination with PRPD, granted funds for overtime. This mobilization took place during the hours of 6:00 am - 6:00 pm. Based on analyses of restraint use in specific types of crashes, it was determined that occupants who are fatalities or injured are more likely to be unrestrained when speed is involved in the crash.

This mobilization is carried out for the first time, and the main purpose of it was to intervene with drivers who were driving without a seat belt and/or traveling at excess speed. For this pilot mobilization only the Puerto Rico Police Department participated, and the results indicated, 2,383 tickets were issued for not use of seat belt and 1,911 for speeding.

## FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
21-05-03	OP Coordinator - 0503	CST - 00	46,501.00	43,967.52	2,533.48
21-05-09	TE Seat Belt - 0509	Guaynabo - 305	34,495.15	33,569.06	926.09
21-05-12	TE Seat Belt - 0512	Vega Baja - 88	7,799.33	7,623.96	175.37
21-05-15	TE Seat Belt - 0515	Ponce - 74	5,312.35	5,312.35	-
21-05-16	TE Seat Belt - 0516	Maroñas - 313	3,898.47	3,611.57	286.90
21-05-17	TE Seat Belt - 0517	San Juan - 098	14,875.75	14,521.78	353.97
21-05-18	TE Seat Belt - 0518	Bayamón - 011	20,402.79	17,896.79	2,506.00
21-05-19	TE Seat Belt - 0519	Toa Baja - 154	11,728.28	10,181.27	1,547.01
21-05-27	Increase Child Protection and education - 0527	CST - 00	35,242.69	20,573.76	14,668.93
21-05-29	TE Seat Belt - 0529	CST - 00	92,458.98	92,458.98	-
21-05-29	OP Survey - 0529	CST - 00	3,541.02	3,541.02	-
21-05-43	Fitting Station - 0543	Bomberos de PR - 35	17,150.00	315.00	16,835.00
21-05-46	TE Moca - 0546	Moca - 112	2,490.33	2,355.93	134.40
21-05-47	TE Seat Belt - 0547	Yauco - 105	13,656.79	11,923.72	1,733.07
21-05-50	TE Seat Belt - 0550	Policia - 10	33,356.81	33,356.81	-
21-05-50	TE SEAT BELT - 0550	Pol. De PR - 10	218,644.49	153,891.36	64,753.13
21-05-51	TE Seat Belt - 0551	Guayama - 70	4,351.19	3,223.94	1,127.25
21-05-53	TE Seat Belt - 0553	Hatillo - 115	8,132.38	8,132.38	-
21-05-54	TE Seat Belt - 0554	Caguas - 66	9,481.99	9,481.99	-
21-05-55	TE Seat Belt - 0555	Naranjito - 629	4,938.84	4,938.84	-
21-05-56	TE Seat Belt - 0556	Utua - 101	2,468.83	974.49	1,494.34
21-05-57	TE Seat Belt - 0557	Arecibo - 116	14,447.89	14,228.33	219.56
21-05-58	TE Seat Belt - 0558	Carolina - 94	25,566.92	25,230.48	336.44
21-05-61	TE Seat Belt - 0561	Camuy - 388	7,497.28	6,125.36	1,371.92
21-05-69	TE Seat Belt - 0569	Isabela - 84	8,586.46	5,194.14	3,392.32
21-05-73	TE Seat Belt - 0573	Quebradillas - 104	5,958.98	5,678.14	280.84
21-05-75	TE Seat Belt - 0575	Corozal - 167	5,871.04	5,128.35	742.69
21-05-78	TE Seat Belt - 0578	Cataño - 145	12,613.45	9,523.75	3,089.70
21-05-79	TE Seat Belt - 0579	Humacao - 125	9,131.65	9,011.27	120.38
<b>Total 05 - Occupant Protection</b>			<b>\$ 680,601.13</b>	<b>\$ 561,972.34</b>	<b>\$ 118,628.79</b>

## PROGRAM AREA: COMMUNITY TRAFFIC SAFETY PROGRAM

### PROBLEM STATEMENT

**Community Traffic Safety Programs (CTSP)** educate the public to create awareness and thus reduce the number of traffic crashes, which often result in injuries or fatalities. Annually we have an average of 295 fatalities on our public roads and over 15,000 injured. The CTSP works with projects managed by municipalities. The CTSPs identify safety problems on the roads in their municipalities and educate citizens about road safety using the PRTSC programs.

These programs carry out different activities aimed at safety on our public roads, including: the consequences of drunk driving, alcohol in young people, the importance of using seat belts, pedestrian safety, the bicyclist's bill of rights and driver's obligations, the consequences of distracted driving and motorcycle safety.

In addition, CTSPs reach segments of our population that were previously unavailable. Community involvement at the municipal level has been very important. Committed to road safety education, community programs continue to support and work simultaneously to create new strategies that can build new attitudes within the public.

The eight community programs and the PESET (Road Safety Education Park) are an integral part of our efforts to educate the population and provide technical advice on all topics related to PRTSC safety programs. These programs are: Barceloneta, Cataño, Guaynabo, Guayama, Isabela, Naranjito, Sabana Grande, San Germán and the PESET. In addition, some of these Community Programs have

Child Safety Seat Inspection Center, with 6 certified safety seat technicians who provided service during FFY 2021. Also, PESET staff and community programs provided support in road safety activities such as: Child Seat Checkpoints, Safety Fairs, Crash Drills, Educational Impacts and Educational Talks.

CTSPs have been instrumental in contributing to the ongoing education effort to reduce traffic crashes, fatalities, injuries, and property damage.

However, from the start of the COVID-19 Pandemic to the present, community programs, PESETs, and other projects have faced major challenges in achieving their goals, objectives, and strategies. The instability caused by COVID-19 Pandemic and the shift from face-to-face to virtual teaching has been a major challenge for all. During FYF 2021 the projects reinvented strategies in order to



carry the message of road safety and educate the general public about crash and fatality prevention.

## PERFORMANCE MEASURES

- ★ **C-1) To decrease the five-year rolling average of the number of traffic fatalities from 305.40 in 2017 to 288.20 in 2021.** – Based on the latest crash data from NHTSA FARS database for the 5-year moving average 2016-2020, the target wasn't achieved; traffic fatalities in 2016-2020 were 282 traffic fatalities. Preliminary data for 2021 report a total of 327 traffic fatalities.
- ★ **C-2) To decrease the five-year rolling average of the number of serious injuries in traffic crashes from 5,453.00 in 2017 to 4,688.55 in 2021.** - Based on the latest serious traffic injuries data from ACAA database for the 5-year moving average 2016-2020, the target wasn't achieved; serious traffic injuries in 2016-2020 were 4,212.8. The PRTSC will focus its efforts on enforcement and traffic safety education to decrease serious traffic injuries.
- ★ **C-4) To maintain the number of unrestrained passenger vehicle occupant fatalities number from the 2018 calendar year of 77 to 77 by December 31, 2021.** – Based on the latest crash data from NHTSA FARS database for year 2020; PRTSC met the target, with maintain unrestrained passenger vehicle fatalities from 77 in 2018 to 77 in 2021. However, preliminary data for the year 2021 report a total of 173 unrestrained passenger vehicle fatalities, this shows that the target wasn't met until 2021.
- ★ **C-5) To decrease the five-year moving average of number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 4.7 percent from 102.40 in 2017 to 97.82 in 2021.** – Based on the latest crash data from NHTSA FARS database for year 2020, target was achieved; alcohol-impaired driving fatalities in 2020 were 77.
- ★ **C-6) To decrease the five-year moving average of the number of speeding-related fatalities in 19.78 percent from 111.20 in 2017 to 89.20 in 2021.** – Based on the latest crash data from NHTSA FARS database for 5-year moving 2016-2020, the target achieved; speeding-related fatalities from 93 2015-2019 to 84 in 2016-2020. However, preliminary data for 2021 reports a total of 99 speeding-related fatalities.
- ★ **C-7) To decrease the five-year moving average of the number of motorcyclist fatalities in 12.81 percent from 42.00 in 2017 to 36.09 in 2021.** –



Based on the latest crash data from NHTSA FARS database for 5-year moving 2016-2020, the target achieved; motorcyclist fatalities from 40 in 2015-2019 to 40 in 2016-2020. However, preliminary data for 2021 reports a total of 68 motorcyclist fatalities; this shows that the target was not met for the year 2021. For the FFY 2022 we will work with DMV and DTPW to implement motorcycle safety recommendations regarding training, endorsement, and licensing.

- ★ **C-8) To decrease the five-year moving average of the number of unhelmeted motorcyclist fatalities in 16.39 percent from 25.40 in 2017 to 23.24 in 2021.** – Based on the latest crash data from NHTSA FARS database for 5-year moving 2016-2020, the target wasn't met; unhelmeted motorcyclist fatalities from 26 in 2015-2019 to 25 in 2016-2020. In addition, preliminary data for the year 2021 report a total of 39 unhelmeted motorcyclist fatalities; this shows that the target wasn't met until 2021.
- ★ **C-10) To decrease the five-year moving average of the number of pedestrian fatalities in 4.8 percent from 94.00 in 2017 to 95.01 by December 31, 2021.** – Based on the latest crash data from NHTSA FARS database for 5-year moving 2016-2020, the target was achieved; pedestrian fatalities from 101 in 2015-2019 to 93 in 2016-2020. Preliminary data for 2021 report a total of 83 pedestrian fatalities. The PRTSC will focus its efforts on enforcement and traffic safety education to decrease pedestrian fatalities.
- ★ **C-11) To decrease the five-year moving average bicyclists fatalities 4.3 percent from 10.60 in 2017 to 9.76 by December 31, 2021.** – Based on the latest crash data from NHTSA FARS database for 5-year moving 2016-2020, the target was achieved; bicyclist fatalities from 10 in 2015-2019 to 9 in 2016-2020. Preliminary data for 2021 report a total of 12 bicyclist fatalities.
- ★ **C-12) To decrease the five-year moving average of the number of youth impaired driving fatalities in 10.80 percent from 22.20 in 2017 to 19.80 by December 31, in 2021.** - Based on the latest crash data from NHTSA FARS database for year 2020 the target was achieved; youth impaired driving fatalities range from 24 in 2018 to 16 in 2020. However, preliminary data for the year 2021 report a total of 11 youth impaired driving fatalities.
- ★ **C-13) To increase the number of drug-impaired driving screening test conducted from 0 in 2018 to 100 in 2021.** - For FFY 2021 this target was not achieved. However, we hope to achieve it by fiscal year 2022 with the efforts of the PRPD and the Forensic Sciences Institute.

- \* **B-1) To increase statewide observed seat belt use of front out board occupants in passenger vehicles 0.70 percentage from the 2019 calendar year usage rate of 88.30 percent to 89.00 percent by December 31, 2021.** – *The Statewide Seat Belt Use Survey report for Puerto Rico for calendar year 2021 is 88.24%, this shows that the target wasn't met for the year 2021. However, the PRTSC will focus its efforts on enforcement and education to increase seat belt use. In addition, it will work with R2 – NHTSA on innovative strategies to achieve increased seat belt use.*
- \* **B-2) To decrease the percentage of people that reported making cell phone calls while driving from 67.00 percent on 2019 to 66.50 percent by December 31, 2021.** – *During the FFY 2021, the Distracted Driving Attitude Survey indicated, 70.3% of people reported use the cell phone while driving. The PRTSC did not meet the target for the year 2021.*

## PLANNED ACTIVITY

### 21-06-XX

#### COMMUNITY TRAFFIC SAFETY PROGRAMS

These programs provide education through various strategies for occupant safety (seat belts, proper installation of child restraints and distracted driving), aggressive driving and speeding. In addition, the consequences of youth drinking and driving, alcohol-related issues, impaired driving, the non-motorized program (pedestrians and bicyclists) and motorcycle safety are areas of discussion during the orientations. These workshops and educational lectures are aimed at children, adolescents, adults, and seniors.

CTSP personnel also assist municipalities when their local police agencies participate in the various high visibility mobilizations scheduled by PRTSC. They serve as direct contact with the municipality in cases where PRTSC personnel are unable to reach different areas.

These CTSP offices also function as child seat inspection centers, assisting local fire stations in this important task for the safety of our children. Several checkpoints are conducted throughout the year to inspect child restraint systems.

Community Programs identify traffic safety training needs and help coordinate the various municipal police trainings in areas such as Emergency Medical Services, law enforcement, among others. This is convenient because they are based in the midst of the municipalities they serve and have direct knowledge, access and can easily identify many of the traffic safety needs of their respective communities.



During FFY 2021, the CTSPs had to amend and develop new strategies, as the power outages and the COVID-19 pandemic (with its variants) had a great impact on events, educational talks, activities, fairs, and other educational impacts. At the beginning of this year in Puerto Rico, many of the students did not return to schools and universities; in the first months (January to June) of the year, (and many continue to do so), due to the instability caused by the current pandemic that still affects us.

The CTSP's continue to develop new strategies for traffic safety education. They have created pages in social networks to carry the safety message, conduct workshops and educational impacts in senior centers, municipal squares and distribute educational material in stores, intersections, shopping centers, government offices, among others. In addition, they distribute educational material house to house in coordination with the activities of the municipalities. In addition, they have developed face-to-face and virtual educational talks, as well as simulated fatal crashes.



Highway Safety Educational Talk by Barceloneta Community Program



Road Safety Education Fair by San Germán Community Program



Highway Safety Education Fair by Isabela Community Program



**21-06-15  
BARCELONETA COMMUNITY PROGRAM**

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
17	17	17	17	17	17	17
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
58	7	120	17	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
4,324	1,937	3,089	6,456	4,025P 1,470C	2,833	3,754

**Total of people impacted**

Directly: **29,495**

Indirectly: **88,485**

Post Facebook: **156** publications (**206,740** view on social networks)

**21-06-46  
CATAÑO COMMUNITY PROGRAM**

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
8	8	8	8	21	0	8
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
196	4	11	12	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
6,329	7,454	6,329	6,329	7,608	5,347	6,329

**Total of people impacted**

Directly: 45,725



Indirectly: 157,684

Post Facebook: **104** publications (**20,509** view on social networks)

**21-06-11**

**GUAYAMA COMMUNITY PROGRAM**

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
15	13	15	15	11p 6c	0	10
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
35	0	2	2	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
2,477	1,551	1,810	1,645	2,552 915	1,564	918

**Total of people impacted**

Directly: 13,432

Indirectly: 40,296

**21-06-21**

**ISABELA COMMUNITY PROGRAM**

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
12	12	12	11	2	2	11
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
110	4	10	5	1	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
3,055	3,025	3,275	4,835	1,975	3,105	3,375

**Total of people impacted**

Directly: 12,177  
Indirectly: 36,531

**21-06-29  
NARANJITO COMMUNITY PROGRAM**

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
25	25	25	25	25	25	25
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
275	1	10	4	1	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
6,868	2,625	4,690	4,458	P7,789 C2,900	3,950	3,360

**Total of people impacted**

Directly: 23,223  
Indirectly: 69,669  
Fan Page 37,676

**21-06-22  
SABANA GRANDE COMMUNITY PROGRAM**

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
15	15	4	13	4	4	13
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
6	4	41	8	6	0	



Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
11,386	1,308	3,627	15,795	1,822	7,446	9,129

**Total of people impacted**

Directly: 55,670

Indirectly: 167,010

**21-06-28**

**SAN GERMÁN COMMUNITY PROGRAM**

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
16	16	13	15	29	13	13
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
37	1	10	9	10	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
14,265	9,340	9,549	19,484	21,684	8,654	7,704

**Total of people impacted**

Directly: 38,860

Indirectly: 213,818

(Indirectly Include) Radio Programs "audience" 50,300

**21-06-52**

**GUAYNABO COMMUNITY PROGRAM**

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
25	24	5	10	C11 / P 27	0	16
Other Activities						

Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
0	6	0	16	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
4,572	1,525	1,421	6,414	P/3,126 C/24,417	469	6,011

**Total of people impacted**

Directly: 47,955

Indirectly: 143,865

**21-06-50**

**TRAFFIC SAFETY EDUCATION PARK**

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

This project has presented major challenges due to the COVID-19 pandemic in meeting the goals, objectives, and strategies. However, during the FFY2021, PESET continued with the virtual road safety education modules. The project continued to work on modifying its strategies to reach broader groups of students and citizens to deliver the road safety education message. In addition, it continued to conduct virtual educational talks through the Teams platform and to use quizzes to measure learning. It also received students face-to-face at PESET, taking safety measures against COVID-19 pandemic and safeguarding the health of employees and citizens who visited PESET.





	FFY 2019	FFY 2020	FFY 2021
<b>Visitors</b>	<b>8,187</b>	<b>4,876</b>	<b>2,746</b>
<b>Child Seat Inspections</b>	<b>FFY 2019</b>	<b>FFY 2020</b>	<b>FFY 2021</b>
	97	6	22

	FFY 2020	FFY 2021
Highway Safety Educational Talks offered at PESET	72	87
Highway Safety Educational Talks Outside of the Park	3	38

<b>CESCO workshop</b>	<b>FFY 2021</b>
	<b>69</b>

Law 22, Art. 3.06 (h) "The use and abuse of controlled substances, alcoholism and its effects on driving".

Law 22, Art. 3.06 (h) "The use and abuse of controlled substances, alcoholism and its effects on driving".

Since July 2019 this course is compulsory for all candidates who wish to take their license for the first time, all persons who wish to change their driver's license category and all persons who wish to make a "Reciprocity" (Exchange U.S. license for P.R. license).

Since the Government of Puerto Rico put into effect on an island-wide basis in all CESCO to offer this course to all the above-mentioned candidates. In PESET it has been offered in conjunction with the regional CESCO of Arecibo, since the authorization to offer this course is of the CESCO and Peset through a collaborative agreement offers it in the facilities in a face-to-face manner.

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**21-06-31**

**COMMUNITY TRAFFIC SAFETY PROGRAMS COORDINATOR**

During the FFY 2021 the Community Programs Coordinator conducted project visits in different activities such as: protective seat inspections, educational talks, educational impacts and safety fairs, to oversee programmatic compliance through ongoing operational and administrative monitoring of the 8-community program, 2 media projects and the PESET park.

Among the tasks carried out during fiscal year 2021: the CTSPs were required to conduct observational surveys of both Belt and Distractions at 2 intersections with the highest vehicular flow in each of the municipalities they work in, in order to meet with the municipal police and let them know the most problematic places, so that they can execute the law enforcement effort and thus minimize crashes, injuries and fatalities in their municipalities.

In addition, 14 formal meetings and 5 virtual meetings were held to help maintain project performance at the highest level. In addition, 2 road safety and social networking trainings were offered to community programs, 12 supervision and monitoring visits were conducted. In addition, 7 changes to approved proposals, 38 quarterly reports and 11 annual reports were evaluated. A total of 13 proposals were reviewed.

The CTSP Coordinator was accredited as protective child seat trainer in April 2018. For FFY 2021, new technicians could not be trained due to the global pandemic of COVID-19 pandemic; however, we already have dates scheduled for next fiscal year 2022.

We participated in 14 child seats check points activities, along with some of the community programs during FFY 2021, for a total of 134 inspections conducted at those checkpoints.

The Community Program Coordinator held 3 formal meetings with the Community Programs, including PESET. Participated in different road safety education activities.

The funds covered 70% of the coordinator's salary, supplies and other related costs.

During FFY 2021, in Puerto Rico we had factors that affected the productivity of all community programs, such as the continuation of the World Pandemic Covid-19 (and its variants) which affected and continues to affect much of the activities that are supposed to captive audience, In addition, for several months we suffered from many blackouts throughout the island, so that several of the



planned strategies could not be carried out according to the proposals, some could carry out educational impacts at different intersections, workshops and educational talks among other activities.

However, social networks have played an important role in this situation, because with them we have been able to carry the educational message of road safety and reach a large part of the lagging population.

## FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
21-06-11	CP Guayama - 0611	mun guayama - 70	87,046.00	55,184.00	31,862.00
21-06-15	CP Barceloneta - 0615	mun barceloneta - 126	66,526.00	65,053.84	1,472.16
21-06-21	CP Isabela - 0621	mun isabela - 84	41,454.00	30,988.76	10,465.24
21-06-22	CP Sabana Grande - 0622	mun s grande - 131	62,384.69	61,753.67	631.02
21-06-28	CP San German - 0628	San German - 628	65,962.00	63,172.51	2,789.49
21-06-29	CP Naranjito - 0629	Naranjito - 629	60,368.00	59,576.02	791.98
21-06-31	CP Coordinator - 0631	CST - 00	37,378.85	31,557.74	5,821.11
21-06-46	CP Cataño - 0646	Cataño - 145	67,190.60	66,037.67	1,152.93
21-06-50	PESET - 0650	CST - 00	200,000.00	169,370.48	30,629.52
21-06-52	CP Guaynabo - 0652	Guaynabo - 305	43,903.00	43,770.22	132.78
<b>Total 06 - Community Programs</b>			<b>\$ 732,213.14</b>	<b>\$ 646,464.91</b>	<b>\$ 85,748.23</b>

## PROGRAM AREA: TRAFFIC RECORDS

### PROBLEM STATEMENT

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

Historically, the problems with traffic records in Puerto Rico is the timely availability of data and the lack of data sharing system within the agencies. Although progress has been made in the past 8 years regarding accessibility and timeliness of the traffic crashes data through the SAFETY/CARE (Critical Analysis Reporting Environment) data analysis tool, still we face many challenges. That tool is not compliant with our new Digital Crash Report. For that reason, we develop a new tool, PUERTO RICO ROAD OBSERVATORY, to contains the Puerto Rico crash database.

Puerto Rico Justice Department has two databases to collect conviction data. These are: Integrated Criminal Registry (RCI for his acronym in Spanish) and the Criminal Justice Information System (PR-CJIS). Both are connected through the intranet to share data related to people's criminal records. These are the databases used by prosecutors at the time of writing the complaint in case of alcohol. RCI system shows the information efficiently, quickly and in real time. However, the tools used do not have information on the status of the accused's license. For this reason, it's necessary to obtain the complete driver's record and implement improvements to the existing interface with the Director of Driver Services.

The pandemic has changed the way we interact with other agencies. We have had to resort to technology to conduct many of our meetings and reduce the number of participants in face-to-face meetings.

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



## Traffic Records Coordinating Committee Members:

### ★ State agencies:

- \* Puerto Rico Department of Transportation and Public Works
- \* Puerto Rico Highway and Transportation Authority
- \* Automobile Accident Compensation Administration
- \* Department of Health
- \* Department of Justice
- \* Administration of Courts
- \* Bureau of Transportation and other Public Services
- \* Bureau of Puerto Rico Police
- \* 911 Services
- \* Emergency Medical System
- \* Municipal Police of Guaynabo
- \* Carlos Albizu University

### ★ Federal agencies:

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

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

A top priority for improving the Traffic Records Systems is electronic data of motor vehicle crashes. As recommended during the 2016 Traffic Record Assessment, the PRTRCC has achieved the approval of a digital Crash Report to be used by the Bureau of the Puerto Rico Police. The Digital Crash Report was implemented 100% in July 2019 with the classification of serious injuries. At present, only 60% of the agents assigned to the Highway Patrol Bureau have been trained in the use of the new digital report. Due to the Pandemic of COVID-19, the number of participants in the trainings has been reduced from 20 to 5 people per section. This situation has made it difficult to complete the training process.

**Strategies Goal:** *(Based in coordination with Puerto Rico's Strategic Highway Safety Plan – Emphasis Area #2 - Create a data warehouse integrating traffic records systems and improve the accessibility, timeliness and uniformity of the crash system).*

Traffic Records Program has adopted SHSP goals; however, in order to be specific as HSP requires, program goals are more detailed than the SHSP's.

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## STRATEGIES

- \* Maximize the scope of the six (6) traffic data system (integration, interface and storage).
- \* Support the implementation of PPR-621.4
- \* Improve the processes to obtain notification of the results of the Blood Alcohol Content (BAC).
- \* Improve the capacities and processes to identify repeat drivers for cases of alcohol.
- \* Improve the capacities and processes to identify repeat drivers due to negligence.
- \* Promote the collection of traffic data (ADDT).
- \* Support activities to achieve the MIRE Action Plan.
- \* Improve communication among the agencies that make up the TRCC committee.

## PERFORMANCE MEASURES

- \* **B-3) To increase the percentage of crash records with no missing critical data elements in the CARE database from 38% in 2020 to 53% by the end of the calendar year 2021.** – PRTSC met the 2021 target, we collected 90% of the digital data from the Police Crash Report for calendar year 2020. Also, in 7 days (1 week) we have the data available in the database.
- \* **B-4) To increase the percentage of validation criminal records of impaired driver in the PR-CJIS/RCI database from 0% in fiscal year 2019 to 45% by the end of the fiscal year 2021.** – PRTSC met the 2021 target, we validated 47% of criminal record of impaired driver in the PR-CJIS/RCI database.

## PLANNED ACTIVITY

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

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**21-07-01**

**TRAFFIC RECORDS COORDINATOR**



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

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

We participated in the 47<sup>th</sup> Annual Traffic Records Forum 100% virtual for the second time, from August 16 to 20, 2021. As part of the forum, we were able to learn about the experiences of other states that have implemented validation rules in the digital Crash Report

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

#### Completed Tasks:

- ★ A total of 4 meetings were held with members of the PRTRCC to review and evaluate new technologies to keep the highway safety data. In addition, to evaluate and approve new proposals.
- ★ A total of 12 meeting with PRTRCC subcommittees.
- ★ A total of 11 meeting with TR Consultant.
- ★ A total of 28 meetings with the Project's Coordinators to supervise the projected tasks.
- ★ Strategic Plan, Charter and Membership were updated.
- ★ A Progress Report to qualify for the 405(c) Grant Fund was prepared and submitted.

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#### **21-07-17**

#### **STRENGTHENING THE PROSECUTOR'S CASE MANAGEMENT SYSTEM**

The project "Strengthening the Prosecutor's Case Management System" aims to strengthen the handling and management of driving under the influence (DUI) cases, the RCI system of the Department of Justice of Puerto Rico and the Criminal Justice Information System (SIJC-PR). To meet this goal, one of the objectives is to strengthen the RCI system of the Puerto Rico Department of Justice by updating



and validating 5,000 criminal records, prioritizing the case records of the Specialized Drunk Drivers Unit in fiscal year 2020-2021. Data entry clerks continue the process of updating the Specialized Drunk Drivers Unit records. From October 1, 2020, to September 30, 2021, they have managed to update a total of 6,283 records.

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## 21-07-13

### IMPLEMENTATION OF SAFETYARE SYSTEM TO PUERTO RICO CRASH DATA 7

Funds were provided to create and develop a new crash database tool, Puerto Rico Road Observatory, that is compatible with the new crash report. Design and deployment of single Police Crash Report search tool. Design and implement procedures to import daily Police Crash Report data, review and codify it, and integrate it to the Police Crash Report dataset. Design and initial deployment of interactive dashboards.

#### Completed Tasks:

- ★ It was Implemented 100% of a weekly quality report that identifies critical missing and invalid data and is distributed among Police units.
- ★ Report 5% of weekly quality control meeting with police officers.
- ★ Periodically submit 60% of crash addresses to address validation service.
- ★ Develop and implement a geo-location tool at the DOT Analysis Accident Office to increase the accuracy and completeness of the PCR geo-coding at 90%.
- ★ Periodically submit at least 50% of local addresses to address validation service.
- ★ Formalize 100% of MOU with PRDoH.
- ★ Modification 60% of the data dashboards to satisfy the modification requests submitted by registered users, including functionality to: download raw data tables, share data filters among users, generate simple statistical reports, allow users to customize dashboards.
- ★ Upload of 100% of the 2020-2021 PCR data registered electronically on a weekly basis of FARS data.
- ★ Develop and deploy at 95% a crash data entry tool for the new PCR (PPR621.4) received from municipal police in paper forms.
- ★ Twelve (12) Trainings in the use of the portal.
- ★ Create two custom crash statistics reports for the official use of PRDOT.



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**21-07-10**

**ANALYSIS AND COLLECTION OF TRAFFIC CRASHES 2019**

Funds were provided to contract 5 employees to work in the Accident Analyses Office of the Department of Transportation and Public Works. Puerto Rico Police Department (PRPD) has completed the process of revising the Crash Report (PPR-93 now PPR-621.4). The Accident Analysis Office has used maps of small areas in municipalities for years, limiting the geolocation of crashes to those small areas. This has caused the geolocation of crashes to be limited to state roads. Therefore, when you see a map of crashes in Puerto Rico you can clearly see the route of the State Roads. Currently, we have little data on local roads to make important decisions about them. In June 2019, the Puerto Rico Police Department (PRPD) fully implemented the Digital Crash Report. However, after its implementation we have faced problems to geolocate the crashes automatically. This is because in some crash reports the address provided is incorrect and we must read the narrative to locate the crash. In addition, the PRPD has not implemented a process to provide the latitude and longitude of the crash. This is not a task that can currently be done through a computer program. Therefore, the 5 contracted resources are necessary.

Completed Tasks:

- ★ Develop and implement 100% of a protocol to geolocate of crashes and provide the coordinates.
- ★ Train 100% of the employees
- ★ Geolocate at least 2,000 crashes in local streets per month. From June 14, 2021, to September 30, 2021, they geolocated 54,651 crashes.

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**21-07-16**

**TRAFFIC RECORDS IT CONSULTANT**

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

- ★ A total of 5 visit to the CIO of Justice or Project Coordinator.
- ★ A total of 2 meetings to the CIO of Justice or Project Coordinator.
- ★ A total of 3 visit to the CARE/Safety Director Project.
- ★ A total of 6 meetings to the CARE/Safety Director Project.
- ★ A total of 4 meetings to the Vehicle System Office.
- ★ A total of 5 meetings to the Driver System Office.

- ★ A total of 5 meetings to the Roadway System Office.
- ★ A total of 16 meeting with TR Coordinator.
- ★ Attending 4 TRCC meetings.
- ★ Assist the TR Coordinator in the preparation of the Strategic Plan of Traffic Records and Traffic Record Grant in the HSP

## FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
21-07-01	Traffic Records Coordinator - 0701	CST - 00	53,606.00	34,647.00	18,959.00
21-07-10	Analysis and Data Collection - 0710	DTOP - 12	110,269.59	110,269.59	-
21-07-13	System to PR Crash Data Tool - 0713	Universidad Carlos Albizu - 200	434,265.50	335,248.93	99,016.57
21-07-16	TR IT Consultant - 0716	CST - 00	30,000.00	7,296.25	22,703.75
21-07-17	Strengthening Prosecutors Case Management System - 0717	Depto Justicia - 16	81,159.74	35,625.42	45,534.32
<b>Total 07 - Traffic Records</b>			<b>\$ 709,300.83</b>	<b>\$ 523,087.19</b>	<b>\$ 186,213.64</b>



## PROGRAM AREA: NON-MOTORIZED (PEDESTRIAN AND BICYCLIST)

### PROBLEM STATEMENT

Non-motorized fatalities rank first in total traffic fatalities. Between the years 2017 thru 2019, non-motorized fatalities totaled 314, comprising 35% of the total of 897 fatalities. Of those, 314 were pedestrian fatalities comprising 92% and 28 were bicyclist fatalities comprising 8%.

During this period, efforts continued to reduce the deaths of our most vulnerable users. Cyclists remained at 28 fatalities from 2016 to 2018 and during 2017 to 2019 they remained the same. However, pedestrians reflected an increase in fatalities that went from 303 on 2016 thru 2018, to 314 from 2017 thru 2019. This increase is attributed to several factors; behavior of pedestrians when crossing the road, such as not using crosswalks, not wearing bright or reflective clothing when walking at night, not being attentive when crossing, being intoxicated, among others. In addition, other factors that greatly affect us are drunk drivers, speeding and distracted drivers, most of these unfortunate practices cause fatalities in our most vulnerable users. Therefore, it is necessary to continue our effort to reduce fatalities. In addition, we must maintain and strengthen our educational efforts to make our citizens aware that not only their safety is at stake, but also the safety of others.



## PERFORMANCE TARGETS

- \* **C-10) To decrease the five-year moving average of the number of pedestrian fatalities in 4.8 percent from 94.00 in 2017 to 95.01 by December 31, 2021.** – Based on the latest crash data from NHTSA FARS database for 5-year moving 2016-2020, the target was achieved; pedestrian fatalities from 101 in 2015-2019 to 93 in 2016-2020. Preliminary data for 2021 report a total of 83 pedestrian fatalities. The PRTSC will focus its efforts on enforcement and traffic safety education to decrease pedestrian fatalities.
- \* **C-11) To decrease the five-year moving average bicyclists fatalities 4.3 percent from 10.60 in 2017 to 9.76 by December 31, 2021.** – Based on the latest crash data from NHTSA FARS database for 5-year moving 2016-2020, the target was achieved; bicyclist fatalities from 10 in 2015-2019 to 9 in 2016-2020. Preliminary data for 2021 report a total of 12 bicyclist fatalities.

## PLANNED ACTIVITY

### 20-08-01

#### NON-MOTORIZED PROGRAM COORDINATOR

The PRTSC Non-Motorized Coordinator promoted activities to educate and increase public awareness about pedestrian and bicycle safety among Community Programs, PPR, Municipal Police and PESET. The main tasks consisted of monitoring the continuous programmatic and administrative compliance of all the projects it works on. Among the tasks carried out during fiscal year 2021: participated with the SHSP committee in its areas of emphasis, 12 different formal meetings were held with programs, 2 with the task force that we are creating and 2 with mayors to discuss new initiatives to maintain performance of projects at the highest level, 3 meetings to coordinate the logistics of massive road safety educational events and 4 meetings with the director of the communication office, to work on strategies in educational campaigns. 4 quarterly reports and an annual report were made, 12 project proposals were evaluated and one from the PRTSC Non-motorized Communications Project. An Operational Plan was drawn up for two police mobilizations, one carried out in March and the other was scheduled for August, however, the Second was not achieved due to the lack of participation of the police forces. From the first mobilization, the performance reports of the PPR traffic units and the municipal police units that also participated were evaluated, audits of the ticket issued were carried out to ensure compliance with the mobilization.

### 21-08-09



## PEDESTRIAN & BICYCLE SAFETY NETWORK

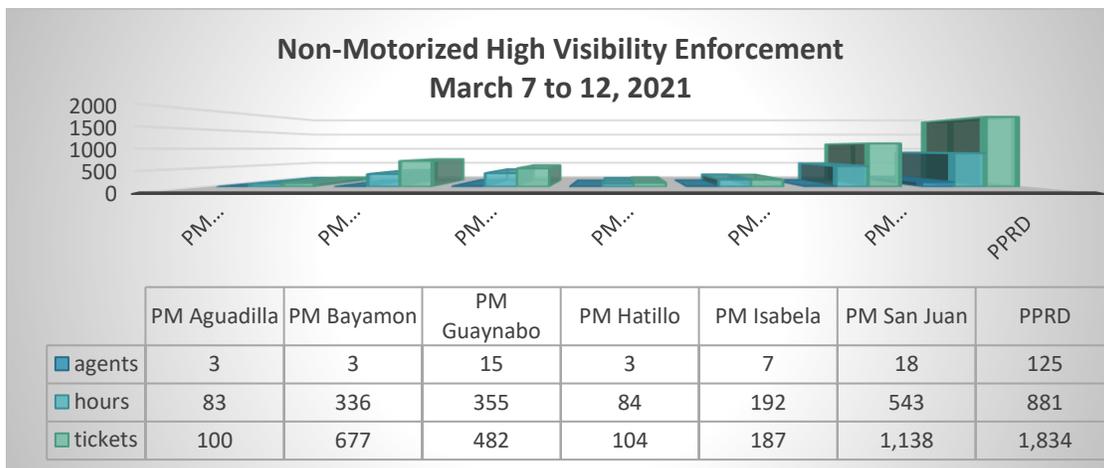
It was not developed during FFY 2021. The proposal did not meet federal requirements for approval.

### 21-08-XX

#### NON-MOTORIZED HIGH VISIBILITY ENFORCEMENT

A campaign for the rights and responsibilities of non-motorized road users was conducted from March 7 to 12, 2021. The campaigns combined police efforts targeting motor vehicle drivers who blocked pedestrian crossings and an educational component aimed at raising awareness of pedestrian rights and how the actions of drivers can affect the most vulnerable. PRTSC used the slogan: "Responsible Pedestrian," the message was intended for drivers and pedestrians to recognize the rights, responsibilities, and traffic laws of others to make informed decisions. P&E efforts were conducted through social media, television, radio and newspapers. In addition, PRTSC's community programs conducted educational outreach at intersections, shopping malls, public square and mass interest activities.

The enforcement effort included 17 PPRD transit units and 6 municipal police units. These efforts were conducted in March. The units worked overtime from 6 a.m. to 6 p.m. With their efforts, a total of 4,522 tickets were issued during the mobilization, March 7-12, 2021. The reception from the public was overwhelming, including the media. A consensus was reached on the need to continue educating drivers on respecting the rights of pedestrians in different media such as daily TV news, radio programs and social networks.



## FISCAL REVIEW



Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
21-08-01	Non-occupant Protection - 0801	CST - 00	15,305.20	11,731.50	3,573.70
21-08-19	TE PS - 0819	Pol. De PR - 10	69,997.00	30,151.51	39,845.49
21-08-20	TE PS - 0820	San Juan - 098	11,637.00	11,637.00	-
21-08-22	TE PS - 0822	Bayamon - 011	6,306.44	6,306.44	-
21-08-23	TE PS - 0823	Guaynabo - 305	9,051.68	8,407.47	644.21
21-08-24	TE PS - 0824	Hatillo - 115	2,087.00	1,456.66	630.34
21-08-25	TE PS - 0825	Aguadilla - 157	1,601.51	1,601.51	-
21-08-26	TE PS - 0826	Isabela - 84	2,953.08	2,645.60	307.48
<b>Total 08 - Non-Motorized</b>			<b>\$ 118,938.91</b>	<b>\$ 73,937.69</b>	<b>\$ 45,001.22</b>



## PROGRAM AREA: MEDIA

### PROBLEM STATEMENT

The Puerto Rico fiscal crisis, ongoing for more than five (5) years, that has shattered the country, and the recurring discrepancy between the Financial Oversight and Management Board of PR, assigned by the Federal Government of the United States, and the Government of PR on how to manage limited funds has made it difficult for the island's recovery from past Hurricanes and Earthquakes in terms of roads and structures. Added to this is the fact that since the COVID-19 pandemic, there has been a shortage of labor, including construction and human resources, subsequently the streets do not count with proper illumination and road signs. This reality leads to bad behavior while driving, which includes impaired driving, speed and aggressive attitude, distracted driving, unrestrained drivers and occupants in all seating positions ages 8+, lack of car seat for children ages 0 to 8, car seat installed incorrectly or using the inappropriate seat due to weight requirements and drivers not sharing the road with pedestrians, bicyclists and motorcyclists. People are knowingly stepping into their vehicles and doing as they pleased, maybe because they also know that roads are not being properly patrolled, therefore, a visible lack of police enforcement, which has changed the way they conduct themselves towards traffic rules and regulations.

Nevertheless, this did not stop the Puerto Rico Traffic Safety Commission and its Communication's Division to accomplish the objective of increasing traffic safety awareness and achieving positive results by educating Puerto Rico's population through campaigns and efforts that imparts the important message of saving lives by being responsible drivers, pedestrians, bicyclists, or motorcyclists. Each of these campaigns had its own strategies according to its statement problem. Educational and prevention campaigns were design or relaunched, and some others were restructured to attend PR's current situation. Although they all have their own target audience and media plans were created according to them, they all aimed to increase acceptance and recognition of the PRTSC educational messages of saving lives.

For all of this to happen, the contractual services of suppliers were needed, such as an advertising agency, along with social media and website management, media monitoring and the photographer/videographer services. They all were hired to maximize efforts to accomplish each project's objective. When available, because of limited resources during the pandemic, the integration of PRPD and



Municipal Police were also key to communicate the active work they do and how it enhances our strategies.

In an additional effort to create better educational campaigns, the Communications' Division managed and conducted all applicable surveys which targeted specific behaviors among vehicle occupants to evidence the strengths and weaknesses of the island's traffic safety. A specialized agency with the required expertise in road safety was hired for these purposes. This, along with the Strategic Communications Plan (SCP), symbolized a major contribution to remain focus on what our target audiences are paying attention and how the PRTSC can adjust itself to strengthen its educational messages. Each campaign strategy was detailed in the SCP, which was executed solely through the identification of traffic safety problems and analysis of relevant data as established on each proposal.

## PERFORMANCE MEASURES

- ★ **C-1) To decrease the five-year rolling average of the number of traffic fatalities from 305.40 in 2017 to 288.20 in 2021.** – Based on the latest crash data from NHTSA FARS database for the 5-year moving average 2016-2020, the target wasn't achieved; traffic fatalities in 2016-2020 were 282 traffic fatalities. Preliminary data for 2021 report a total of 327 traffic fatalities.
- ★ **C-2) To decrease the five-year rolling average of the number of serious injuries in traffic crashes from 5,453.00 in 2017 to 4,688.55 in 2021.** - Based on the latest serious traffic injuries data from ACAA database for the 5-year moving average 2016-2020, the target wasn't achieved; serious traffic injuries in 2016-2020 were 4,212.8. The PRTSC will focus its efforts on enforcement and traffic safety education to decrease serious traffic injuries.
- ★ **C-4) To maintain the number of unrestrained passenger vehicle occupant fatalities number from the 2018 calendar year of 77 to 77 by December 31, 2021.** – Based on the latest crash data from NHTSA FARS database for year 2020; PRTSC met the target, with maintain unrestrained passenger vehicle fatalities from 77 in 2018 to 77 in 2021. However, preliminary data for the year 2021 report a total of 173 unrestrained passenger vehicle fatalities, this shows that the target wasn't met until 2021.
- ★ **C-5) To decrease the five-year moving average of number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and**



above in 4.7 percent from 102.40 in 2017 to 97.82 in 2021. – Based on the latest crash data from NHTSA FARS database for year 2020, target was achieved; alcohol-impaired driving fatalities in 2020 were 77.

- ★ **C-6) To decrease the five-year moving average of the number of speeding-related fatalities in 19.78 percent from 111.20 in 2017 to 89.20 in 2021.** – Based on the latest crash data from NHTSA FARS database for 5-year moving 2016-2020, the target achieved; speeding-related fatalities from 93 2015-2019 to 84 in 2016-2020. However, preliminary data for 2021 reports a total of 99 speeding-related fatalities.
- ★ **C-7) To decrease the five-year moving average of the number of motorcyclist fatalities in 12.81 percent from 42.00 in 2017 to 36.09 in 2021.** – Based on the latest crash data from NHTSA FARS database for 5-year moving 2016-2020, the target achieved; motorcyclist fatalities from 40 in 2015-2019 to 40 in 2016-2020. However, preliminary data for 2021 reports a total of 68 motorcyclist fatalities; this shows that the target was not met for the year 2021. For the FFY 2022 we will work with DMV and DTPW to implement motorcycle safety recommendations regarding training, endorsement, and licensing.
- ★ **C-8) To decrease the five-year moving average of the number of unhelmeted motorcyclist fatalities in 16.39 percent from 25.40 in 2017 to 23.24 in 2021.** – Based on the latest crash data from NHTSA FARS database for 5-year moving 2016-2020, the target was not met; unhelmeted motorcyclist fatalities from 26 in 2015-2019 to 25 in 2016-2020. In addition, preliminary data for the year 2021 report a total of 39 unhelmeted motorcyclist fatalities; this shows that the target wasn't met until 2021.
- ★ **C-10) To decrease the five-year moving average of the number of pedestrian fatalities in 4.8 percent from 94.00 in 2017 to 95.01 by December 31, 2021.** – Based on the latest crash data from NHTSA FARS database for 5-year moving 2016-2020, the target was achieved; pedestrian fatalities from 101 in 2015-2019 to 93 in 2016-2020. Preliminary data for 2021 report a total of 83 pedestrian fatalities. The PRTSC will focus its efforts on enforcement and traffic safety education to decrease pedestrian fatalities.
- ★ **C-11) To decrease the five-year moving average bicyclists fatalities 4.3 percent from 10.60 in 2017 to 9.76 by December 31, 2021.** – Based on the latest crash data from NHTSA FARS database for 5-year moving 2016-2020,



the target was achieved; bicyclist fatalities from 10 in 2015-2019 to 9 in 2016-2020. Preliminary data for 2021 report a total of 12 bicyclist fatalities.

- \* **C-12) To decrease the five-year moving average of the number of youth impaired driving fatalities in 10.80 percent from 22.20 in 2017 to 19.80 by December 31, in 2021.** - Based on the latest crash data from NHTSA FARS database for year 2020 the target was achieved; youth impaired driving fatalities range from 24 in 2018 to 16 in 2020. However, preliminary data for the year 2021 report a total of 11 youth impaired driving fatalities.
- \* **C-13) To increase the number of drug-impaired driving screening test conducted from 0 in 2018 to 100 in 2021.** - For FFY 2021 this target was not achieved. However, we hope to achieve it by fiscal year 2022 with the efforts of the PRPD and the Forensic Sciences Institute.
- \* **B-1) To increase statewide observed seat belt use of front out board occupants in passenger vehicles 0.70 percentage from the 2019 calendar year usage rate of 88.30 percent to 89.00 percent by December 31, 2021.** – The Statewide Seat Belt Use Survey report for Puerto Rico for calendar year 2021 is 88.24%, this shows that the target wasn't met for the year 2021. However, the PRTSC will focus its efforts on enforcement and education to increase seat belt use. In addition, it will work with R2 – NHTSA on innovative strategies to achieve increased seat belt use.
- \* **B-2) To decrease the percentage of people that reported making cell phone calls while driving from 67.00 percent on 2019 to 66.50 percent by December 31, 2021.** – During the FFY 2021, the Distracted Driving Attitude Survey indicated, 70.3% of people reported use the cell phone while driving. The PRTSC did not meet the target for the year 2021.

## PLANNED ACTIVITY

21-12-01

### ALCOHOL IMPAIRED DRIVING MEDIA CAMPAIGN

#### Implemented Strategies:

##### a. Owned Media – Digital Content

- Facebook  190 posts 2,858 likes 364,981 reaches



▪ Twitter 	184 posts	719 likes	211,106 engagements
▪ Instagram 	188 posts	853 likes	
▪ Youtube 	48 videos	2,040 views	
	<hr/>		
Total	610 posts		

**A total of 610 posts were published through PRTSC digital platforms surpassing expectative in 305%.** Also, a total of 145,702 new users were achieved through the website [www.seguridadeneltransito.com](http://www.seguridadeneltransito.com), of which 70.58% were from Puerto Rico. In summary, a total of 22,853,411 impressions were reached through owned media, which implies that the strategy to promote the drunk driving prevention message to engage target market through owned media platforms and generate at least 200 posts at the end of FFY 2021 was completed.

**b. Produce/Reproduce/Edit Educational Pieces**

▪ *Educational Pieces Distribution*

A total of 33,811 brochures were handed out with the of drunk driving prevention message. Also 246 press kits were supplied, for a total of 34,057 pieces distributed during the year. The strategy was accomplished in a 68%, since during the first semester of the fiscal year the distribution of educational material was limited due to security measures implemented by the PR Government because of the COVID-19 pandemic.



▪ *Educational Pieces Production / Reproduction / Editing / Adaptations*

- The educational brochure “Guiar borracho no es alternativa” with the message “Guiar borracho es un crimen. Serás arrestado” was reproduced on two (2) occasions for a total of 25,000 brochure printed at a cost of \$2,238.98.
- A total of 24 pieces of the drunk driving prevention campaign were reproduced with the project’s message “Guiar borracho es un crimen. Serás Arrestado” during the Winter Holidays campaign and the “Guiar borracho no es alternativa” social norming message for the Pre-Summer Campaign at a cost of \$2,238.98. The pieces reproduced were:
  - ♦ One (1) 30 second length video revision

- ♦ 1 Newspaper Advertisement Art size ½ page full color
- ♦ 20 Website banners with adaptations on different sizes
- ♦ Out Of Home (OOH):
  - ⊕ 1 Fuel Gas Pumps Advertisement Art
  - ⊕ 1 Billboard Advertisement Art situated in *La Placita de Santurce*
- A new campaign called “Piensa en las Consecuencias” was produced for the Summer-period with this project’s message “Guiar borracho es un crimen, serás arrestado” at a cost of \$94,827.33. The 34 pieces produced were:
  - ♦ One (1) 30 second length audio
  - ♦ One (1) 30 second length video
  - ♦ One (1) one minute length video
  - ♦ 4 Website banners with adaptations on different sizes
  - ♦ 25 social media Images with the drunk driving message
  - ♦ 1 Newspaper Advertisement Art size ½ page full color
  - ♦ 1 Flyer size 5"x7" and 15,000 impressions
- Also, 4 Police Testimonials Videos (30 seconds length each) were produced for the Labor Day Campaign. Three different Police Agent talk about personal experience on the Police Bureau intervening with drunk drivers and one that collects parts of each testimonial. This to extend this projects message and to emphasize that Police Enforcement is real, also, drunk driving is a crime, and you will be arrested. Production cost was \$2,125.00.



Summarizing, a total de 64 educational pieces were Produce / Reproduce / Edit accomplishing the strategy to Produce / Reproduce / edit at least four (4) educational pieces with the drunk driving prevention content at the end of FFY 2021.

**c. Paid Media**

▪ **Thanksgiving and Pre-Holidays Campaigns**

These campaigns were not published due to the security measures that were implemented by the Government’s Executive Order to address the COVID-19 pandemic, mainly because the country was in lockdown for this period and these campaigns would have been counterproductive since the Island was in quarantine at the time. However, this did not prevent the fulfilment of the objective for this project.

▪ **Holidays Campaign**

The Holidays Campaign's Media Placement Flowchart was received, discussed, and approved accordingly to the selected strategy for this campaign. Media Buy details and results are reflected on the table.

The Post Media Buy Report was received, discussed, and approved. The strategy to obtain at least 2.5 million impressions at the end of fiscal year was completed successfully.

**Campaign:** "Guiar borracho no es alternativa"

**Message:** "Guiar borracho es un crimen. Serás arrestado"

**Publication Period:** December 9 to 31, 2020

Holidays	Budget	Percent	Final Cost	Spots
TV	\$ 102,855.25	37%	\$102,684.15	1,578
Radio	100,620.40	37%	100,620.40	1,339
Print	11,000.50	4%	11,000.50	12
Digital	29,872.40	11%	29,563.28	3,896
OOH	18,400.00	7%	18,400.00	46,460
Sponsorships	12,017.50	4%	12,017.50	1
<b>Total</b>	<b>\$ 274,766.05</b>	<b>100%</b>	<b>\$274,285.83</b>	<b>53,286</b>
		<b>Impressions</b>	<b>3,615,625</b>	

▪ **Easter Campaign**

The Easter Campaign's Media Placement Flowchart was received, discussed, and approved accordingly to the selected strategy for this campaign. Media Buy details and results are reflected on the table.

**Campaign:** "Guiar borracho no es alternativa"

**Message:** "Si bebes, pasa la llave o utiliza un transporte alterno"

**Publication Period:** March 30<sup>th</sup> to April 4, 2021

Easter	Budget	Percent	Final Cost	Spots
TV	\$ 39,273.36	39%	\$ 39,273.37	297
Radio	29,210.23	29%	29,210.23	182
Print	5,430.82	5%	5,430.82	3
Digital	26,114.20	26%	26,114.20	9,225
<b>Total</b>	<b>\$ 100,028.61</b>	<b>100%</b>	<b>\$100,028.62</b>	<b>9,707</b>
		<b>Impressions</b>	<b>4,922,149</b>	

The Post Media Buy Report was received, discussed, and approved. The strategy to obtain at least 500,000 impressions at the end of FFY 2021 was exceeded.

▪ **Pre-Summer Campaign**

The Pre-Summer Campaign's Media Placement Flowchart was received, discussed, and approved accordingly to the selected strategy for this campaign. Media Buy details and results are reflected on the table.

The Post Media Buy Report was received, discussed, and approved. The strategy to obtain at least 500,000 impressions at the end of FFY 2021 was accomplished.

**Campaign:** "Guiar borracho no es alternativa"

**Message:** "Si bebes, pasa la llave o utiliza un transporte alterno"

**Publication Period:** Only on Weekends - June 17 to 20, 25 to 26, July 1 to 4, 9 to 10, 2021

Pre-Summer	Budget	Percent	Final Cost	Spots
TV	\$ 35,727.64	35%	\$ 35,727.64	76
Radio	21,599.31	21%	21,599.52	480
Print	13,549.15	13%	13,548.46	10
Digital	27,431.26	27%	27,431.27	14,613
Uploads	2,850.00	3%	-	
<b>Total</b>	<b>\$ 101,157.36</b>	<b>100%</b>	<b>\$ 98,306.89</b>	<b>15,179</b>
		<b>Impressions</b>	<b>2,256,007</b>	

▪ **Summer Campaign**

The Summer Campaign's Media Placement Flowchart was received, discussed, and approved accordingly to the selected strategy for this campaign. Media Buy details and results are reflected on the table.

The Post Media Buy Report was received, discussed, and approved.

The strategy to obtain at least 1.75 million impressions at the end of FFY 2021 was completed successfully.

**Campaign:** "Piensa en las Consecuencias"

**Message:** "Guiar borracho es un crimen. Serás arrestado"

**Publication Period:** July 21 to 31, 2021

Summer	Budget	Percent	Final Cost	Spots
TV	\$ 93,463.10	44%	\$ 93,463.09	288
Radio	65,205.69	30%	65,205.69	1,241
Print	15,824.77	7%	15,824.77	12
Digital	34,422.84	16%	34,422.84	15,202
Sponsorships	5,750.00	3%	5,750.00	1
<b>Total</b>	<b>\$ 214,666.40</b>	<b>100%</b>	<b>\$214,666.39</b>	<b>16,743</b>
		<b>Impressions</b>	<b>2,746,499</b>	

▪ **Labor Day Campaign**

The Labor Day Campaign's Media Placement Flowchart was received, discussed, and approved accordingly to the selected strategy for this campaign. Media Buy details and results are reflected on the table.

The Post Media Buy Report was received, discussed, and approved.

The strategy to obtain at least 1 million impressions at the end of FFY 2021 was completed in a 65%. Still, this did not prevent the fulfilment of the objective for this project.

**Campaign:** "Piensa en las Consecuencias"

**Message:** "Guiar borracho es un crimen. Serás arrestado"

**Publication Period:** September 7 to 12, 2021

Labor Day	Budget	Percent	Final Cost	Spots
TV	\$ 50,733.98	41%	\$ 50,733.98	408
Radio	33,120.35	27%	33,120.35	744
Print	12,231.03	10%	12,231.03	8
Digital	27,514.52	22%	27,514.52	25,059
<b>Total</b>	<b>\$ 123,599.88</b>	<b>100%</b>	<b>\$123,599.88</b>	<b>26,219</b>
		<b>Impressions</b>	<b>648,907</b>	

**Alcohol Impaired Driving Campaigns - Summary and Final Results**

Alcohol ID	Budget	Percent	Final Cost	Spots
TV	\$ 322,053.33	40%	\$321,882.23	2,647
Radio	\$ 249,755.98	31%	\$249,756.19	3,986
Print	\$ 58,036.27	7%	\$ 58,035.58	45
Digital	\$ 145,355.22	18%	\$145,046.11	67,995
OOH	18,400.00	2%	18,400.00	46,460
Sponsorships	17,767.50	2%	17,767.50	2
Uploads	2,850.00	0%	-	
<b>Total</b>	<b>\$ 814,218.30</b>	<b>100%</b>	<b>\$810,887.61</b>	<b>121,135</b>
		<b>Impressions</b>	<b>14,189,187</b>	

Above, is the chart with the alcohol impaired driving media buy details and total results for all campaigns. In summary, a total of 14,189,187 impressions were obtained through Paid Media with an audience reach of 241.51%, signifying that the objective of this Project to "Reach at least 70% of target



audience with the educational message of the consequences of drunk driving and its legal effect as established on PR Act 22-2000 with a frequency 2+ obtain at least 8.75 million impressions at the end of year 2021” was complete and exceed by 162%.

**d. Earned Media**

A total of four (4) Press Releases were generated during this year, of which one was covering the production and release of the new alcohol impaired driving campaign “*Piensa en las Consecuencias*” (Think about the Consequences) and the other was to inform citizens the release of Educational Testimonials, in which three different Police Agents talk about personal experience on intervening with drunk drivers, this to extend this project’s message and to emphasize that Police Enforcement is real, also, drunk driving is a crime, and you will be arrested. These press releases were published along with a total of 42 media coverages with this project’s educational message, accomplishing the goal to obtain at least 10 media coverage at the end of the year. In summary, an amount of \$3,192,286.06 was gained through Publicity, achieving the strategy to obtain at least \$100,000 on earned media.

**e. Massive Impact Event(s)**

The PRTSC participated in 20 massive impact events in which the educational message of this project of the consequences of drunk driving were diffused to more than 15,700 people this year. Through these activities, the strategy of participating and/or developing at least 1 massive event was fulfilled.

**21-12-02**

**YOUTH IMPAIRED DRIVING MEDIA CAMPAIGN**

**Implemented Strategies:**

**a. Owned Media – Digital Content**

▪ Facebook 	96 posts	1,098 likes	253,519 reaches
▪ Twitter 	102 posts	475 likes	164,508 engagements
▪ Instagram 	43 posts	438 likes	
▪ Youtube 	27 videos	731 views	
	<hr/>		
Total	268 posts		

**A total of 268 posts were published through PRSC digital platforms surpassing expectative in 893%.** Also, a total of 145,702 new users were achieved through the website [www.seguridadeneltransito.com](http://www.seguridadeneltransito.com), of which 70.58% were from Puerto Rico. In summary, a total of 22,853,411 impressions were reached through owned media, which implies that the strategy to promote the youth drunk driving prevention message to engage target market through owned media platforms and generate at least 30 posts at the end of FFY 2021 was completed.

**b. Produce/Reproduce/Edit Educational Pieces**

▪ *Educational Pieces Distribution*

A total of 22,900 brochures were handed out with the youth educational message of drunk driving prevention, meaning that the strategy this program was accomplished.

▪ *Educational Pieces Production / Reproduction / Editing / Adaptations*

- The educational brochure “No Seas Cabezudo” with the message “Si bebes, Pasa La LLave” was reproduced on two (2) occasions for a total of 15,000 brochure printed at a cost of \$1,193.50.
- A banner art was produced with this project's educational message. A total of seven (7) banners were issued, two (2) 4'x10' and five (5) 3'x10', at a cost of \$1,612.50.



- For the Halloween Prevention and Educational Effort, a total of 12 digital banners were reproduced a cost of \$720.00.



- A new Youth Impaired Driving Prevention and Educational Campaign was produced with this project's message "Si Vas a Beber, Pasa La Llave" at a cost of \$79,897.25. The 25 pieces produced were:
  - ♦ One (1) 30 second length video
  - ♦ One (1) 30 second length audio
  - ♦ 1 Flyer size 5" x 7" with 15,000 prints
  - ♦ 1 Newspaper Art ½ page full color
  - ♦ 4 Website banners with adaptations at different size
  - ♦ 16 Social Media Arts with this project's message



Summarizing, a total de 39 educational pieces were Produce / Reproduce / Edit accomplishing the strategy to Produce / Reproduce / edit at least three (3) educational pieces with the drunk driving prevention content for young drivers at the end of FFY 2021.

**c. Paid Media**

▪ **Halloween Prevention and Educational Effort**

The Halloween P&E Effort's Media Placement Flowchart was received, discussed, and approved accordingly to the selected strategy for this campaign. Media Buy details and results are reflected on the table.

**Campaign:** "Que tu noche no termine en terror"

**Message:** "Si bebes, pasa la llave"

**Effort Period:** October 30 and 31<sup>st</sup>, 2020

Halloween	Budget	Percent	Final Cost	Spots
Digital	\$4,999.57	100%	4,860.93	1,327
<b>Total</b>	<b>\$ 4,999.57</b>	<b>100%</b>	<b>\$ 4,860.93</b>	<b>1,327</b>
<i>Impressions</i>		<i>1,129,220</i>		

The Post Media Buy Report was received, discussed, and approved. The strategy to obtain at least 5,000 impressions at the end of fiscal year was completed successfully.

▪ **Fiestas de la calle San Sebastián Prevention and Educational Effort**

The *Fiestas de la Calle San Sebastián's* Media Placement Flowchart was received, discussed, and approved accordingly to the selected strategy for this campaign. Media Buy details and results are reflected on the table.

Campaign: "No Seas Cabezudo"  
 Message: "Si bebes, pasa la llave"

Effort Period: January 29 to 31<sup>st</sup>, 2021

San Se	Budget	Percent	Final Cost	Spots
Digital	\$15,000.00	100%	15,000.00	6,560
<b>Total</b>	<b>\$15,000.00</b>	<b>100%</b>	<b>\$15,000.00</b>	<b>6,560</b>
<i>Impressions</i>		<i>6,690,722</i>		

The Post Media Buy Report was received, discussed, and approved. The strategy to obtain at least 500,000 impressions at the end of FFY 2021 was accomplished.

▪ **Justas Interuniversitarias Prevention and Educational Effort**

The P&E Effort was not published due cancellation of the event by the *Justas Interuniversitarias'* Committee because of the COVID-19 pandemic. However, this did not prevent the fulfilment of the objective for this project. To cover the lack of paid media effort for this period, the new Action Plan implemented was to reinforced education through PRTSC Community Programs, FIESTA Programs and increasing posts in social media. Because of this, digital platforms post surpassed educational execution in 893%.

In summary, a total of 7,819,942 impressions were obtained through Paid Media with an audience reach of 119%, which implies that the objective of this Project to "Reach at least 80% of target audience 16-24 ages with the message of consequences of youth alcohol impaired driving and its legal effect as established on PR Act 22-2000 with a frequency 2+ obtain at least 1 million impressions at the end of FFY 2021" was accomplished.

d. **Earned Media**

A total of one (1) Press Release was generated during this year in which the preventive message of this program addressing youth impaired driving was included. This press release was published along with a total of four (4) media coverages with this project's educational message, accomplishing the goal to obtain at least two (2) media coverage at the end of the year. In summary, an amount of \$22,862.10 was gained through Publicity, achieving the strategy to obtain at least \$10,000 on earned media.

e. **Massive Impact Event(s)**

The PRTSC participated in 25 massive impact events in which the educational message of this project of the consequences of youth impaired driving were diffused to more than 24,400 people this year, included target market, men,



ages 16-24. Through these activities, the strategy of participating and/or developing at least one (1) massive event was fulfilled.

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## 21-12-03

### SPEED AND AGGRESSIVE DRIVING MEDIA CAMPAIGN

#### Implemented Strategies:

#### a. Owned Media – Digital Content

▪ Facebook 	70 posts	1,532 likes	266,416 reaches
▪ Twitter 	71 posts	455 likes	170,786 engagements
▪ Instagram 	62 posts	334 likes	
▪ Youtube 	8 videos	68 views	
	<hr/>		
Total	211 posts		

**A total of 211 posts were published through PRSC digital platforms surpassing expectative in 211%.** Also, a total of 145,702 new users were achieved through the website [www.seguridadeneltransito.com](http://www.seguridadeneltransito.com), of which 70.58% were from Puerto Rico. In summary, a total of 22,853,411 impressions were reached through owned media, which implies that the strategy to promote the speed and aggressive driving prevention message to engage target market through owned media platforms and generate at least 100 posts at the end of FFY 2021 was completed.

#### b. Produce/Reproduce/Edit Educational Pieces

##### ▪ Educational Pieces Distribution

A total of 26,595 brochures were handed out with the speed and aggressive driving prevention message. The strategy of distributing at least 25,000 flyers was completed.

##### ▪ Educational Pieces Production/Reproduction/Editing/Adaptations

- The educational brochure “La Vida Cambia Igual de Rápido” with the message “Respetar los Límites de Velocidad. Si No Obedeces, Pagas.” was reproduced on two (2) occasions for a total of 20,000 brochures printed at a cost of \$1,489.25.



- The new Speed and Aggressive Campaign “Guía sin prisa. Tienes una vida por delante” was produced with this project’s message “Respetar los Límites de Velocidad. Si No Obedeces, Pagas.” at a cost of \$104,827.50. The 108 pieces produced were:

- 2 videos (one 30 second length and another of a minute length)
- One (1) 30 second length audio
- 1 Flyer size 5"x7" and 15,000 impressions
- 1 Newspaper Advertisement Art size ½ page full color
- 1 Out of Home Art for fuel gas pumps
- 8 Website banners with adaptations on different size
- 90 social media Images with this project's message



A total de 110 educational pieces were Produce / Reproduce / Edit accomplishing the strategy to Produce / Reproduce / edit at least four (4) educational pieces with the speed and aggressive driving prevention content at the end of FFY 2021.

**c. Paid Media**

- The Speed and Aggressive Campaign’s Media Placement Flowchart was received, discussed, and approved accordingly to the selected strategy for this campaign. Media Buy details and results are reflected on the table.
- The Post Media Buy Report was received, discussed, and approved. The strategy to obtain at least 1.5 million impressions at the end of fiscal year was completed satisfactorily.

Speed	Budget	Percent	Final Cost	Spots
TV	\$ 62,478.46	34%	\$ 59,498.26	292
Radio	44,032.84	24%	43,285.31	870
Print	15,348.67	8%	15,348.67	12
OOH	23,000.00	12%	23,000.00	716
Digital	39,140.04	21%	39,826.38	51,500
<b>Total</b>	<b>\$184,000.01</b>	<b>100%</b>	<b>\$180,958.62</b>	<b>53,390</b>
		<i>Impressions 3,056,725</i>		

A total of 3,056,425 impressions were obtained through Paid Media with an audience reach of 59.68%, which implies that the objective of this Project to



“Reach at least 50% of target audience with the educational message of the consequences of speed and aggressive driving and its legal effect as established on PR Act 22-2000 with a frequency 2+ and obtain at least 1.5 million impressions at the end of FFY 2021 was fulfilled.

**d. Earned Media**

A total of two (2) Press Releases were generated during this year, of which one was covering the production and release of the new speed and aggressive campaign “*Guía sin prisa. Tienes una vida por delante*” (Do not drive in a hurry, you have your whole life ahead of you) addressing the speed and aggressive prevention message for this project. This press release was published along with a total of 14 media coverages with this project’s educational message, accomplishing the goal to obtain at least five (5) media coverage at the end of the year. In summary, an amount of \$259,804.82 was gained through Publicity, completing the strategy to obtain at least \$30,000 on earned media.

**e. Massive Impact Event(s)**

The PRTSC participated in 20 massive impact events in which the educational message of this project of the consequences of speed and aggressive driving were diffused to more than 15,700 people this year, included target market, men, ages 25-36. Through these activities, the strategy of participating and/or developing at least one (1) massive event was accomplished.

**21-12-07**

**OCCUPANT PROTECTION MEDIA CAMPAIGN**

**Implemented Strategies:**

**a. Owned Media – Digital Content**

▪ Facebook 	319 posts	4,465 likes	676,650 reaches
▪ Twitter 	312 posts	1,227 likes	357,081 engagements
▪ Instagram 	317 posts	638 likes	
▪ Youtube 	65 videos	2,560 views	
Total		1,013 posts	

**A total of 1,013 posts were published through PRTSC digital platforms surpassing expectative in 507%.** Also, a total of 145,702 new users were achieved through the website [www.seguridadeneltransito.com](http://www.seguridadeneltransito.com), of which 70.58% were from



Puerto Rico. In summary, a total of 22,853,411 impressions were reached through owned media, which indicates that the strategy to promote occupant protection in all seating position message to engage target market through owned media platforms and generate at least 200 posts at the end of FFY 2021 was accomplished.

**b. Produce/Reproduce/Edit Educational Pieces**

▪ *Educational Pieces Distribution*

A total of 37,793 brochures were handed out with the seat belt safety message and 21,715 with the car seat safety message, for a total of 59,505 pieces distributed during the FFY 2021. The strategy of distributing at least 40,000 flyers was completed.

▪ *Educational Pieces Production/Reproduction/Editing/Adaptations*

- The educational brochure “Los que saben se amarran, ¿y tú?” with the message “De Día o de Noche, si no te Amarras, Pagas” was reproduced on two (2) occasions for a total of 30,000 brochure printed at a cost of \$1,995.25. Also, the educational brochure “Una sola muerte por no utilizar el asiento protector es demasiado” with the message “Asiento Protector, Úsalo Correctamente” was reproduced on one (1) occasion for a total of 15,000 brochure printed at a cost of \$1,236.25.
- A new Seat Belt-Speed Campaign “No Ponerte el Cinturón y Guiar a Exceso de Velocidad es Mortal” was developed to be published on digital platforms at a cost of \$2,250. A total of 9 Website banners were produced with adaptations on different size.



- The Seat Belt Campaign “Los que saben se amarran, ¿y tú?” with the message “De Día o de Noche, si no te Amarras, Pagas” was reproduced at a cost of \$5,628.75. The 25 pieces edited were:



- ♦ Two (2) 30 second length videos
- ♦ Two (2) 30 second length audios
- ♦ 18 Website banners adapted at different sizes
- ♦ 2 Newspaper Advertisement Art size ½ page full color
- ♦ 1 Out of Home Art for fuel gas pumps



- The Child Restraint Campaign “Una sola muerte por no utilizar el asiento protector es demasiado” with the message “Asiento Protector, Úsalo Correctamente.” was reproduced at a cost of \$3,000.00. The 7 pieces edited were:



- ♦ 1 Flyer size 5"x7"
- ♦ One (1) 30 second length video
- ♦ 5 Website banners adapted at different sizes

A total de 44 educational pieces were Produce/Reproduce/Edit accomplishing the strategy to Produce/Reproduce/edit at least four (4) educational pieces with the occupant protection in all seating position content at the end of FFY 2021.

### c. Paid Media

#### ▪ Seat Belt Campaigns

- The seat belt campaign “Los que saben se amarran, ¿y tú?” with the message “De Día o de Noche, si no te Amarras, Pagas” was launched from November 11 to 26, 2020. The table reflects Media Buy details and results.

CIOT	Budget	Percent	Final Cost	Spots
TV	\$ 73,976.63	43%	\$ 73,541.61	1,152
Radio	41,328.70	24%	41,264.29	542
Print	10,422.74	6%	10,422.74	11
Digital	12,715.55	7%	12,616.32	2,800
OOH - Gas Pump	28,796.00	19%	28,796.00	648
OOH - Turnos PR	3,519.00		3,519.00	900
Uploads	1,207.50	1%	1,207.50	
<b>Total</b>	<b>\$171,966.12</b>	<b>100%</b>	<b>\$171,367.46</b>	<b>6,053</b>
<b>Impressions 1,998,924</b>				

- The new seat belt-speed campaign “No Ponerte el Cinturón y Guiar a Exceso de Velocidad es Mortal” that integrated this projects message “De Día o de Noche, si no te Amarras, Pagas” was aired from February 23 to 26, 2021. The table reflects Media Buy details and results.

Seat Belt-Speed	Budget	Percent	Final Cost	Spots
Radio	2,990.00	37%	2,990.00	125
Digital	5,000.20	63%	5,000.20	3,324
<b>Total</b>	<b>\$ 7,990.20</b>	<b>100%</b>	<b>\$ 7,990.20</b>	<b>3,449</b>
<b>Impressions 384,747</b>				

- The seat belt campaign “Los que saben se amarran, ¿y tú?” with the message “De Día o de Noche, si no te Amarras, Pagas” was relaunched for the National CIOT Campaign Period from May 27 to June 2, 2021. The table reflects Media Buy details and results.

CIOT	Budget	Percent	Final Cost	Spots
TV	\$ 73,589.66	43%	\$ 75,132.97	361
Radio	51,247.45	30%	50,717.90	895
Print	11,186.59	7%	11,186.59	7
Digital	37,637.04	22%	36,375.57	9,002
<b>Total</b>	<b>\$173,660.74</b>	<b>101%</b>	<b>\$173,413.03</b>	<b>10,265</b>
<b>Impressions 2,663,062</b>				

- The Child Restraint campaign “Una sola muerte por no utilizar el asiento protector es demasiado” with the message “Asiento Protector, Úsalo Corectamente” was published from September 22 to 25, 2021. The table reflects Media Buy details and results

Car Seat	Budget	Percent	Final Cost	Spots
TV	\$ 30,613.00	47%	\$ 30,492.26	80
Radio	12,993.28	20%	14,373.29	292
Digital	21,393.72	33%	20,013.73	5,754
<b>Total</b>	<b>\$ 65,000.00</b>	<b>100%</b>	<b>\$ 64,879.28</b>	<b>6,126</b>
<b>Impressions 384,747</b>				

- The Post Media Buy Report was received, discussed, and approved. The strategy to obtain at least 1.5 million impressions at the end of fiscal year was completed and exceeded.

A total of 12,206,146 impressions were obtained through Paid Media with an audience reach of 52.71%, which indicates that the objective of this Project to “Reach at least 50% of target audience with the educational message of consequences of vehicle unrestrained driver and passengers and its legal effect as established on PR Act 22-2000 with a frequency 2+ and obtain at least 1.5 million impressions at the end of year” was surpassed.

**d. Earned Media**

A total of two (2) Press Releases were generated during this year, of which one was to inform citizens the Accordance with the Puerto Rico Family Department to promote, foster and develop resources to keep children safe and to make awareness of the importance to use properly installed car seat for children ages 0-8 that become car passengers. This press release was published along with a total of 12 media coverages with this project’s educational message, accomplishing the goal to obtain at least three (3) media coverage at the end of the year. In summary, an amount of \$112,176.79 was gained through Publicity, completing the strategy to obtain at least \$30,000 on earned media.



**e. Massive Impact Event(s)**

- The PRISC participated in 12 community events in which the occupant protection educational message was diffused to more than 4,404 people this year, including target market audience.
- During the FFY 2021 the PRISC developed or participated in 11 car seat check points impacting more than 2,596 citizens with this program’s educational message of the importance that children ages 0-8 traveling on a vehicle use a car seat properly installed.

In summary, the PRISC participated in 23 massive impact events in which the educational message of occupant protection in all seating position was imparted to more than 7,000 individuals, including target market, men and women ages 25-36. Through these activities, the strategy of participating and/or developing at least one (1) massive event was fulfilled.

21-12-10

## NON-MOTORIZED SAFETY MEDIA CAMPAIGN

### Implemented Strategies:

#### a. Owned Media – Digital Content

- Facebook  142 posts 2,036 likes 436,823 reaches
  - Twitter  141 posts 704 likes 269,150 engagements
  - Instagram  137 posts 348 likes
  - Youtube  23 videos 455 views
- 
- Total 443 posts

**A total of 443 posts were published through PRTSC digital platforms surpassing expectative in 443%.** Also, a total of 145,702 new users were achieved through the website [www.seguridadeneltransito.com](http://www.seguridadeneltransito.com), of which 70.58% were from Puerto Rico. In summary, a total of 22,853,411 impressions were reached through owned media, which indicates that the strategy to promote non-motorized safety message to engage target market through owned media platforms and generate at least 100 posts at the end of FFY 2021 was accomplished.

#### b. Produce/Reproduce/Edit Educational Pieces

##### ▪ Educational Pieces Distribution

A total of 28,737 brochures were handed out with the pedestrian safety message, 16,100 with the pedestrian-driver awareness message, 30,671 with the bicyclist safety message and 5,000 pedestrian safety coloring books for children, for a total of 80,508 pieces distributed during the year. The strategy of distributing at least 40,000 flyers was completed.

##### ▪ Educational Pieces Production / Reproduction / Editing / Adaptations



- The educational flyer “Peatón Responsable” was reproduced with 10,000 prints and the pedestrian safety coloring book for children with 5,000 prints at a cost of \$10,175.25.
- The Pedestrian Safety Campaign “Soy responsable en mi calle” with the educational message “Peatón Responsable” was reproduced at a cost of \$14,576.88. The 20 pieces edited were:



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- ♦ One (1) 30 second version video
- ♦ One (1) 30 second version audio
- ♦ 9 Newspaper Advertisement Art ½ page size full color
- ♦ 2 Out of Home art revisions and adaptations
- ♦ 6 Website banners adapted at different sizes
- ♦ 1 Logo Art for the *Jugando Pelota Dura* program's opening and closing
- ♦ Talent Renewal Fee

- The Pedestrian-Driver Campaign “Ponte en sus zapatos” with the message “Somos Responsables” was reproduced at a cost of \$1,020.00. The 9 pieces edited were:

- ♦ One (1) 30 second video digital transmittal for all media platforms
- ♦ 8 Newspaper Advertisement Art adaptations ½ page size full color



- The Bicyclist Safety Campaign “Compartir la Responsabilidad es Salvar Vidas” with the educational message “Comparte la Carretera” was reproduced at a cost of \$2,952.00. The 6 pieces edited were:



- ♦ One (1) 30 second length video
- ♦ 5 Website banners adapted at different sizes

A total de 37 educational pieces were Produce / Reproduce / Edit accomplishing the strategy to Produce / Reproduce / edit at least four (4) educational pieces with the non-motorized safety content at the end of FFY 2021.

**c. Paid Media**

▪ Pedestrian Safety Campaigns

- The pedestrian safety campaign “Soy responsable en mi calle” with the message “Peatón Responsable” was launched from October 20 to 25, 2020. The table reflects Media Buy details and results.

Pedestrian	Budget	Percent	Final Cost	Spots
TV	\$ 16,939.10	39%	\$ 16,911.71	28
Radio	13,162.33	30%	13,138.17	171
Print	10,422.74	24%	10,422.74	11
Digital	2,925.60	7%	2,746.92	779
<b>Total</b>	<b>\$ 43,449.77</b>	<b>100%</b>	<b>\$ 43,219.54</b>	<b>989</b>
		<b>Impressions</b>	<b>672,423</b>	

- The Pedestrian-Driver Awareness Campaign “Ponte en sus zapatos” with the educational message “Somos Responsables” aired from March 9 to 12, 2021. The table reflects Media Buy details and results.

Pedestrian-Driver	Budget	Percent	Final Cost	Spots
TV	\$ 26,628.25	48%	\$ 26,041.76	83
Radio	13,716.28	25%	11,324.28	161
Print	11,168.86	20%	11,168.86	9
Digital	3,496.00	6%	3,040.00	1,682
<b>Total</b>	<b>\$ 55,009.39</b>	<b>100%</b>	<b>\$ 51,574.90</b>	<b>1,935</b>
		<b>Impressions</b>	<b>866,844</b>	

- The Child Restraint campaign “Compartir la Responsabilidad es Salvar Vidas” with the educational message “Comparte la Carretera” was published from May 20 to 22, 2021. The table reflects Media Buy details and results.

Bicyclist	Budget	Percent	Final Cost	Spots
Digital	18,000.00	100%	18,000.00	8,333
<b>Total</b>	<b>\$ 18,000.00</b>	<b>100%</b>	<b>\$ 18,000.00</b>	<b>8,333</b>
		<b>Impressions</b>	<b>1,956,327</b>	

- The Post Media Buy Report was received, discussed, and approved. The strategy to obtain at least 1.5 million impressions at the end of fiscal year was accomplished.

A total of 3,495,594 impressions were obtained through Paid Media with an audience reach of 54.94%, which indicates that the objective of this Project to “Reach at least 50% of target audience with the non-motorized safety educational message and its legal effect as established on PR Act 22-2000 with a frequency 2+ and obtain at least 1.5 million impressions at the end of year” was completed.

**d. Earned Media**

A total of two (2) Press Releases with the pedestrian and bicyclist educational message were generated and published along with a total of 7 media coverages with this project's non-motorized safety message, accomplishing the goal to obtain at least three (3) media coverage at the end of the year. In summary, an amount of \$81,904.37 was gained through Publicity, completing the strategy to obtain at least \$30,000 on earned media.

**e. Massive Impact Event(s)**

The PRTSC participated in 20 massive impact events in which the non-motorized safety educational message was imparted to more than 18,700 citizens, including target market, men ages 50+. Through these activities, the strategy of participating and/or developing at least one (1) massive event was surpassed.

**21-12-12  
MOTORCYCLE AWARENESS MEDIA CAMPAIGN  
(SHARE THE ROAD)**

**Implemented Strategies:**

**a. Owned Media – Digital Content**

▪ Facebook 	39 posts	372 likes	71,826 reaches
▪ Twitter 	36 posts	155 likes	61,946 engagements
▪ Instagram 	37 posts	167 likes	
	<hr/>		
Total	112 posts		

**A total of 112 posts were published through PRSC digital platforms surpassing expectative in 224%.** Also, a total of 145,702 new users was achieved through the website [www.seguridadeneltransito.com](http://www.seguridadeneltransito.com), of which 70.58% were from Puerto Rico. In summary, a total of 22,853,411 impressions were reached through owned media, which implies that the strategy to promote the motorcycle awareness message to share the road to engage target market through owned media platforms and generate at least 50 posts at the end of FFY 2021 was completed.

**b. Produce/Reproduce/Edit Educational Pieces**

▪ *Educational Pieces Distribution*

A total of 18,656 brochures were handed out with the motorcycle awareness message. The strategy of distributing at least 5,000 flyers was surpassed.

▪ *Educational Pieces Production/Reproduction/Editing/Adaptations*

- The educational brochure “with the message “Comparte la Carretera” was reproduced on one (1) occasion for a total of 15,000 brochures printed at a cost of \$1,318.48.
- The Motorcycle Awareness Campaign with this project's message “Compartre la Carretera” was reproduced at a cost of \$1,399.25. The 7 pieces reproduced were:
  - ♦ One (1) 30 seconds length audio
  - ♦ One (1) Newspaper Advertisement Art size ½ page full color
  - ♦ One (1) 30 seconds length video transmittal to all media platforms
  - ♦ 4 Website banners with adaptations on different size

A total de 8 educational pieces were Produce/Reproduce/Edit accomplishing the strategy to Produce/Reproduce/edit at least one (1) educational piece with the motorcycle awareness content at the end of FFY 2021.



**c. Paid Media**

- The Motorcycle Awareness Media Placement Flowchart was received, discussed, and approved accordingly to the selected strategy for this campaign. The campaign with this project’s message “Comparte la Carretera” published from February 4 to 7, 2021. Media Buy details and results are reflected on the table.

STR	Budget	Percent	Final Cost	Spots
TV	\$ 16,390.66	41%	\$16,390.66	62
Radio	8,369.24	21%	8,369.24	129
Print	2,398.44	6%	2,398.44	1
Digital	13,259.39	33%	13,259.39	8,277
<b>Total</b>	<b>\$ 40,417.73</b>	<b>100%</b>	<b>\$40,417.73</b>	<b>8,469</b>
<b><i>Impressions 2,467,901</i></b>				

- The Post Media Buy Report was received, discussed, and approved. The strategy to obtain at least 500,000 impressions at the end of FFY 2021 was surpassed.

A total of 2,467,901 impressions were obtained through Paid Media with an audience reach of 75%, which implies that the objective of this Project to “Reach at least 25% of the target audience with the motorcycle awareness message and its legal effect as established on PR Act 22-2000 with a frequency 2+ obtain at least 500,000 impressions at the end of FFY 2021 was fulfilled.

**d. Earned Media**

A total of two (2) media coverages with this project’s motorcycle awareness message was exposed, achieving the goal to obtain at least one (1) media coverage at the end of the year. In summary, an amount of \$18,037.10 was gained through Publicity.

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**21-12-13  
MOTORCYCLE SAFETY MEDIA CAMPAIGN**

**Implemented Strategies:**

**a. Owned Media – Digital Content**

- Facebook  63 posts    770 likes    138,726 reaches
- Twitter  48 posts    171 likes    63,815 engagements

- Instagram  52 posts 240 likes
  - Youtube  5 videos 182 views
- 
- Total 168 posts

**A total of 168 posts were published through PRSC digital platforms surpassing expectative in 336%.** Also, a total of 145,702 new users was achieved through the website [www.seguridadeneltransito.com](http://www.seguridadeneltransito.com), of which 70.58% were from Puerto Rico. In summary, a total of 22,853,411 impressions were reached through owned media, which implies that the strategy to promote the motorcycle safety message to engage target market through owned media platforms and generate at least 50 posts at the end of FFY 2021.

**b. Produce/Reproduce/Edit Educational Pieces**

- *Educational Pieces Distribution*

A total of 19,043 brochures were handed out with the motorcycle safety message. The strategy of distributing at least 10,000 flyers was completed successfully.

- *Educational Pieces Production / Reproduction / Editing / Adaptations*

- The educational brochure “Su uso tiene una razón de ser” with the message “Motociclista Seguro” was reproduced on two (2) occasions for a total of 15,000 brochures printed at a cost of \$1,690.73.
- The Motorcycle Safety Campaign “Su uso tiene una razón de ser” with this project’s message “Motocyclista Seguro” was reproduced at a cost of \$1,075.00. The 5 pieces reproduced were:
  - ♦ One (1) Newspaper Advertisement Art size ½ page full color
  - ♦ 4 Website banners with adaptations on different size



A total de 7 educational pieces were Produce/Reproduce/Edit accomplishing the strategy to Produce/Reproduce/edit at least two (2) educational pieces with the motorcycle safety content at the end of FFY 2021.

**c. Paid Media**

- The Motorcycle Safety Media Placement Flowchart was received, discussed, and approved accordingly to the selected strategy for this campaign. The campaign “Su uso tiene una razón de ser” with this



project's message "Motociclista Seguro" aired from February 10 to 14, 2021. Media Buy details and results are reflected on the table.

Motorcycle	Budget	Percent	Final Cost	Spots
TV	\$ 29,348.29	42%	\$29,348.29	38
Radio	16,285.73	23%	16,285.73	182
Print	5,430.82	8%	5,430.82	3
Digital	19,001.88	27%	18,958.95	5,626
<b>Total</b>	<b>\$ 70,066.72</b>	<b>100%</b>	<b>\$70,023.79</b>	<b>5,849</b>
<b><i>Impressions 10,830,026</i></b>				

- The Post Media Buy Report was received, discussed, and approved. The strategy to obtain at least 500,000 impressions at the end of fiscal year was surpassed.

A total of 10,830,026 impressions were obtained through Paid Media with an audience reach of 75%, which implies that the objective of this Project to "Reach at least 25% of the target audience with the motorcycle safety message and its legal effect as established on PR Act 22-2000 with a frequency 2+ obtain at least 500,000 impressions at the end of year 2021" was completed.

**d. Earned Media**

One (1) Press Releases was generated and published with the motorcycle safety message along with a total of 14 media coverages with this project's motorcycle safety message, achieving the goal to obtain at least five (5) media coverage at the end of the year. In summary, an amount of \$52,159.30 was gained through Publicity, surpassing the strategy to obtain at least \$5,000 on earned media.

**e. Massive Impact Event(s)**

The PRTSC participated in 20 massive impact events in which this project's motorcycle safety educational message were diffused to more than 15,700 people this year, included target market, men, ages 25-36. Through these activities, the strategy of participating and/or developing at least one (1) massive event was accomplished.

**21-12-14**

**DISTRACTED DRIVING MEDIA CAMPAIGN**

**Implemented Strategies:**

**a. Owned Media – Digital Content**

- Facebook  61 posts    1,071 likes    214,696 reaches

- Twitter  59 posts 312 likes 108,105 engagements
  - Instagram  59 posts 292 likes
  - Youtube  16 videos 989 views
- 
- Total 195 posts

A total of 195 posts were published through PRTSC digital platforms. Also, a total of 145,702 new users was achieved through the website [www.seguridadeneltransito.com](http://www.seguridadeneltransito.com), of which 70.58% were from Puerto Rico. In summary, a total of 22,853,411 impressions was achieved through owned media, which implies that the strategy to promote the distracted driving message to engage target market through owned media platforms and generate at least 200 posts at the end of FFY 2021 was achieved in 98%.

**b. Produce/Reproduce/Edit Educational Pieces**

▪ *Educational Pieces Distribution*

A total of 29,329 brochures were handed out with the distracted driving message. The strategy of distributing at least 40,000 flyers was completed in a 73%, mainly due to the fact that during the pandemic, distribution of educational material was limited by security measures that were implemented through the Government Executive's Orders that limited public events and social contact.

▪ *Educational Pieces Production/Reproduction/Editing/Adaptations*

- The educational brochure with the message "Si guías y *textear*, pagas" was reproduced on three (3) occasions for a total of 25,000 brochures printed at a cost of \$3,059.23.
- The Motorcycle Safety Campaign "Un solo texto puede bloquear tu visión, guiar y *textear* es una bomba de tiempo" with this project's message "Si guías y *textear*, pagas" was reproduced at a cost of \$2,024.25.

The 7 pieces reproduced were:

- ♦ One (1) 30 seconds length video
- ♦ One (1) 30 seconds length audio
- ♦ One (1) Newspaper Advertisement Art size ½ page full color
- ♦ 4 Website banners with adaptations on different size



A total de 10 educational pieces were Produce/Reproduce/Edit completing the strategy to Produce/Reproduce/edit at least three (3) educational pieces with the distracted driving prevention content at the end of FFY 2021.

**c. Paid Media**

- The Distracted Driving Campaign Placement Flowchart was received, discussed, and approved accordingly to the selected strategy for this campaign. The campaign “Si guías y *textteas*, pagas” published from October 6 to 10, 2020. Media Buy details and results are reflected on the table.

Distracted	Budget	Percent	Final Cost	Spots
TV	\$ 49,400.72	35%	\$ 49,400.70	242
Radio	29,422.75	21%	29,359.50	366
Print	10,422.74	7%	10,422.74	11
Digital	11,647.20	8%	11,647.20	7,805
OOH - Gas Pump	28,796.00	27%	28,796.00	4,710
OOH - Turnos PR	3,519.00		3,105.00	900
OOH - Sanitizers Pump	6,095.01		6,095.01	1,980
Sponsorships	1,725.00	1%	-	0
Uploads	1,207.50	1%	1,207.50	
<b>Total</b>	<b>\$142,235.92</b>	<b>100%</b>	<b>\$140,033.65</b>	<b>16,014</b>
		<i>Impressions 1,877,284</i>		

- The Distracted Driving Campaign “Un solo texto puede bloquear tu visión, guiar y *texttear* es una bomba de tiempo” with the message “Si guías y *textteas*, pagas” was relaunched for the National Campaign Period from April 5 to 12, 2021. The table reflects Media Buy details and results.

Distracted	Budget	Percent	Final Cost	Spots
TV	\$ 63,311.82	45%	\$ 63,311.82	320
Radio	27,633.93	19%	27,633.93	409
Print	11,168.86	8%	11,168.86	12
Digital	39,912.76	28%	37,469.01	15,526
<b>Total</b>	<b>\$142,027.37</b>	<b>100%</b>	<b>\$139,583.62</b>	<b>16,267</b>
		<i>Impressions 10,712,594</i>		

- The Post Media Buy Report was received, discussed, and approved. The strategy to obtain at least 1 million impressions at the end of fiscal year was achieved successfully.

Distracted Driving	Budget	Percent	Final Cost	Spots
TV	\$112,712.54	40%	\$112,712.52	562
Radio	57,056.68	20%	56,993.43	775
Print	21,591.60	8%	21,591.60	23
Digital	51,559.96	18%	49,116.21	23,331
OOH - Gas Pump	28,796.00	14%	28,796.00	4,710
OOH - Turnos PR	3,519.00		3,105.00	900
OOH - Sanitizers Pump	6,095.01		6,095.01	1,980
Sponsorships	1,725.00	1%	-	0
Uploads	1,207.50	0%	1,207.50	
<b>Total</b>	<b>\$284,263.29</b>	<b>100%</b>	<b>\$279,617.27</b>	<b>32,281</b>
		<b>Impressions 12,589,878</b>		

Above, the distracted driving media buy details and total results for all campaigns. A total of 12,589,878 impressions were obtained through Paid Media with an audience reach of 1142%, which indicates that the objective of this Project to “Reach at least 50% of target audience with the educational message of the consequences of distracted driving and its legal effect as established on PR Act 22-2000 with a frequency 2+ and obtain at least 1 million impressions at the end of year 2021” was surpassed.

**d. Earned Media**

A total of two (2) Press Releases were generated during this year, of which one was covering the production and release of the distracted driving campaign to create awareness of the risk of distracted driving. These press releases were published along with a total of 24 media coverages with this project’s educational message, accomplishing the goal to obtain at least 5 media coverage at the end of the year. In summary, an amount of \$521,205.55 was gained through Publicity, surpassing the strategy to obtain at least \$20,000 on earned media.

**e. Massive Impact Event(s)**

The PRTSC participated in 20 massive impact events in which the distracted driving educational message was imparted to more than 15,700 citizens, including target market, men ages 16-44. Through these activities, the strategy of participating and/or developing at least one (1) massive event was completed.

Even though all the strategies in the Action Plan could not be fulfilled due to the COVID-19 pandemic and the lockdown in Puerto Rico those first three (3) months of the federal fiscal year, this did not prevent the fulfillment of this project’s objective.

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21-12-15

**PESET\* EDUCATIONAL MEDIA CAMPAIGN  
(\*PARQUE EDUCATIVO SEGURIDAD EN EL TRÁNSITO)**

**Implemented Strategies:**

**a. Owned Media – Digital Content**

- Facebook  46 posts    631 likes    127,103 reaches
- Twitter  44 posts    206 likes    93,219 engagements
- Instagram  43 posts    221 likes
- Youtube  3 videos    68 views

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Total 136 posts

**A total of 136 posts were published through PRTSC digital platforms surpassing expectative in 272%.** Also, a total of 145,702 new users was achieved through the website [www.seguridadeneltransito.com](http://www.seguridadeneltransito.com), of which 70.58% were from Puerto Rico. In summary, a total of 22,853,411 impressions was achieved through owned media, which states that the strategy to promote the PESET Promotional and Educational message to engage target market through owned media platforms and generate at least 50 posts at the end of FFY 2021 was complete.

**b. Produce/Reproduce/Edit Educational Pieces**

▪ *Educational Pieces Distribution*

A total of 8,190 brochures were handed out and 6,759 PESET Activity Books for children, for a total of 14,949 pieces distributed during the year. The strategy of distributing at least 25,000 flyers was completed in a 60% due to the Government's Executive Orders of lockdown during the months of October to December 2020 due to COVID-19.

▪ *Educational Pieces Production/Reproduction/Editing/Adaptations*

- The PESET Activity Books for children was reproduced on one (1) occasion for a total of 15,000 books printed at a cost of \$10,175.25.

- A new PESET Promotional Campaign “Para que tus niños sean conductores responsables en el futuro, tráelos aquí” was produced at a cost of \$14,002.50. The 8 pieces produced were:
  - ♦ One (1) 30 seconds length audio
  - ♦ One (1) Newspaper Advertisement Art size ½ page full color
  - ♦ One (1) 30 seconds length video
  - ♦ 4 Website banners with adaptations on different size
  - ♦ 1 Flyer size 5"x7" and 15,000 prints



A total de 9 educational pieces were Produce / Reproduce / Edit accomplishing the strategy to Produce / Reproduce / edit at least two (2) educational pieces with the PESET promotional content at the end of FFY 2021.

**e. Paid Media**

- The PESET Promotional Media Placement Flowchart was received, discussed, and approved accordingly to the selected strategy for this campaign. The campaign “Para que tus niños sean conductores responsables en el futuro, tráelos aquí” aired from August 19 to 22, 2021. Media Buy details and results are reflected on the table.

PESET	Budget	Percent	Final Cost	Spots
Radio	\$ 1,127.00	7%	\$ 1,127.00	120
Press	3,775.68	24%	3,775.68	12
Digital	10,597.33	68%	10,597.33	5,050
<b>Total</b>	<b>\$ 15,500.01</b>	<b>100%</b>	<b>\$15,500.01</b>	<b>5,182</b>
<i>Impressions</i>		<i>408,171</i>		

- The Post Media Buy Report was received, discussed, and approved. The strategy to obtain at least 200,000 impressions at the end of fiscal year was successfully achieved.

A total of 408,171 impressions were obtained through Paid Media with an audience reach of 55.79%, which implies that the objective of this Project to “Reach at least 50% of target audience with the PESET Promotional Message with a frequency 2+ and obtain at least 200,000 impressions at the end of FFY 2021 was completed.

**f. Earned Media**

A total of two (2) Press Releases were generated during this year, of which one was covering the production and release of the PESET Promotional Campaign to inform citizens the reopening of the Educational Park. These press releases were published along with a total of 6 media coverages with this project's promotional message, accomplishing the goal to obtain at least 5 media coverage at the end of the year. In summary, an amount of \$185,030.00 was gained through Publicity.

**g. Massive Impact Event(s)**

The PRTSC participated in 20 massive impact events in which this project's PESET promotional message was diffused to more than 15,700 people this year, included target market, women, ages 18-34. Through these activities, the strategy of participating and/or developing at least one (1) massive event was accomplished.

**21-12-16**

**IMPAIRED DRIVING MEDIA CAMPAIGN**

**Implemented Strategies:**

**a. Owned Media – Digital Content**

▪ Facebook 	7 posts	460 likes	36,361 reaches
▪ Twitter 	8 posts	25 likes	133,694 engagements
▪ Instagram 	7 posts	70 likes	
Total		22 posts	

A total of 22 posts were published and 22,853,411 impressions were achieved through PRTSC digital platforms or owned media, which implies that the strategy to promote the distracted driving message to engage target market through owned media platforms and generate at least 20 posts at the end of FFY 2021 was achieved.

**b. Produce/Reproduce/Edit Educational Pieces**

▪ *Educational Pieces Distribution*

No brochures distributed to be consistent with the overall project's development that is currently on stage one, State Police, District Attorneys and PRTSC Personnel Training.

- *Educational Pieces Production/Reproduction/Editing/Adaptations*
  - An educational video was produced to inform citizens what is the Standard Field Sobriety Test and its legal procedures at a cost of \$3,340.00
  - The new Impaired Driving Campaign “Si te sientes diferente, guías diferente” was produced at a cost of \$92,740.75. The 36 pieces produced were:
    - ♦ One (1) one minute length video
    - ♦ One (1) 30 seconds length video
    - ♦ One (1) 30 seconds length audio
    - ♦ 1 Flyer size 5"x7" and 15,000 prints
    - ♦ 1 Newspaper Advertisement Art size ½ page full color
    - ♦ 4 Website banners with adaptations on different size
    - ♦ 27 social media Images with this project's message



A total de 37 educational pieces were Produce/Reproduce/Edit completing the strategy to Produce/Reproduce/edit at least two (2) educational pieces with the impaired driving prevention content at the end of FFY 2021.

**c. Paid Media**

- To be consistent with the overall project's development that is currently on stage one (training for State Police, District Attorneys and PRTSC Personnel) only the instructional video was published as pre-campaign. The Impaired Driving Pre-Campaign Prevention and Educational Placement Flowchart was received, discussed, and approved accordingly and aired from September 9 to 14, 2021. Media Buy details and results are reflected on the table.

SFST	Budget	Percent	Final Cost	Spots
Digital	\$15,000.00	100%	14,981.95	3,523
<b>Total</b>	<b>\$ 15,000.00</b>	<b>100%</b>	<b>\$14,981.95</b>	<b>3,523</b>
<i>Impressions</i>		<i>256,780</i>		

- The Pre-Campaign Post Media Buy Report was received, discussed, and approved. The strategy to obtain at least 10,000 impressions at the end of fiscal year was achieved successfully.

A total of 256,780 impressions were obtained through Paid Media with an audience reach of 19.97%. The objective for this Project was to “Reach at least 70% of target audience with the educational message of consequences of drug impaired driving and its legal effect as established on PR Act 22-2000 with a frequency 2+ obtain at least 25,000 impressions at the end of year 2021”. Although only a 19.97% of the target audience was reached, the objective of obtaining at least 25,000 impressions was surpassed.

Once the Impaired Driving project is fully developed and approved by PRTSC Planning and Operations and the Executive’s Director’s Division, the educational material will be distributed. Also, the new campaign will be disseminated during the mobilization period.

**d. Earned Media**

One (1) Press Releases was generated and published informing citizens the Task Force Impaired Driving Program composed by PR’s Justice Department, Police Bureau, Forensics Science Institute, and the Health Department whose mission is to eradicate impaired driving conduct. A total of 3 media coverage were achieved completing the goal to obtain at least three (3) media coverage at the end of the year. In summary, an amount of \$4,395.00 was gained through Publicity, achieving the strategy to obtain at least \$3,000 on earned media.

## FISCAL REVIEW

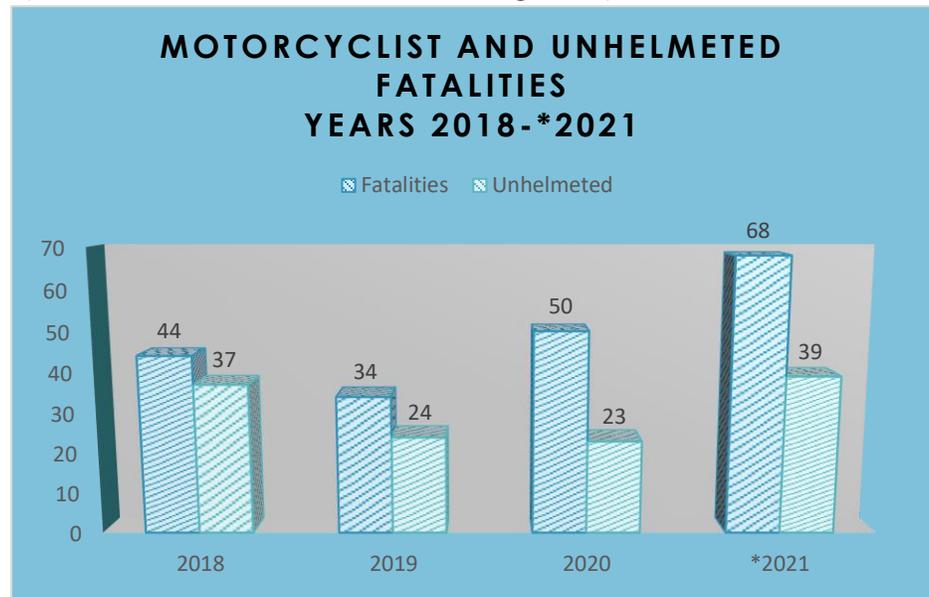
Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
21-12-01	ID Campaign - 1201	CST - 00	1,165,000.00	943,805.13	221,194.87
21-12-02	Youth ID Campaign - 1202	CST - 00	200,000.00	110,053.18	89,946.82
21-12-03	speed, aggressive and distractive PM - 1203	CST - 00	305,000.00	293,718.37	11,281.63
21-12-07	PM Occupant protection - 1207	CST - 00	461,000.00	446,544.22	14,455.78
21-12-10	PM pedestrian - 1210	CST - 00	26,215.25	17,182.10	9,033.15
21-12-10	PM pedestrian - 1210	CST - 00	203,784.75	135,007.43	68,777.32
21-12-12	MC Safety Media Campaign - 1212	CST - 00	50,000.00	45,852.46	4,147.54
21-12-13	MC Media Campaign - 1213	CST - 00	87,000.00	79,705.52	7,294.48
21-12-14	DD Media Campaign - 1214	CST - 00	300,000.00	291,026.75	8,973.25
21-12-15	PESET Educational Campaign - 1215	CST - 00	50,000.00	42,394.76	7,605.24
21-12-16	Drug Impaired Driving Media Campaign - 1216	CST - 00	300,000.00	109,564.95	190,435.05
<b>Total 12 - Media</b>			<b>\$ 3,148,000.00</b>	<b>\$ 2,514,854.87</b>	<b>\$ 633,145.13</b>



## PROGRAM AREA: MOTORCYCLE SAFETY

### PROBLEM STATEMENT

Traffic safety issues remain a major concern among motorcyclists. A reduction in motorcyclist fatalities was constant during the last five years. However, based on the latest crash data from NHTSA Traffic Safety Performance Measures and FARS database for 2019, it showed an increase of 32%, from 34 fatalities in 2019 to 50 reported in 2020. However, during the year 2021 we have had an increase of 18 more fatalities compared to year 2020. Unfortunately, in Puerto Rico during the FFY 2021 there was an increase in motorcycle purchases, where many of the citizens are not trained and certified in the correct and safe use of a motorcycle.



In Puerto Rico there are several laws (Law 107 signed on August 10, 2007) regarding licensing and required gear for motorcyclists. However, statistics reflect another reality; motorcyclists keep avoiding the use of DOT-certified helmets. Data shows an increase of 4% in unhelmeted motorcyclist fatalities from 24 in the year 2019 to 25 in 2020. During 2021, a total of 39 unhelmeted motorcyclist fatalities have occurred.

For PRTSC it is important to continue increasing awareness and education of the vulnerability of motorcycles on the road and promoting ways to drivers of other vehicles, to be aware of the presence of motorcycles and how important it is to share the road with motorcyclists. In addition, motorcyclists are getting licensed and trained, but there is a lack in the number of endorsements given by the DOT through DISCO, the amount of motorcycle registrations is 185,289 and out of those 142,888 are active. Data shows that 117,475 or 79% are riding without the endorsement and 25,413 or 21% have the endorsement, the use of protective gear is compulsory with the Law 107.



## PERFORMANCE MEASURES

- \* **C-7) To decrease the five-year moving average of the number of motorcyclist fatalities in 12.81 percent from 42.00 in 2017 to 36.09 in 2021.** – Based on the latest crash data from NHTSA FARS database for 5-year moving 2016-2020, the target achieved; motorcyclist fatalities from 40 in 2015-2019 to 40 in 2016-2020. However, preliminary data for 2021 reports a total of 68 motorcyclist fatalities; this shows that the target was not met for the year 2021. For the FFY 2022 we will work with DMV and DTPW to implement motorcycle safety recommendations regarding training, endorsement, and licensing.
- \* **C-8) To decrease the five-year moving average of the number of unhelmeted motorcyclist fatalities in 16.39 percent from 25.40 in 2017 to 23.24 in 2021.** – Based on the latest crash data from NHTSA FARS database for year 5-year moving 2016-2020, the target was not met; unhelmeted motorcyclist fatalities from 26 in 2015-2019 to 25 in 2016-2020. In addition, preliminary data for the year 2021 report a total of 39 unhelmeted motorcyclist fatalities; this shows that the target wasn't met until 2021.

## PLANNED ACTIVITY

**21-13-06**

### **MOTORCYCLE SAFETY COORDINATOR**

Enforcement in motorcycle laws has been directed mostly on helmet, proper gear use and impaired riding. However, new trends in education and road safety awareness have emerged. The PRTSC and the Motorcycle Safety Coordinator have made some recommendations regarding training and the endorsement or licensing for motorcyclist to maintain them with updated law information and amendments in the Law 107 and motorcycle techniques when riding. Also, the DMV began to consider all the recommendations that the coordinator made, and DTPW and PRTSC are working together to make these possible.

The implementation of new practice ranges is necessary; Law 107 specifies that the DTPW is obligated to have eight ranges around the island. Currently, there is only two range in operation. Following the Motorcycle Safety Coordinator expertise, the DMV decides to add at least two more ranges, one in Fajardo and one in Aibonito and they are already designed, painted and ready for the opening, right now has pass some time and areas are getting deteriorated, if necessary, the coordinator will re-paint the areas to put them in condition. The



DOT and DISCO must open those ranges, that way more endorsements and education can be offer to motorcyclist.

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

The Motorcycle Safety Coordinator conducts different activities providing orientation focused on the requirements of Law 107 and motorcyclist safety. It also offers MSF Basic Rider Courses and Experience Riders Course to military forces, State Police, and Prosecutors.

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

## FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
21-13-06	MC Coordinator - 1306	CST - 00	21,537.00	13,688.48	7,848.52
<b>Total 13 - Motorcycle Safety</b>			<b>\$ 21,537.00</b>	<b>\$ 13,688.48</b>	<b>\$ 7,848.52</b>

## PROGRAM AREA: 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 3,611,993 cellular service subscribers reported in September 2021. The Study Road Safety, Distracted Driving and Cell Phone Usage 2021 realized in Puerto Rico showed, that 99.8% own a cellular phone and only 42.5% use it while driving. For those who did use their cellular phones while driving, 31.7% use it “always” or “almost always”. Almost half of the participants (42.5%) use it “sometimes”, while 24.5% use it “rarely”. Of the participants that did use their cell phone while driving, a little more than seven out of ten (70.3%) use it to make or receives calls while driving “very often” or “sometimes”. The remaining 29.7% use it “almost never” or “never” for those purposes. In terms of the use of cell phones for sending or receiving text messages, 80.2% of the participants indicated that they “never” or “rarely” use their phones for those purposes while driving. However, 5.2% of the participants reported that they use their phones for text messages “always” or “almost always”, while almost one out of ten (14.6%) use it sometimes.

Almost 9 out 10 participants (86.8%) think they are at risk when they use their cell phones while driving. Most of the participants (91.5%) have hands-free device that allows them to talk on their cell phones without using their hands. “Bluetooth installed in the car or separated” is the most popular device among the participants, indicated by 72.7% of them. The second most used device for this purpose is “Bluetooth earbuds (without cables), indicated by fifteen percent of participants and “Headphones with a cable”, mentioned by 11.9%. Almost 9 out of 10 participants (94.3%) “always” or “almost always” use these hands-free devices, while 3.6% use it “rarely” or “never”.

Understanding the dangers of using a cell phone while driving; on January 1, 2013, Law 201 took effect. This Law prohibits the use of cell phones while driving a motor vehicle, making use of hands-free devices mandatory, and, most importantly, prohibits texting. According to records provided by the PRPD, a total of 33,041 citations were issued for violations to this Law from January to December 2021; also, the Municipal Police Corps issued a total of 7,297 citations during 2021.

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



The most common forms of distraction are:

- ★ Cell phone use
- ★ Texting
- ★ Eating or drinking
- ★ Reading
- ★ Use of navigation systems
- ★ Changing radio stations
- ★ Putting on makeup or shaving looking at the mirror
- ★ Watching TV/Videos/Movies

## PERFORMANCE MEASURE

- ★ **B-2) To decrease the percentage of people that reported making cell phone calls while driving from 67.00 percent on 2019 to 66.50 percent by December 31, 2021.** – During the FFY 2021, the Distracted Driving Attitude Survey indicated, 70.3% of people reported use the cell phone while driving. The PRTSC did not meet the target for the year 2021.

## PLANNED ACTIVITY

### 21-14-02

#### DISTRACTED DRIVING ATTITUDE SURVEY

During FY 2021, PRTSC hired a specialist to conduct a study to better understand driving habits in Puerto Rico and, measure the effectiveness of media campaigns on several issues, and for this program distractive driving. A total of 500 person to person interviews were conducted among licensed drivers, 16 years of age or older, with an active driver's license.

The most significant findings revealed that the greatest concerns expressed by interviewees are the use of Road Safety, Distracted Driving and Cell Phone Usage. A total of 99.8% of all participants owned cell phones, and of those, 42.5% admitted using their cell phone while driving, 2.8% indicated they have received a traffic ticket for using it in the past twelve months. In addition, in terms of the use of cell phones for sending or receiving text messages, 80.2% of the participants indicated that they “never” or “rarely use their phones for those purposes while driving. On the other hand, eight out of 10 participants (82.6%) indicated they have not seen, read, or heard anything about police officers giving fines to people driving without using a hands-free device, during the 30 days previous the study. Also, most of the participants (96.2%) understand that driving and talking



on a cell phone without a hands-free device in Puerto Rico is illegal. The 98.2%, also indicated that texting while driving is illegal.

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### **21-14-03**

#### **DISTRACTED DRIVING COORDINATOR**

The PRTSC identified a coordinator working in this priority area. This project was assigned 15% of the salary and fringe benefits. The other 85% of the salary was assigned under project number OP-05-03 Occupant Protection Coordinator.

During FFY 2021, the coordinator participated in webinars, training, and worked on the Distracted Driving Mobilization. Also, she collaborated in the distracted driving educational campaign with the Communications Area.

Funding was provided for personnel costs, local and out-of-state travel, equipment, educational materials and other related expenses.

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### **21-14-XX**

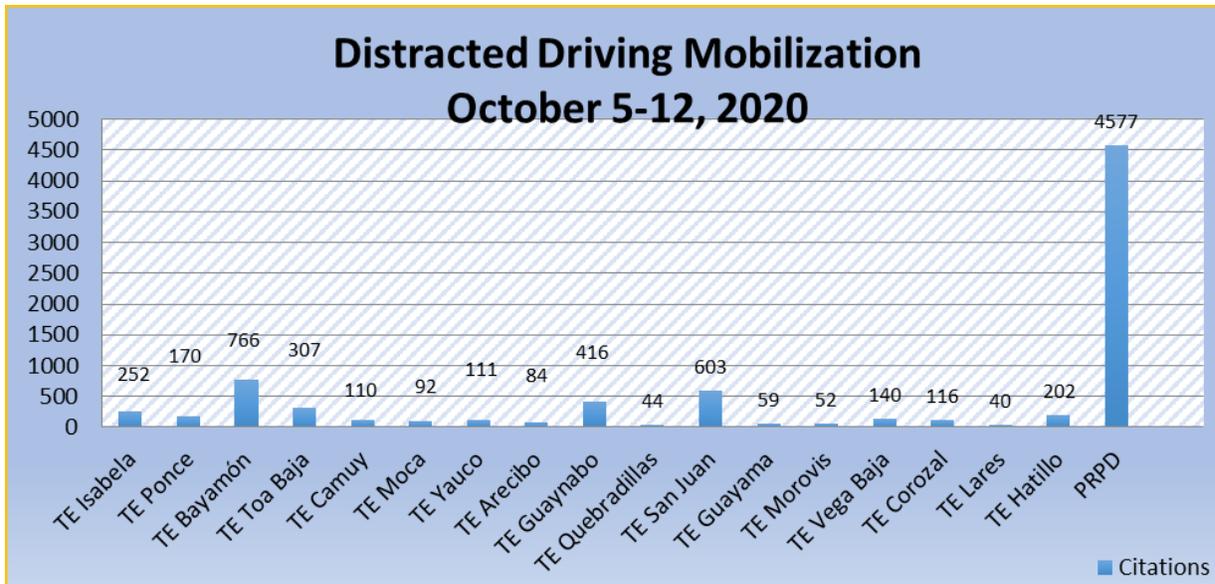
#### **DISTRACTED DRIVING MOBILIZATION**

For FY 2021, NHTSA's Distracted Driving Mobilization was moved from April 2020 to October 2020. However, the Connect 2 Disconnect (C2D) effort was not conducted in October 2020 and resumed in April 2021.

##### **1. October 5-12, 2020**

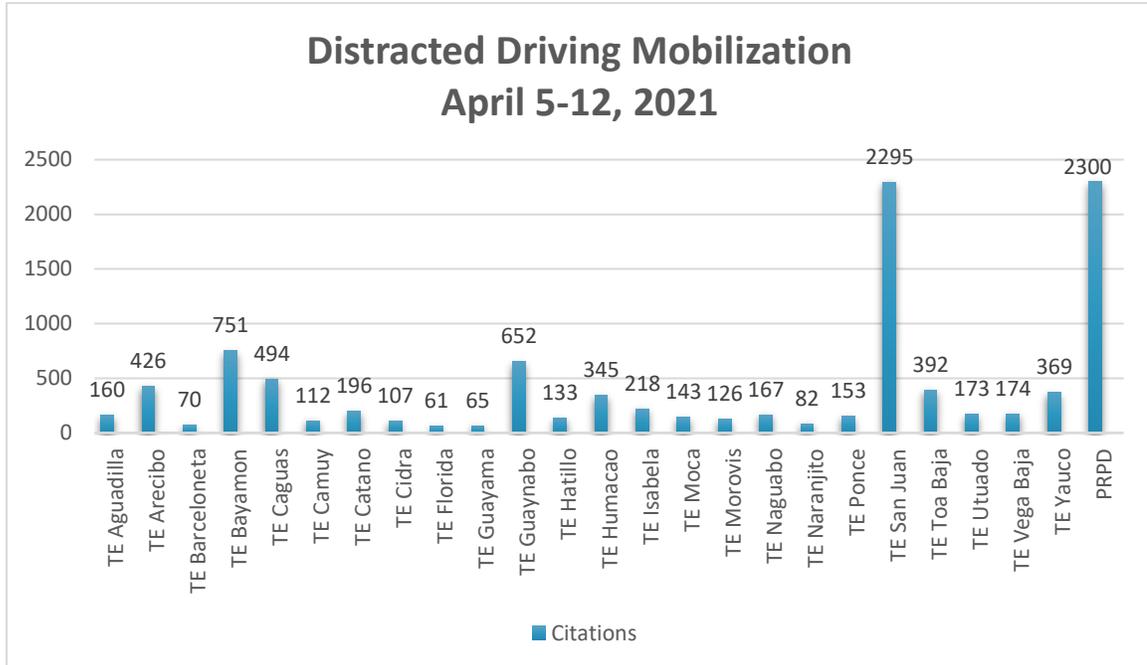
PRTSC granted funds for overtime hours to State Police and to Municipal Police Corps. During this mobilization, HVE and preventive patrol were increased to issue citations to distracted drivers (cell-phone use). This mobilization had the purpose of creating awareness among all citizens on the dangers of texting or using a cell phone while driving, and on Law 201. Police funds were granted through mini grants for effectiveness. This mobilization took place during the hours of 6:00 am to 6:00 pm. The total amount of distracted driving citations given by the State Police and the 17 Municipal Police Corps during this mobilization was 8,141.

See table below:



2. The second mobilization was held **April 5-12, 2021 @ 6:00 am to 6:00 pm**. For this mobilization, the total amount of distracted driving citations given by the State Police and the 24 Municipal Police Corps was 10,164.

See table below:



## FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
21-14-02	DD Suvey - 1402	CST - 00	13,500.00	13,500.00	-
21-14-03	Distractive Coordinator - 1403	CST - 00	9,227.15	7,090.92	2,136.23
21-14-07	TE DD Humacao - 1407	Humacao - 125	6,151.64	5,359.50	792.14
21-14-10	TE DD Guayama - 1410	Guayama - 70	2,807.10	2,579.13	227.97
21-14-11	TE DD Guaynabo - 1411	Guaynabo - 305	20,478.90	19,841.21	637.69
21-14-13	TE DD Hatillo - 1413	Hatillo - 115	5,951.68	5,766.23	185.45
21-14-14	TE DD Caguas - 1414	Caguas - 66	6,896.89	6,499.30	397.59
21-14-16	TE DD Naranjito - 1416	Naranjito - 629	1,934.61	1,371.74	562.87
21-14-17	TE DD San Juan - 1417	San Juan - 098	29,253.06	27,839.38	1,413.68
21-14-19	TE DD Bayamon - 1419	Bayamon - 011	16,478.88	16,007.72	471.16
21-14-20	TE DD Pol de PR - 1420	Pol. De P.R. - 10	209,948.00	132,025.05	77,922.95
21-14-21	TE DD Yauco - 1421	Yauco - 105	5,669.36	5,210.96	458.40
21-14-22	TE DD Ponce - 1422	Ponce - 74	5,871.22	5,660.92	210.30
21-14-23	TE DD Barceloneta - 1423	Barceloneta - 126	1,741.27	1,093.98	647.29
21-14-25	TE DD Utuado - 1425	Utuado - 101	3,251.92	2,830.77	421.15
21-14-26	TE DD Arecibo - 1426	Arecibo - 116	8,536.00	7,376.48	1,159.52
21-14-27	TE DD Moca - 1427	Moca - 112	3,107.63	2,800.06	307.57
21-14-30	TE DD Marovis - 1430	Marovis - 313	3,221.36	2,756.52	464.84
21-14-32	TE DD Aguadilla - 1432	Aguadilla - 157	2,944.68	1,988.94	955.74
21-14-33	TE DD Camuy - 1433	Camuy - 388	3,872.70	3,397.84	474.86
21-14-34	TE DD Vega Baja - 1434	Vega Baja - 88	4,550.79	4,394.23	156.56
21-14-35	TE DD Isabela - 1435	Isabela - 84	6,903.42	6,075.69	827.73
21-14-37	TE DD Cidra - 1437	Cidra - 135	2,140.88	1,937.18	203.70
21-14-38	TE DD Florida - 1438	Florida - 60	2,139.51	1,081.05	1,058.46
21-14-40	TE DD Cataño - 1440	Cataño - 145	4,877.82	3,632.68	1,245.14
21-14-41	TE DD Toa Baja - 1441	Toa Baja - 154	9,326.36	9,107.82	218.54
21-14-43	TE DD Lares - 1443	Lares - 130	525.95	525.95	-
21-14-44	TE DD Quebradillas - 1444	Quebradillas - 104	585.44	585.44	-
21-14-45	TE DD Corozal - 1445	Corozal - 167	1,719.84	1,719.84	-
21-14-47	TE DD Naguabo - 1447	Naguabo - 175	2,777.27	1,993.10	784.17
<b>Total 14 - Distracted Driving</b>			<b>\$ 396,391.33</b>	<b>\$ 302,049.63</b>	<b>\$ 94,341.70</b>

## FINANCIAL SUMMARY FEDERAL FISCAL YEAR 2021

Grant	Carry Forward from 2020	Current 2021	2021 obligation limitation total	Expended 2021	Reprogrammed to 2022	% Expended
154AL	2,344,530.50	807,088.00	3,151,618.50	1,487,839.76	1,663,778.74	47%
164AL	2,394,493.48	807,088.00	3,201,581.48	270,606.78	2,930,974.70	8%
FAST Act NHTSA 402	2,145,544.61	2,695,910.39	4,841,455.00	2,870,269.46	1,971,185.54	59%
FAST Act 405b OP Low	421,025.44	385,353.78	806,379.22	481,106.99	325,272.23	60%
FAST Act 405b OP High	3,541.02	-	3,541.02	3,541.02	-	100%
FAST Act 405c Data Program	1,061,371.27	427,613.49	1,488,984.76	488,440.19	1,000,544.57	33%
FAST Act 405d ID High	4,073,411.08	1,529,442.36	5,602,853.44	1,573,014.23	4,029,839.21	28%
FAST Act 405f MC	33,586.58	47,275.69	80,862.27	45,852.46	35,009.81	57%
FAST Act 405h Nonmotorized Safety	194,408.24	259,376.51	453,784.75	197,213.62	256,571.13	43%
<b>Total</b>	<b>\$12,671,912.22</b>	<b>\$6,959,148.22</b>	<b>\$19,631,060.44</b>	<b>\$ 7,417,884.51</b>	<b>\$12,213,175.93</b>	<b>38%</b>

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