



Puerto Rico **ANNUAL REPORT**

FFY2024

Hon. Jennifer González-Colón
Governor of Puerto Rico

Edwin González-Montalvo, PhD, PE
Designate Secretary of the
Department of Transportation and
Public Work

Mr. Luis A. Rodríguez-Díaz
Executive Director of PRTSC

January 28th, 2025



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Hon. Jennifer González-Colón
Governor of Puerto Rico

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

Hon. Edwin González-Montalvo
Secretary Designated of the Department of Transportation & Public Works
and Governor's Representative in the Board of the
Puerto Rico Traffic Safety Commission

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Automobile Accident Compensation Administration (ACAA)
Administration of Mental Health and Anti-Addiction Services (ASSMCA)
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Youth Representative

Acknowledgments

The Puerto Rico Traffic Safety Commission would like to thank outgoing Governor Pedro Pierluisi-Urrutia, outgoing 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 PRISC LUIS A. RODRÍGUEZ-DÍAZ

As we reflect on the past year at the Traffic Safety Office, I am proud of the strides we have made in promoting safer roadways and reducing traffic crashes, injuries and fatalities. The results of our untiring efforts are detailed in this 2024 Annual Report.

We have been working persistently to reach the goal of zero deaths on our roads. In the face of challenges, our dedicated team has worked tirelessly to implement effective initiatives, expand community outreach, and enhance our educational programs. Together, we have fostered partnerships with local organizations, law enforcement, and community leaders to ensure a comprehensive approach to traffic safety, all committed to saving lives on Puerto Rico's public roads. A larger number of citizens are expressing an ever more positive attitude towards traffic safety.

This annual report showcases our accomplishments, insights, and areas for growth. Key highlights include percentages decrease in traffic-related crashes, injuries and fatalities, successful campaigns efforts, awareness, and groundbreaking research on innovative road safety measures efforts towards road safety. All led by the PRISC employees, with the assistance of our Interagency Safety Team (Community Programs, FIESTA Programs, PR Police, Municipal Police, PR Department of Transportation, Fire Department, among others). These encouraging outcomes serve to strengthen our resolve to prevent more tragedies and make Puerto Rico's streets, roads and highways safer for drivers, passengers, bikers, motorcyclists and pedestrians alike.

I express my gratitude to all team members for their unwavering dedication and as we look ahead, I also encourage them to continue our commitment to innovation and collaboration. Together, we can build an even safer community and effect real changes in traffic safety.

INTRODUCTION

Welcome to the Puerto Rico Traffic Safety Annual Report for year 2024. In an era where road safety remains a paramount concern, our commitment to reducing traffic-related crashes, injuries and fatalities has never been more critical.

This report outlines our collective efforts, achievements, and ongoing challenges in enhancing road safety for all. Over the past year, we have implemented innovative strategies, engaged with local communities, and fostered partnerships that have culminated in significant advancements in traffic safety.

Through diligent research, data analysis, and community outreach, we have gained valuable insights into driving behaviors, crashes hotspots, and effective preventive measures. Our initiatives aimed at promoting safe driving habits, increasing awareness of traffic laws, and advocating for infrastructure improvements have been instrumental in shaping a safer environment for everyone.

We invite you to explore the contents of this report, highlighting our progress, lessons learned, and our vision as we move toward a future with fewer crashes, injuries and deaths and a greater emphasis on safety on our roads. I thank everyone that has been a vital part of our mission to save lives and promote responsible travel. With their tireless hard work, we have made a difference in traffic safety. It will remain our priority to continue ahead implementing and reinforcing positive tactics as we move closer to our goal of having zero fatalities due to traffic crashes.

LEGISLATIVE UPDATE FROM
OCTOBER 1ST, 2022 TO SEPTEMBER 30TH, 2023

- ✱ **Law No. 114 – October 3, 2023:** To add a subsection (24) to section (c) of Article 2.25 of Act 22-2000, as amended, known as the "Vehicle and Traffic Law of Puerto Rico", for the purposes of including vitiligo, albinism and skin cancer, in all its manifestations, as part of the authorized conditions for a person to be issued a removable placard authorizing parking in areas designated for persons with disabilities; and for other related purposes.
- ✱ **Law No. 125 – November 6, 2023:** To renumber existing Sections 2.38, 2.39, 2.40, 2.41, 2.42, 2.43, 2.44, 2.45, 2.46, and 2.47 as the new Sections 2.39, 2.40, 2.41, 2.42, 2.43, 2.44, 2.45, 2.46, 2.47, and 2.48; to add a new Section 2.38 to Act 22-2000, as amended, and known as the "Vehicle and Traffic Law of Puerto Rico" in order to create a unique license plate for veteran police officers of the Puerto Rico Police in honor of their efforts to provide security and protection to the nation; and for other related purposes.
- ✱ **Law No. 3 – January 10, 2024:** To amend Section 3.24 of Law 22-2000, as amended, known as the "Vehicle and Traffic Law of Puerto Rico," so that the identification issued to the retired government employee complies with the REAL ID Act; to create the "Retiree Benefit Law for the Government," which would give all retired employees of the Government of the Commonwealth of Puerto Rico a twenty-five (25) percent discount on the purchase of the Internal Revenue receipt required to apply for the official Identification Card issued by the Government; and for other related purposes.
- ✱ **Law No. 30 – January 18, 2024:** To amend section (c) of Article 2.16 of Act 22-2000, as amended, known as the "Vehicle and Traffic Law of Puerto Rico," to provide that motor vehicle, trailer, and semi-trailer dealers whose licenses have been renewed for more than five (5) years have their validity extended to three (3) years, and for other purposes.
- ✱ **Law No. 34 – January 18, 2024:** To add subsections (v) and (w) to Section 23.05 of Act 22-2000, as amended, also known as the "Vehicle and Traffic Law of Puerto Rico," in order to give the Secretariat of Transportation and Public Works of Puerto Rico the authority to regulate all aspects of the Traffic Management Corps' operations and functioning in order to maximize its capabilities; to specifically forbid hiring private companies to carry out the duties and responsibilities of the Traffic Management Corps; to set performance metrics; to account for the money made by the imposition of fines; and for other related purposes.
- ✱ **Law No. 39 – January 18, 2024:** To add subsection (b) and renumber subsection (b) of Section 7 of Act No. 7 of September 24, 1979, as amended, known as the "Motor Vehicle Warranty Act"; to amend section (1) of subsection (b) of Article 2A of Act No. 75 of June 24, 1964, as amended, known as the "Distribution Contracts Law"; and to add a new subsection (C) and renumber the existing subsections (C), (D), (E), (F), and (H), respectively, of Article 2.16 of Act 22-2000, in order to forbid direct or indirect sales



of motor vehicles, the latter being defined as sales through agents other than dealers or distributors; and for other related purposes.

- ✧ **Law No. 54 – March 18, 2024:** To amend Sections 1.115, 2.34, 2.35, 3.13 and 3.13-A of Act 22-2000, as amended, known as the "Puerto Rico Vehicle and Traffic Law", in order to provide that the word "veteran" be added to the word "veteran" to distinguish genders in recognition of our female veterans; and for other related purposes.
- ✧ **Law No. 55 – March 21, 2024:** To add Section 2.48 to Act 22 of January 7, 2000, as amended, known as the "Puerto Rico Vehicle and Traffic Law," to require all financial creditors, motor vehicle sales dealers, and motor vehicle-related license managers to conduct motor vehicle transactions through the digital platforms provided by the Department of Transportation and Public Works, and for other related purposes.
- ✧ **Law No. 58 – March 27, 2024:** To amend Section 3.040, paragraph (b) / of Act 107-2020, as amended, known as the "Municipal Code of Puerto Rico"; and Sections 2.22, 6.28, in their paragraphs (a) (b) (c) (i) and (j) / and 10.19 of Act 22-2000, as amended / known as the Vehicle and Traffic Law of Puerto Rico" / in order to clarify and standardize the process of disposal of abandoned motor vehicles / and those unusable or scrap when the owner of the vehicle cannot be identified; reduce the terms for the Puerto Rico Police or municipalities to dispose of those unusable / dilapidated and scrap vehicles / that have been abandoned; and for other purposes.
- ✧ **Law No. 89- May 28, 2024:** To recognize August 7 of each year in Puerto Rico as "Cyclist and Citizen Awareness Day," in order to make a special distinction to all citizens who practice this sport and recreational discipline, particularly Raúl Velázquez Vázquez, Keisy Toro Espiet, as well as all cyclists who have died in traffic crash on public roads, and to promote greater safety on roads for these enthusiasts; and for other purposes.
- ✧ **Law No. 154- August 12, 2024:** To establish the "Natalia Nicole Ayala Rivera Law," amend Sections 4.02 and 5.07 of Act 22-2000, as amended, which is known as the "Vehicle and Traffic Law of Puerto Rico," amend Section 16 of Reorganization Plan No. 2-2011, which is known as the "2011 Department of Correction and Rehabilitation Reorganization Plan," amend Rules 6.1 and 218 of the Criminal Procedure of 1963, as amended, and add a new subsection (i) to Section 2 of Act No. 259 of April 3, 1946, as amended, which is known as the "Suspended Sentence and Probation Law", to establish mandatory electronic monitoring; to abolish deferred bail and exclude from any conviction for said offense the possibility of receiving a suspended sentence or probation; to review the classification and conditions related to the mode of fleeing after an accident that causes serious bodily harm or death; to provide for the consecutive fulfillment of the sentence; and for other related purposes.

- **Description:** This Act establishes a zero-tolerance policy for persons found guilty of killing or seriously injuring an innocent person while also escaping, which is an aggravating condition. Drivers who flee the scene after causing an innocent victim to suffer severe injuries or lose their life due to carelessness while operating a motor vehicle face harsher sanctions. When the aggravating factor of escape is proven, it imposes a jail sentence without the advantage of a suspended sentence or the chance to take part in a diversion program to punish these activities. Additionally, it states that a convicted individual cannot get probation or deferred bail for a "hit and run" offense.
- ✧ **Law No. 172 – August 26, 2024:** To add a new subsection (gg) to Section 7.010 and to add a new Chapter 54 to Act No. 77 of June 19, 1957, as amended, known as the "Insurance Code of Puerto Rico" for the purposes of providing for the registration of entities interested in operating in Puerto Rico as third-party administrators, as well as the rights and responsibilities of these entities and the rules that regulate contracting with insurers; and for other related purposes.
 - **Description:** Creates and defines the "General Security Office of the Port Authority" and adds a new Article to create the figure of "Agent of the General Security Office of the Port Authority," who are included in the definition of Public Order Agents with all of their duties and responsibilities, according to their jurisdiction. Orders the DTOP to give these agents access to the DAVID Plus system.
- ✧ **Law No. 174 – August 26, 2024:** To amend subsection (a) of Section 12.02 of Act 22-2000, as amended, known as the "Vehicle and Traffic Law of Puerto Rico," to require periodic inspections of new motor vehicles beginning when they are more than three (3) years old, and for other reasons.
- ✧ **Law No. 199 – September 9, 2024:** To amend Section 2.11 of Act 22-2000, as amended, known as the "Vehicle and Traffic Law of Puerto Rico", to replace the existing Registry of antique, classic, or modified classic motorcycles with the Registry of automobiles and motorcycles considered antique, classic, or modified classic, which will include information on both automobiles and motorcycles in these categories; and for other related purposes.
- ✧ **Law No. 204- September 11, 2024:** To establish the "Protective Seat Collection, Reuse, and Recycling Program," which is affiliated with the Fire Department and the Traffic Safety Commission, for the purpose of receiving, reusing, and recycling donated protective seats or elevated protective seats that are in good enough condition to be reused and are still within their useful life, making them available to people who do not have the financial resources to purchase them; and for other purposes.
- ✧ **Law No. 211 – September 11, 2024:** To amend the "Puerto Rico Vehicle and Traffic Law," specifically section (d) of section 14.12 of Act 22-2000, as amended, to permit buses or school transportation to employ a lamp, screen, drum, or lantern that emits or reflects amber light, among other related purposes.



PERFORMANCE MEASURE REPORT CHART

Performance Measure:	Target Period	Target Year(s)	Benchmark Value for FY 2024 listed in 3HSP	Data Source/ FY 2024 Progress Results	On Track to Meet FY 2024 Benchmark: YES/NO/In-Progress (Must be Accompanied by Narrative)
C-1) Number of traffic fatalities (FARS)	5 years	2020-2024	287.0	FARS 285	YES
C-2) Number of serious injuries in traffic crashes (State crash data files)	5 years	2020-2024	567.7	State Data 668	NO
C-3) Fatalities/VMT (FARS, FHWA)	5 years	2020-2024	1.957	State Data 1.934	YES
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 years	2020-2024	90.9	FARS 89	YES
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 years	2020-2024	97.4	FARS 81	YES
C-6) Number of speeding-related fatalities (FARS)	5 years	2020-2024	88.9	FARS 91	NO
C-7) Number of motorcyclist fatalities (FARS)	5 years	2020-2024	49.0	FARS 64	NO
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 years	2020-2024	28.8	FARS 30	NO
C-9) Number of drivers aged 20 or younger involved in fatal crashes (FARS)	5 years	2020-2024	27.4	FARS 26	YES
C-10) Number of pedestrian fatalities (FARS)	5 years	2020-2024	87.0	FARS 76	YES
C-11) Number of bicyclists fatalities (FARS)	5 years	2020-2024	9.6	FARS 12	NO

C-12) Number of youth impaired driving fatalities	5 years	2020-2024	18.5	State Data 11	YES
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2024	92.03%	NHTSA Certified State Survey 86.3%	NO
B-2) Percentage of people that reported making cell phone calls while driving. (survey)	Annual	2024	38.60%	State Survey Data Not Available	NO
B-3) Percentage crash records with no missing critical data elements (Crash, Fatal and Non-Motorist) in the CARE database.	Annual	2024	91.00%	PR State 92.00%	YES
B-4) Percentage of validation criminal records of impaired driver in the PR-CJIS/RCI database.	Annual	2024	57.00%	PR State 79.00%	YES

PERFORMANCE MEASURE: C-1) NUMBER OF TRAFFIC FATALITIES (FARS)

Progress: **YES**

PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ✱ **Target Achieved:** Puerto Rico set a goal to reduce total fatalities by 2.5% from 289.4 (2018-2022 RA) to 282.2 (2022-2026 RA) by 2026, with an interim benchmark of 287.0 (2020-2024 RA) by 2024. The State successfully reduced fatalities to 271, not only meeting but exceeding the target.
- ✱ **Prior-Year Contributions:**
 - High-visibility enforcement campaigns addressing impaired driving, seat belt, distracted driving, pedestrian and speeding.
 - Educational outreach targeting vulnerable road users.
 - Data-driven identification and mitigation of high-risk locations.
 - Collaboration with local partners to amplify safety initiatives.

Strategy Adjustment

- ✱ **No Adjustments Needed:** As the target has been met, no significant changes to programming are necessary. Puerto Rico will continue monitoring trends and sustaining efforts to maintain progress.



PERFORMANCE MEASURE: C-2) NUMBER OF SERIOUS INJURIES IN TRAFFIC CRASHES (STATE CRASH DATA FILES)

Progress: **NO**

PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ★ **Target Not Achieved:** Puerto Rico aimed to reduce total serious injuries in traffic crashes by 1%, from 569.6 (2018–2022 rolling average) to 563.9 (2022–2026 rolling average) by 2026, with an interim benchmark of 567.7 (2020–2024 rolling average) by 2024. However, the most recent data indicates 668 serious injuries, significantly exceeding the target and highlighting the need for additional efforts.
- ★ **Prior-Year Contributions:**
 - Enhanced enforcement efforts targeting high-risk behaviors such as speeding and impaired driving.
 - Conducted public awareness campaigns on seatbelt use and the dangers of distracted driving.
 - Collaborated with emergency response teams to improve post-crash care and injury outcomes.

Strategy Adjustment

- ★ **Adjustments Planned:**
 - **Enhanced Data Utilization:** Conduct a detailed analysis of crash data to identify key contributing factors to serious injuries and high-risk locations.
 - **Focused Enforcement:** Increase enforcement campaigns targeting the most frequent causes of serious injuries, such as impaired driving, speeding, and non-use of seatbelts.
 - **Recommend Prioritized Funding:** Recommend that relevant agencies prioritize funding for road safety improvements, including guardrails, better lighting, and safer intersection designs.
 - **Public Awareness Expansion:** Broaden education efforts to include targeted outreach for high-risk demographics and locations.
 - **Improved Collaboration:** Strengthen partnerships with local governments and community organizations to implement localized traffic safety initiatives.

While the target was not achieved, Puerto Rico remains committed to implementing these adjustments to meet future benchmarks and achieve the 2026 goal.

PERFORMANCE MEASURE: C-3) FATALITIES/VMT (FARS, FHWA)

Progress: **YES**

PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ✱ **Target Achieved:** Puerto Rico set a goal to reduce fatalities per 100 million vehicle miles traveled (VMT) by 3.0%, from 1.977 (2017–2021 rolling average) to 1.918 (2022–2026 rolling average) by 2026, with an interim benchmark of 1.957 (2020–2024 rolling average) by 2024. With a recorded value of 1.934 fatalities per 100M VMT, the State successfully met.
- ✱ **Prior-Year Contributions:**
 - Implemented high-visibility enforcement campaigns focusing on speeding, impaired driving, seat belt and distracted driving.
 - Strengthened public awareness programs emphasizing safe driving behaviors and adherence to traffic laws.

Strategy Adjustment

- ✱ **No Adjustments Needed:** Since the target has been achieved, no significant strategy changes are required at this time. Efforts will focus on maintaining enforcement, education, and engineering initiatives to sustain progress and ensure alignment with the 2026 goal.

PERFORMANCE MEASURE: C-4) NUMBER OF UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES, ALL SEAT POSITIONS (FARS)

Progress: **YES**

PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ✱ **Target Achieved:** Puerto Rico aimed to reduce unrestrained passenger vehicle occupant fatalities in all seat positions by 1.5%, from 91.4 (2018–2022 rolling average) to 90.0 (2022–2026 RA) by 2026, with an interim benchmark of 90.9 (2020–2024 rolling average) by 2024. The State successfully achieved the target, reducing fatalities to 89, reflecting steady progress in occupant safety.
- ✱ **Prior-Year Contributions:**
 - Implementation of targeted enforcement campaigns focused on seatbelt compliance, including Click It or Ticket initiatives.
 - Expansion of public education programs emphasizing seatbelt use for all age groups and seating positions.
 - Collaboration with law enforcement and community organizations to increase awareness in high-risk areas.

Strategy Adjustment

- ✱ **No Adjustments Needed:** Puerto Rico will continue to sustain enforcement and education programs to maintain and further improve seatbelt compliance rates, ensuring ongoing alignment.



PERFORMANCE MEASURE: C-5) NUMBER OF FATALITIES IN CRASHES INVOLVING A DRIVER OR MOTORCYCLE OPERATOR WITH A BAC OF .08 AND ABOVE (FARS)

Progress: **YES**

PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ✱ **Target Achieved:** Puerto Rico set a goal to reduce alcohol-impaired driving fatalities by 3.5%, from 98.6 (2017–2021 rolling average) to 95.1 (2022–2026 rolling average) by 2026, with an interim benchmark of 97.4 (2020–2024 rolling average) by 2024. The State successfully achieved this goal by reducing alcohol-impaired driving fatalities to 81, significantly surpassing the 2024 benchmark and reflecting strong progress in this critical area of highway safety.
- ✱ **Prior-Year Contributions:**
 - Conducted high-visibility enforcement campaigns.
 - Expanded public education efforts, including campaigns aimed at raising awareness about the dangers of impaired driving.
 - Collaborated with local law enforcement agencies to increase enforcement coverage during holiday periods and weekends.
 - Partnered with community organizations to provide alcohol education and prevention programs.

Strategy Adjustment

- ✱ **No Adjustments Needed:** As the target has been achieved, no significant strategy changes are required. Puerto Rico will focus on maintaining current enforcement, education, and collaboration efforts to sustain and build upon this success, ensuring continued alignment with the 2026 goal.

PERFORMANCE MEASURE: C-6) NUMBER OF SPEEDING-RELATED FATALITIES (FARS)

Progress: **NO**

PROGRAM-AREA-LEVEL REPORT

Reduce speeding-related fatalities by .8 percent from 84.4 (2016-2020 rolling average) to 83.6 (2019-2023 rolling average) by 2023.

Assessment of Progress

- ✱ **Target Not Achieved:** Puerto Rico aimed to reduce speeding-related fatalities by 2.5%, from 89.6 (2018–2022 rolling average) to 87.4 (2022–2026 rolling average) by 2026, with an interim benchmark of 88.9 (2020–2024 rolling average) by 2024. However, the most recent data indicates 91 speeding-related fatalities, exceeding the benchmark and highlighting the need for further action to address speeding-related fatalities.

✱ **Prior-Year Contributions:**

- Conducted targeted enforcement campaigns focusing on speeding violations, particularly in high-risk corridors.
- Implemented public education programs to raise awareness of the dangers of speeding and its role in traffic fatalities.

Strategy Adjustment

✱ **Adjustments Planned:**

- **Increased Enforcement:** Enhance enforcement efforts, including expanding high-visibility patrols and speed-focused checkpoints in high-crash areas.
- **Public Awareness Expansion:** Strengthen outreach campaigns targeting speeding behaviors, with a focus on younger drivers and high-risk demographics.
- **Recommend Prioritized Funding:** Recommend prioritizing funding for infrastructure improvements such as speed reduction measures, enhanced roadway signage, and automated speed enforcement technology.
- **Data-Driven Interventions:** Utilize crash data to identify emerging trends and develop more targeted strategies to address speeding-related fatalities.

Puerto Rico remains committed to addressing speed-related fatalities and implementing the necessary adjustments to achieve future benchmarks and meet the 2026 goal.

PERFORMANCE MEASURE: C-7) NUMBER OF MOTORCYCLIST FATALITIES (FARS)

Progress: **NO**

PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ✱ **Target Not Achieved:** Puerto Rico aimed to reduce motorcyclist fatalities by 1.5%, from 49.2 (2018–2022 rolling average) to 48.5 (2022–2026 RA) by 2026, with an interim benchmark of 49.0 (2020–2024 rolling average) by 2024. However, the most recent data indicates 64 motorcyclist fatalities, exceeding the target and reflecting challenges in achieving the desired reduction.
- ✱ **Prior-Year Contributions:**
 - Implemented educational programs promoting helmet use and safe riding practices.
 - Partnered with motorcycle groups to increase safety awareness and participation in training programs.

Strategy Adjustment

✱ **Adjustments Planned:**

- **Broader Outreach:** Expand education efforts to reach younger and less experienced riders, emphasizing helmet compliance and traffic laws.

- **Infrastructure Improvements:** Recommend that the relevant agencies prioritize funding for road designs that improve motorcyclist safety.
- **Data Utilization:** Use advanced crash data analytics to identify emerging trends and tailor interventions accordingly.

Puerto Rico remains committed to achieving the motorcyclist fatality reduction target and will implement these adjustments.

PERFORMANCE MEASURE: C-8) NUMBER OF UNHELMETED MOTORCYCLIST FATALITIES (FARS)

Progress: **NO**

PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ★ **Target Not Achieved:** Puerto Rico aimed to reduce unhelmeted motorcyclist fatalities by 4.0%, from 29.2 (2018–2022 rolling average) to 28.0 (2022–2026 rolling average) by 2026, with an interim benchmark of 28.8 (2020–2024 rolling average) by 2024. The most recent data indicates 30 unhelmeted motorcyclist fatalities.
- ★ **Prior-Year Contributions:**
 - Implemented public awareness campaigns emphasizing the lifesaving benefits of wearing helmets and proper safety gear.
 - Partnered with motorcycle organizations to promote helmet use through safety workshops and community outreach events.

Strategy Adjustment

- ★ **Adjustments Planned:**
 - **Public Education Expansion:** Strengthen educational campaigns targeting riders, with a focus on younger and less experienced motorcyclists, to emphasize the critical importance of helmet use.
 - **Community Collaboration:** Work more closely with local motorcycle groups to identify barriers to helmet use and develop tailored solutions.
 - **Data Analysis:** Use crash data to pinpoint trends and target interventions in areas with higher rates of unhelmeted motorcyclist fatalities.

Puerto Rico remains committed to addressing the issue of unhelmeted motorcyclist fatalities and will implement these strategic adjustments to achieve future benchmarks and meet the 2026 goal.

PERFORMANCE MEASURE: C-9) NUMBER OF DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES (FARS)

Progress: **YES**

PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ✱ **Target Achieved:** Puerto Rico successfully met the goal of reducing drivers age 20 and younger involved in fatal crashes. The State achieved a reduction to 26 fatalities, surpassing the 2024 benchmark of 27.4 and demonstrating progress toward the long-term target of 27.0 by 2026.
- ✱ **Prior-Year Contributions:** Efforts contributing to this success included targeted education campaigns for young drivers, increased enforcement of traffic laws near schools and recreational areas, and collaboration with schools and community organizations to promote safe driving behaviors.

Strategy Adjustment

- ✱ **No Adjustments Needed:** No adjustments are necessary as the target was achieved.

PERFORMANCE MEASURE: C-10) NUMBER OF PEDESTRIAN FATALITIES (FARS)

Progress: **YES**

PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ✱ **Target Achieved:** Puerto Rico set a goal to reduce pedestrian fatalities by 2.0%, from 87.6 (2018–2022 rolling average) to 85.8 (2022–2026 RA) by 2026, with an interim benchmark of 87.0 (2020–2024 rolling average) by 2024. With 76 fatalities recorded, the State successfully surpassed the target.
- ✱ **Prior-Year Contributions:**
 - Implemented high-visibility enforcement campaigns.
 - Expanded public awareness programs to educate both drivers and pedestrians on safe road behaviors.
 - Partnered with community organizations to promote pedestrian safety through localized outreach initiatives.

Strategy Adjustment

- ✱ **No Adjustments Needed:** Since the target has been achieved, no major changes to the current strategy are necessary. Puerto Rico will continue to sustain enforcement, education, and infrastructure improvement efforts to maintain and further enhance pedestrian safety.

PERFORMANCE MEASURE: C-11) NUMBER OF BICYCLISTS FATALITIES (FARS)

Progress: **NO**

PROGRAM-AREA-LEVEL REPORT

Assessment of Progress



- ✱ **Target Not Achieved:** Puerto Rico aimed to reduce bicyclist fatalities by 5%, from 9.8 (2017–2021 rolling average) to 9.3 (2022–2026 RA) by 2026, with an interim benchmark of 9.6 (2020–2024 rolling average) by 2024. However, 12 bicyclist fatalities were recorded, exceeding the target and indicating challenges in achieving the desired reduction.
- ✱ **Prior-Year Contributions:**
 - Conducted public education campaigns promoting bicycle safety and driver awareness.

Strategy Adjustment

- ✱ **Adjustments Planned:**
 - **Public Awareness:** Expand outreach campaigns targeting drivers to emphasize the importance of sharing the road and yielding to bicyclists.
 - **Recommend Prioritized Funding:** Recommend that relevant agencies prioritize funding for road designs that improve bicyclist safety, such as protected bike lanes, better signage, and improved road lighting.
 - **Community Engagement:** Work with local governments and advocacy groups to encourage the adoption of local ordinances supporting bicyclist safety.
 - **Data Analysis:** Utilize crash data to identify high-risk areas and implement targeted safety measures.

Puerto Rico remains committed to addressing these challenges and implementing these strategies to achieve the bicyclist fatality reduction target.

PERFORMANCE MEASURE: C-12) NUMBER OF YOUTH IMPAIRED DRIVING FATALITIES

Progress: **YES**

PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ✱ **Target Achieved:** Puerto Rico successfully met the goal of reducing youth alcohol-impaired driving fatalities. The State recorded 11 fatalities, significantly surpassing the 2024 benchmark of 18.5 and demonstrating strong progress toward the long-term target of 17.9 by 2026.
- ✱ **Prior-Year Contributions:** Contributing efforts included educational campaigns targeting underage drinking and impaired driving, partnerships with schools and community organizations to raise awareness, and enforcement.

Strategy Adjustment

- ✱ **No Adjustments Needed:** No adjustments are necessary as the target was achieved. Ongoing efforts will focus on sustaining these successful programs to maintain compliance.

PERFORMANCE MEASURE: B-1) OBSERVED SEAT BELT USE FOR PASSENGER VEHICLES, FRONT SEAT OUTBOARD OCCUPANTS (SURVEY)

Progress: **NO**

PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ✱ **Target Not Achieved:** Puerto Rico did not meet the goal of increasing observed seat belt use for passenger vehicles, front seat outboard occupants. The observed seat belt use rate was 86.3%, falling short of the 2024 benchmark of 92.03%.
- ✱ **Prior-Year Contributions:** Efforts included public awareness campaigns promoting seat belt use, enforcement initiatives such as Click It or Ticket, and outreach targeting high-risk groups with lower seat belt compliance rates.

Strategy Adjustment

- ✱ **Adjustments Planned:** Puerto Rico plans to enhance enforcement efforts, expand educational campaigns, and recommend prioritizing funding for targeted outreach in areas with low compliance.

PERFORMANCE MEASURE: B-2) PERCENTAGE OF PEOPLE THAT REPORTED MAKING CELL PHONE CALLS WHILE DRIVING. (SURVEY)

Progress: **NO**

PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ✱ **Target Not Achieved:** Puerto Rico was unable to evaluate progress toward the goal of reducing the percentage of people reporting cell phone use while driving, as the Distracted Driving Attitudinal Survey was not conducted for FFY 2024. Instead, a Distracted Driving Observational Survey was performed, which recorded a distracted driving rate of 14.2%.
- ✱ **Prior-Year Contributions:** Efforts included public awareness campaigns targeting distracted driving behaviors, increased enforcement of distracted driving laws, and partnerships with community organizations to promote safe driving practices.

Strategy Adjustment

- ✱ **Adjustments Planned:** Moving forward, Puerto Rico plans to ensure the Attitudinal Survey is conducted as required to accurately measure progress. Additionally, existing enforcement and education initiatives will be strengthened to address distracted driving.

PERFORMANCE MEASURE: B-3) MEAN NUMBER OF DAYS FROM CRASH DATE TO DATE CRASH REPORT IS ENTERED INTO DATABASE

Progress: **YES**



PROGRAM-AREA-LEVEL REPORT

Increase of crash records with no missing critical data elements (Crash, Fatal and Non-Motorist) in the CARE database by 1.5 percentage points from 90.50 percent in 2022 to 92.00 percent by December 31, 2026, with annual benchmarks of 91.00% by 2024.

- ✱ PRTSC met the 2024 target, we collected 92% of the digital data from the Police Crash Report for calendar year 2024.

PERFORMANCE MEASURE: B-4) PERCENTAGE OF VALIDATION CRIMINAL RECORDS OF IMPAIRED DRIVER IN THE PR-CJIS/RCI DATABASE.

Progress: **YES**

PROGRAM-AREA-LEVEL REPORT

Increase of Validation criminal records of impaired driver in the PR-CJIS/RCI database by 24.00 percentage points from 49.00 percent in 2022 to 73.00 percent by December 31, 2026, with annual benchmarks of 57.00% by 2024.

- ✱ PRTSC met the 2024 target, we validated 79.00% of criminal record of impaired drivers in the PR-CJIS/RCI database.

TRAFFIC SAFETY CORE PERFORMANCE MEASURES

Areas tracked but with no targets set						
Grant Activity Measures	Funded	2019	2020	2021	2022	2023
Seat Citations	Belt	31,364	12,753	29,451	23,137	19,222
DWI Arrests		1,922	834	435	685	463
Speeding Citations		23,666	16,699	20,474	23,321	32,905



REPORT OF ACTIVITIES BY PROGRAMMATIC AREA

PROGRAM AREA: IMPAIRED DRIVING

PROBLEM STATEMENT

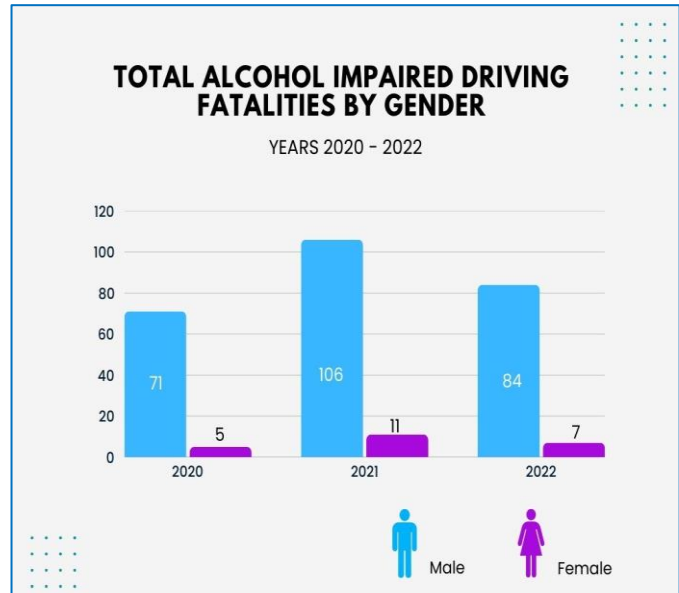
The Puerto Rico Impaired Driving Prevention Program is essential to the planning and integration of all state agencies and other related stakeholders in the alliance to prevent and reduce fatalities, injuries, and property damage caused by the criminal decision to drive a motor vehicle under the influence of alcohol, drugs or controlled substances. Only through combining efforts in law enforcement, prosecution and education can the program go forward in the task of saving lives and making our roadways safer for all users.

For the period comprise from 2020 to 2022 a 19.7% increase in alcohol impaired driving fatalities was reported. Additionally, preliminary data from the Fatality Analysis Reporting System (FARS) states 78 alcohol-impaired driving fatalities in year 2023.

Impaired Driving Fatality Profile Years 2020-2022:

According to FARS and the PRPD, for the three year-period from 2020-2022, there were two hundred and eighty-four (284) alcohol impaired driving fatalities. A general profile of the people who died is listed below:

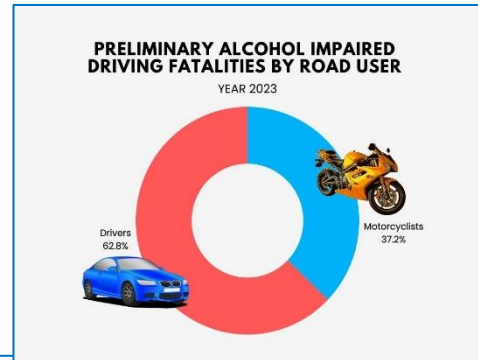
- ★ Gender data analysis for impaired driving fatalities in 2020-2022 reveals that 92% of fatalities were male and 8% were female.
- ★ Fatalities by age group indicate 16% of fatalities occurred among 16-24 years old age group, 62% in the 25-49 age group, and 15% in the 50+ age group. Drivers with 63 years old and older accounted for 7% of the total impaired driving fatalities.
- ★ Nighttime, from 6:01PM to 6:00 AM, continues to be the riskiest and the most dangerous with 76% of total alcohol impaired fatalities.
- ★ Day of week shows Saturday with 28%, Sunday with 26% and Friday with 18%. Weekends continue to be the deadliest period.
- ★ Although alcohol impaired driving fatalities are reported yearlong, for the period of 2020-2022, some months show peaks: December and June each accounted for 11% each, followed by July and October with 10% each, and January with 9%.



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

- ★ 67% were drivers and 33% motorcyclists.
- ★ 89% had a BAC of .08%+.

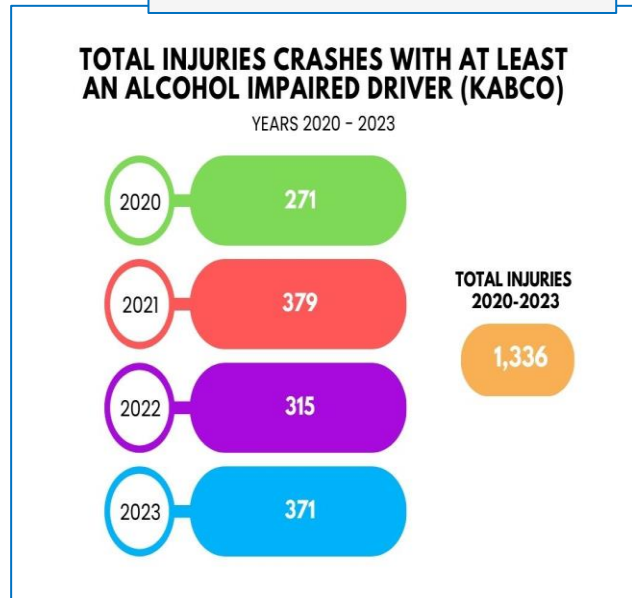
- ★ 82% of impaired drivers who died were unrestrained.
- ★ 61% of impaired motorcycle riders killed were un-helmeted.
- ★ 55% alcohol impaired driving fatalities also presented a speeding factor.
- ★ for the four-year period from 2020 to 2024 in average, 43% of impaired driving fatality crashes occurred on primary roads, 34% in secondary roads and 23% in tertiary roads.



Crashes

A total of 2,436 crashes involving at least one alcohol-impaired driver were reported from 2020 to 2023. This represents a significant increase of 84% compared to the total number of such crashes reported from 2019 to 2022.

Important Note: The 2023 data is preliminary but already shows a concerning trend. If this trend is confirmed, the total incidents for 2023 could surpass those of 2021, currently recorded as the year with the highest number of alcohol-impaired driving-related crashes.



Preliminary Impaired Driving Fatality Profile Year 2023:

Preliminary data for the year 2023 states that alcohol impaired driving fatalities were seventy-eight (78). A preliminary profile is listed below with a similar pattern as the three-year period of 2020-2022:

- ★ 88% of fatalities were male and 12% were female.
- ★ The age group with the most fatalities was 25-49 with 58%, followed by age group 16-24 with 20%, the age group 63 + accounted for 13% of the total impaired driving fatalities and 9% in the age group 50 to 62.
- ★ 61% of alcohol impaired driving fatalities occurred at nighttime from 6:01PM to 6:00 AM.
- ★ Saturday reported the highest number of alcohol impaired driving fatalities with 36%, followed by Sunday with 26% and Friday with 13%.
- ★ Impaired driving fatalities by month: May reported 14%, April 12% and September and November both reported 10%.

Other relevant preliminary data for 2023:

- ★ 63% were drivers and 37% motorcyclists.



- ★ 92% had a BAC of .08%+.
- ★ 86% of impaired drivers who died were unrestrained.
- ★ 31% of impaired motorcycle riders killed were un-helmeted.
- ★ 64% alcohol impaired driving fatalities also presented a speeding factor.

Preliminary data for the year 2023 shows a total of thirteen (13) drug impaired driving fatalities:

- ★ All fatalities were men.
- ★ Nine (9) were drivers and four (4) motorcyclists.
- ★ Seven (7) drug impaired fatalities, 54% were also alcohol impaired.
- ★ 54% of fatalities occurred on secondary roads.
- ★ Of the 13 drug impaired driving fatalities 77% tested positive for Cocaine and other drugs encountered were Fentanyl, Morphine, Opium or a combination of two or more (polydrug use).
- ★ 54% of fatalities were within the age group 37-49 followed by 25-36 years old with 31%.

PLANNED ACTIVITY

24-01-01

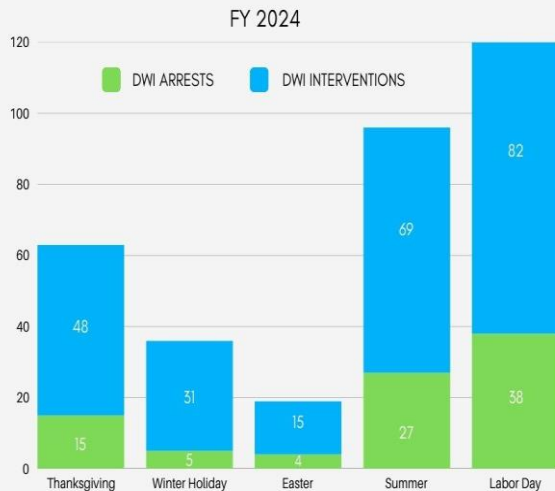
IMPAIRED DRIVING OVERTIME ENFORCEMENT

The relationship between the PRTSC and the PRPD Traffic Bureau wasn't as meaningful as it should have been. Differences in vision and and unstable communication among both partners hindered the expected results during all five high alcohol consumption periods.

For FFY 2024, five short term high visibility alcohol impaired driving mobilizations (overtime hours) were funded. In addition to office supplies and equipment repair costs.

- ★ **Thanksgiving impaired alcohol driving mobilization- from 17th to 27th of November 2023.** Six units of PRPD-Traffic Police worked 10 nights for a total of 274 overtime hours, 334 traffic tickets issued and 15 alcohol DWI arrests.
- ★ **Winter Holidays/Christmas - from December 17th 2023, to January 1st, 2024.** Three units of PRPD-Traffic Police worked 15 nights for a total of 68 overtime hours, 95 traffic tickets issued and 5 alcohol DWI arrests. A delay in the paperwork impacted on the start date and number of days available to work.
- ★ **Easter Alcohol Impaired Driving Mobilization 2024 – From March 26 to 31, 2024. -** During this mobilization, 5 officers worked 29.83 overtime hours and carried out 15

ALCOHOL IMPAIRED DRIVING MOBILIZATIONS PR POLICE DEPARTMENT



interventions related to cases of intoxication, in addition to making 6 positive arrests for driving under the influence of alcohol. These efforts were part of law enforcement activities aimed at combating drunk driving.

★ **Summer Alcohol Impaired Driving Mobilization 2024 – from June 28th to 1st of July 2024.** - five units of PRPD-Traffic Police worked 5 nights for a total of 239 overtime hours, 278 traffic tickets issued and 27 alcohol DWI arrests.

★ **Labor Day Alcohol Impaired Driving Mobilization 2024 – From August 23rd to September 3rd, 2024.** - Six units of PRPD-Traffic Police worked 10 nights for a total of 248.21 overtime hours, 383 traffic tickets issued and 38 alcohol DWI arrests.

24-01-XX IMPAIRED DRIVING OVERTIME ENFORCEMENT

A total of 22 Municipal Police participated in four (4) alcohol impaired driving overtime mobilizations. A total of 418 impaired driving arrests were made.

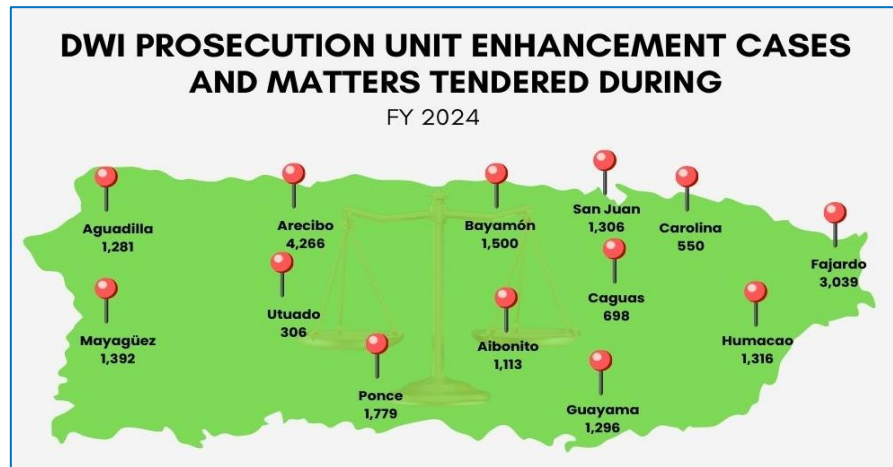
Municipalities in general have been struggling with a precarious finance situation and budget cuts, limiting their enforcement hours, in addition to a diminished police force.



24-01-06 PUERTO RICO DEPARTMENT OF JUSTICE-IMPAIRED DRIVING PROSECUTION UNIT

During FFY 2024, DWI Prosecution Unit Enhancement operated with 14 positions of DWI special prosecutors, four prosecutors' auxiliaries, a TSRP and office staff. A total of 19,842 cases/matters were attended. Among these matters related to the cases were: consultations with the police officers, crash scene investigations, case investigation, authorizations and filings of criminal charges, preparation of discovery of evidence, answers to motions for discovery of evidence, suppressions of evidence, witness's interviews, motions, preliminary hearings, hearings for suppression of evidence, trials and readings of sentences. In addition, the auxiliaries and special prosecutors conducted 22,137 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. The TSRP/Project Director conducted 16 trainings for prosecutors, state and municipal police. Also, she provided 5 workshops for external traffic safety projects, 30 media interviews and took part in over 33 meetings including task forces, committees and other.



24-01-13 IMPAIRED DRIVING COORDINATOR – PRTSC

During FFY 2024 the PRTSC Impaired Driving Program Coordinators continue to manage the Program. The program is subdivided into two programmatic modules: Impaired Driving and Youth Impaired Driving. Projects within PRPD, Municipal Police, FIESTA Projects and other executive agencies were handled. Tasks performed included: reviewing and evaluating Quarterly Performance Reports, revisions, and evaluations of Detailed Plan/Budget changes. In addition, HSP, Annual Report and 405d funds request and task force meetings. Coordinators continued to participate in the SHSP committee and the impaired driving emphasis area.

To sum up activities conducted during FFY 2024:

- ★ Eight Operational Plans and support documents were written for the alcohol impaired driving overtime mobilizations.
- ★ Over twenty (20) reports and modules were completed.
- ★ Twenty-eight (28) formal and informal meetings with LEL's.
- ★ Twenty-four (24) proposal's evaluations with at least sixteen (16) technical assistance provided to improve action plans and budgets.
- ★ Thirty-six Budget changes reviewed.
- ★ Sixty quarterly performance reports and nineteen annual projects reports were reviewed.
- ★ At least five meetings with the PRTSC Communications Division were conducted for campaign concept discussion, brainstorming, budgets, reports, and proposals.
- ★ Nearly thirty in person or remote meetings with the Federal Programs Development and Compliance Officer were conducted during the year.
- ★ Training course for FIESTA Projects was provided to discuss administrative, financial, and programmatic proposal components.
- ★ One meeting with SHSP committee.
- ★ Nearly 402 technical assistance was provided by phone, email or in person.
- ★ Some twenty-one meetings with projects.

- ★ Coordinators participated in 12 webinars.
 - ★ One continuous Public Participation Engagement meeting was conducted.
- It is important to inform you that as of September 4th, 2024, ID Coordinator Betty Rivera resigned to her position as Impaired Driving coordinator.

24-01-67

MENTAL HEALTH AND ANTI ADDICTION ADMINISTRATION - VICTIMS IMPACT PANEL FOR DWI OFFENDERS

During FY 2024, the Project conducted a total of 37 panel sessions providing services to 191 alcohol DWI offenders referred by the Courts System.

Fiscal Year 2024 Panel Attendees Profile:

- ★ 93% were male and 7% female.
- ★ The region with most participants referred was Ponce
- ★ The average age of panel participants was 50+.

In addition, the Project conducted fifteen meetings for courts legal staff to explain the project and referral process and promoted program during six visits to different Courts System jurisdictions.

Victims impact panel Project operated under Cost Incurred Method.

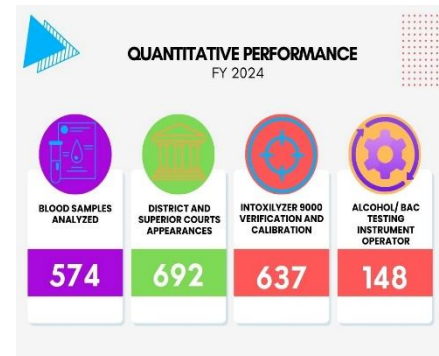
VICTIMS IMPACT PANELS SESSIONS FOR ALCOHOL DWI OFFENDERS - FY 2024		
REGION	# PANEL SESSIONS	ATTENDEES
Arecibo	4	24
Fajardo	4	7
Mayagüez	5	22
Moca	3	16
Ponce	11	65
San Juan	10	57
TOTAL	37	191

24-01-72

PUERTO RICO DEPARTMENT OF HEALTH – ALCOHOL TOXICOLOGY LAB

For the FFY 2024, the Alcohol Toxicology Lab Project completed all administrative tasks including the contracting and hiring of staff and legal consultants.

Project execution included preparing chemical solutions and assessing the performance of all measuring instruments, proficiency samples, monthly calibration of intoxilyzers, blood samples analyzed, chemists attended courts as key witnesses on alcohol impaired driving cases.



24-01-85

PROMOTING RESPONSIBLE ALCOHOL RETAILING

Non feasible project proposal was received at PRISC.

24-01-77

DRUG IMPAIRED DRIVING SCREENING LAB

Non feasible project proposal was received at PRISC.

24-01-82



DUI OFFENDERS EVIDENCE-BASED TREATMENT PROGRAM FOR DUI OFFENDERS

Non feasible project proposal was received at PRTSC.

PROGRAM AREA: YOUTH IMPAIRED DRIVING

PROBLEM STATEMENT

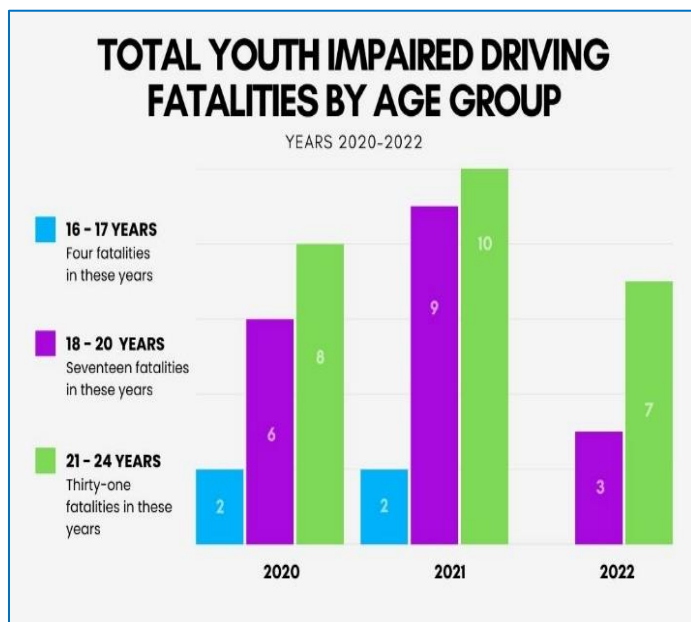
Teenagers and young adults are at a stage in life where they are exploring their identities and boundaries. Some factors contribute to their vulnerability to risky behaviors: brain development, peer influence, sensation seeking, identity formation, emotional regulation, among others. These factors create a perfect storm for the potential increase in risky behaviors such as consuming alcohol and/or drugs and driving. The combination of these dramatically increases the likelihood of crashes, endangering not only the driver but also passengers, pedestrians, and other road users. To keep information and education flowing about the dangers of drinking and driving, the benefits of a designated driver, use of alternative transportation and other social norming is relevant to disseminating road safety messages.

For the three-year period from 2020 to 2022, 52 youth alcohol-impaired fatalities were reported. This represents a 37.5 % reduction. In addition, preliminary data for 2023 reported 15 fatalities involving youth alcohol-impaired drivers. Additionally, during the period from 2020 to 2022, a total of 52 fatalities in this category were reported. Notably, there were no alcohol-impaired driving fatalities among teenagers aged 15 years.

Youth Impaired Driving Fatality Profile Year 2020 to 2022

Gender data analysis for impaired driving fatalities for the years 2020 - 2022 shows an average of 85% of male fatalities and 15% female fatalities.

- ★ Analysis by age group shows that 53% of youth impaired driving fatalities were in the age group 21-24, 38% in age groups 18-20.
- ★ 86% of youth alcohol impaired driving fatalities occurred at nighttime from 6:01PM to 6:00 AM.
- ★ Youth impaired driving fatalities, by day of the week, it shows that Friday reported the highest number with 38%, Saturday and Sunday both are tied with 23% while Monday has 11%.
- ★ Youth impaired driving fatalities by month reported July and December tied with 15 % each and May, June and September with 11% each.



Other relevant information:

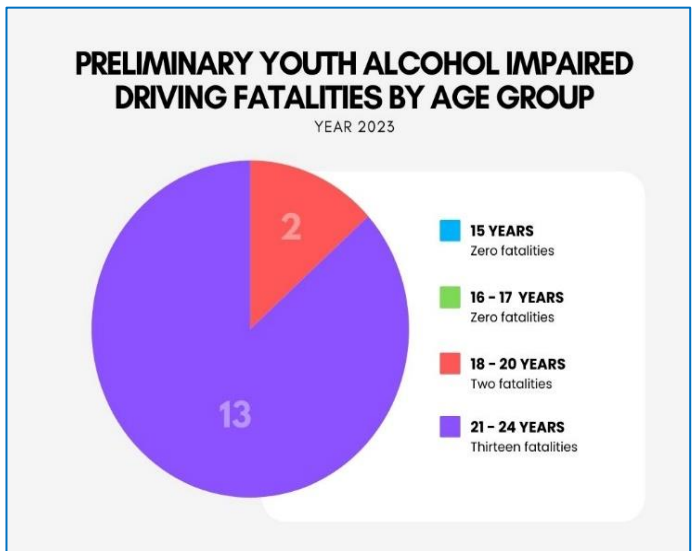
- ★ 68% were drivers and 32% motorcyclists.



- ★ 83% had a BAC of .08%+.
- ★ 72% of impaired drivers who died were unrestrained.
- ★ 67% of impaired motorcycle riders killed were un-helmeted.
- ★ 51% alcohol impaired driving fatalities also presented a speeding factor.

Preliminary Youth Impaired Driving Fatality Profile Year 2023

- ★ Gender data analysis for impaired driving fatalities for year 2023 shows an average of 73% of male fatalities and 27% female fatalities.
- ★ Analysis by age group for year 2023 shows that 87% of youth impaired driving fatalities were in the age group 21-24, 13% in age groups 18-20.
- ★ On year 2023, 100% of youth alcohol 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 Saturday reported the highest number with 40%, Friday, Thursday, Monday, and Saturday each have the same percentage of 13%, while Wednesday has 8%.
- ★ Impaired driving fatalities by month for year 2023: August and April 20 %, March, June and November with 13% each.



Other relevant information:

- ★ 60% were drivers and 40% motorcyclists.
- ★ 73% had a BAC of .08%+.
- ★ 78% of impaired drivers who died were unrestrained.
- ★ 50% of impaired motorcycle riders killed were un-helmeted.
- ★ 67% alcohol impaired driving fatalities also presented a speeding factor.

CRASHES WITH AT LEAST ONE ALCOHOL IMPAIRED DRIVER					
AGES 16 - 24					
YEAR	MINOR VISIBLE INJURY	SERIOUS VISIBLE INJURY	DEATH OR FATAL INJURY	UNKNOWN	TOTAL
2020	166	45	22	0	233
2021	225	50	39	4	318
2022	191	60	42	0	293
2023	523	70	15	0	608

Crashes with at least one alcohol impaired driver

A total of 1,452 injury plus fatal crashes were reported among this age group in the last four years.

Youth DUID

Preliminary data for 2023 showed one drug impaired driving fatality among age group 16 to 24 in the year 2023.

PROJECTS

PRTSC YOUTH DWI PREVENTION ACTIVITIES

1. San Sebastián Street Fest (SANSE) 2024

The San Sebastián Street Fest (SANSE) 2024, Puerto Rico's most vibrant and anticipated recreative event called an extension of the holiday season, took place from January 18 to 21, 2024, in Old San Juan. During SANSE 2024, over 500,000 people were exposed to PRTSC's alcohol and DWI prevention messages through two strategic stands: one at Plaza Colón in Old San Juan and another at the Cataño ferry terminal. Additionally, the messages were shared via radio, TV, and social media mentions. In collaboration with FIESTA projects and Community Programs, PRTSC engaged with visitors throughout the three-day festival.

2. Justas Interuniversitarias LAI (Intercollegiate Sports Competition 2024)

The FY 2024 LAI Intercollegiate Sports Competition, the largest college sports competition, took place from April 17 to 27, 2024. PRTSC staff, together with FIESTA projects and Community Programs, provided education about the consequences of alcohol-impaired driving and promoted safety among college students and young adults attending the events. Educational brochures were distributed, and more than 150,000 students and other participants were exposed to the message: "If you are going to drink, pass the key! (*Si vas a beber, ¡pasa las llave!*)"

PLANNED ACTIVITY



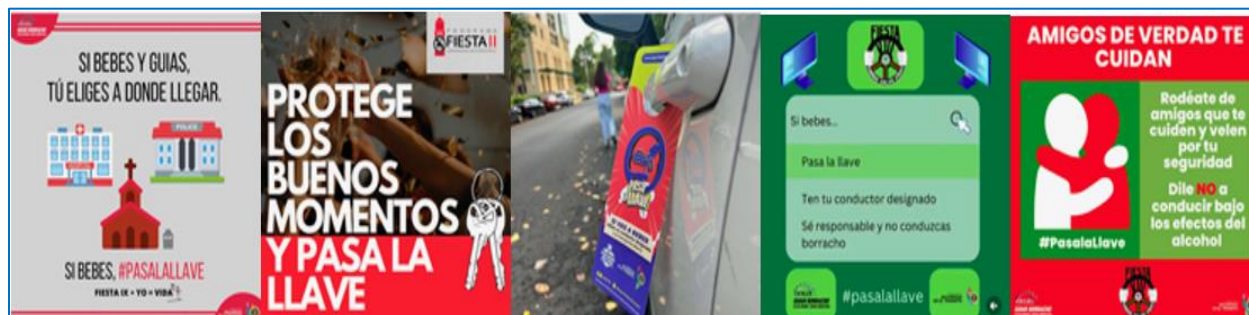
FIESTA COLLEGE PROJECTS (FACILITATORS-INSTRUCTORS IN ALCOHOL & TRAFFIC SAFETY)



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

The Puerto Rico Traffic Safety Commission funds seven (7) FIESTA Projects throughout the island. Two in private colleges and five within the campuses of the University of Puerto Rico. These projects served college students, teenagers and youngsters from all around the island with their prevention and education efforts about the effects of alcohol and drug consumption and driving. Also, there is one FIESTA Project that serves an alcohol and drug rehabilitation Program and its communities, FIESTA-CREATIVO and MADD-Puerto Rico that provided services to children and teenagers and DWI victims advocacy.

FIESTA projects use a peer-to-peer approach to effectively communicate among young people. Also, projects develop alcohol and DWI awareness campaigns mainly on social media or one on one, distribute educational materials, provide orientations, conduct workshops, research and surveys. During some big events such as sports, festivals and college students' gatherings, projects display, educational booths or stands, where alcohol and drug consumption and impaired driving information is shared to educate visitors. These booths often feature displays, interactive games, pamphlets, live demonstrations or presentations. The goal is to engage visitors and provide them with valuable knowledge or skills.



24-02-02

FIESTA II – UNIVERSITY OF PUERTO RICO- RÍO PIEDRAS CAMPUS

During FY 2024, FIESTA II reached approximately 22,800 young adults, mostly college students fluctuating between the ages of 17-25 years. Very active on social media platforms, the project published approximately 589 posts.

Project conducted 91 alcohol and DWI prevention and education activities reaching some 48,841 people. Among activities conducted were: workshops, published Vlog, trainings, focal groups, polls, surveys, research papers, evaluations, and educational stands during massive events like college sports rallies, freshman open house. A college community meeting was held as part of the PRTSC PP&E. Nearly 60,000 people were indirectly reached during the whole year.



24-02-05

FIESTA- UNIVERSITY OF PUERTO RICO-MAYAGÜEZ CAMPUS

Non feasible project proposal was received at PRTSC.

24-02-10

FIESTA- UNIVERSITY OF PUERTO RICO-CAYEY CAMPUS

During FY 2024, FIESTA VIII reached approximately 20,000 young adults, mostly college students fluctuating between the ages of 17-24 years. Project published 76 posts:

FIESTA VIII conducted DWI educational activities reaching nearly 12,000 people during safety fairs, stands during the college open house, Share love, don't drive drunk! Workshops, campaigns, posed educational info in campus bulletin boards, banners, goofy games, short videos, social norming activities with educational tables or fun without alcohol.



Nearly 26,000 people were indirectly reached during the whole year.

24-02-14

FIESTA- UNIVERSITY OF PUERTO RICO-PONCE CAMPUS

During FY 2024, FIESTA IX reached approximately 15,000 young adults, mostly college students fluctuating between the ages of 17-25 years. Project was very active on social media platforms, the project published 194 posts:

Project conducted 142 alcohol and DWI prevention and education activities reaching nearly 20,000 people. Among educational activities conducted were workshops, live interviews (podcasts), trainings, commitment with life (be or choose a designated driver before you go out), surveys, freshman orientations, informative tables, Share love, be a designated driver (students pancakes buffet, Piña Colada and mocktails Friendly Stands), campus web page informative, and massive events like flash mobs' college sports rallies, freshman open house. A college community meeting was holding as part of the PRTSC PP&E. Nearly 30,000 people were indirectly reached during the whole year.



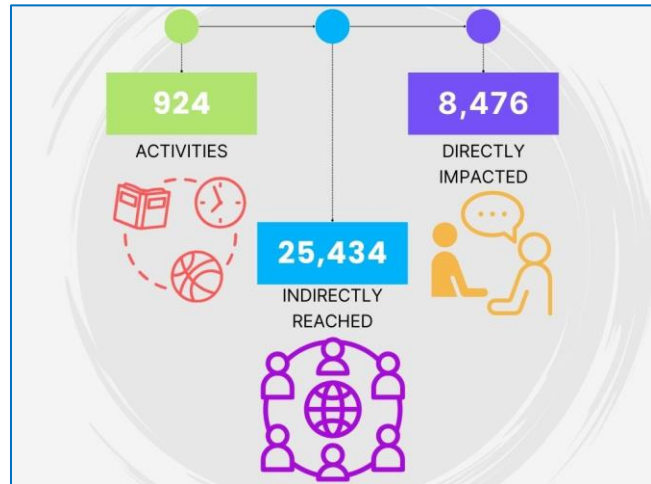
24-02-15

FIESTA-CREATIVO

Hogar CREA, Inc., a non-governmental organization, continues to provide vital services to individuals referred by the court system as well as those who voluntarily seek treatment for alcohol and drug dependency. Within the organization, Head Promoters and



Promoters play an essential role in the rehabilitation process, acting as peer educators on issues related to alcohol consumption and driving under the influence (DWI). Under the guidance and supervision of a project coordinator, these individuals receive specialized training to lead awareness campaigns and educational workshops on the risks of alcohol abuse and drunk driving. Their efforts reach CREA members, their families, visitors, and neighboring communities across six districts on the island.

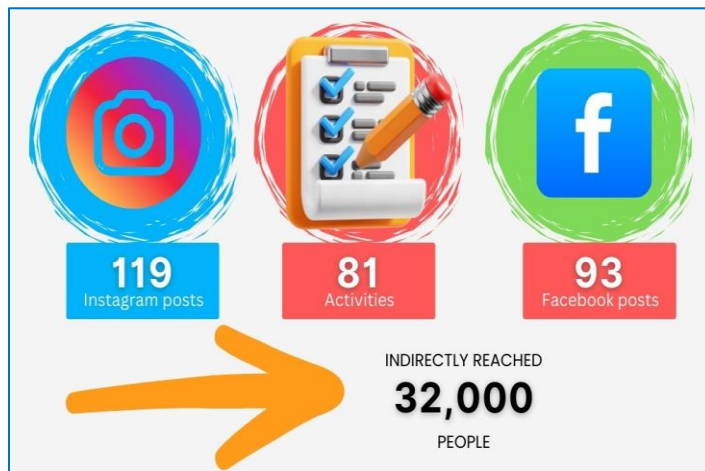


During FFY 2024, the project executed 924 educational activities focused on alcohol and impaired driving prevention. These initiatives directly impacted 8,476 individuals and indirectly reached 25,434. The activities varied in format, including in-person sessions with small groups and outdoor events adhering to physical distancing guidelines, and technology-driven approaches. The comprehensive approach underscores Hogar CREA's commitment to fostering awareness and prevention in the field of alcohol and impaired driving.

24-02-16

FIESTA-PONTIFICAL CATHOLIC UNIVERSITY OF PUERTO RICO

During FY 2024, FIESTA XII reached approximately 12,000 young adults, mostly college students fluctuating between the ages of 17-25 years. Very active on social media platforms, project published:



Project 81 alcohol and DWI prevention and education activities reaching approximately 62,000 people by conducting educational activities such as: workshops, educational tables, FIESTA one on one, bulletin boards, trainings, student meetings, graduation safety campaign (Keep reaching, be a designated driver), and community schools' presentations.

Nearly 32,000 people were indirectly reached during the whole year.

24-02-17

FIESTA- UNIVERSITY OF PUERTO RICO-UTUADO CAMPUS

Non feasible project proposal was received at PRTSC.

24-02-21

FIESTA- UNIVERSITY OF PUERTO RICO- AGUADILLA CAMPUS

During FY 2024, the FIESTA XI project reached approximately 21,000 young adults, primarily college students aged 17 to 25. The Project made moderate use of social media, with 59 posts published mainly on Instagram.

A total of 76 activities were conducted to educate about alcohol consumption and driving while intoxicated (DWI). These included informative DWI prevention tables, bulletin boards, educational and interactive workshops, social events such as "Be a Hero, Be a Designated Driver," campaigns, community outreach, school interactions, and training sessions.



Approximately 4,000 people were indirectly reached throughout the year.



24-02-32

POLI-FIESTA- POLYTECHNIC UNIVERSITY

During FY 2024, Poli-FIESTA reached During FY 2024, Poli-FIESTA reached approximately 9,300 young adults, mostly college students fluctuating between the ages of 17-25 years. Very active on social media platforms, the project published 218 posts.

Project conducted 74 alcohol and DWI prevention and education activities such as: DWI prevention informative tables, workshops, community schools' workshops and interactive educational activities, printed educational material distribution on college parking, visits and one on one at students' dorms,

trainings and talks.

Nearly 10,000 people were indirectly reached during



24-02-36

MADD- PUERTO RICO SAFE AND AWARE

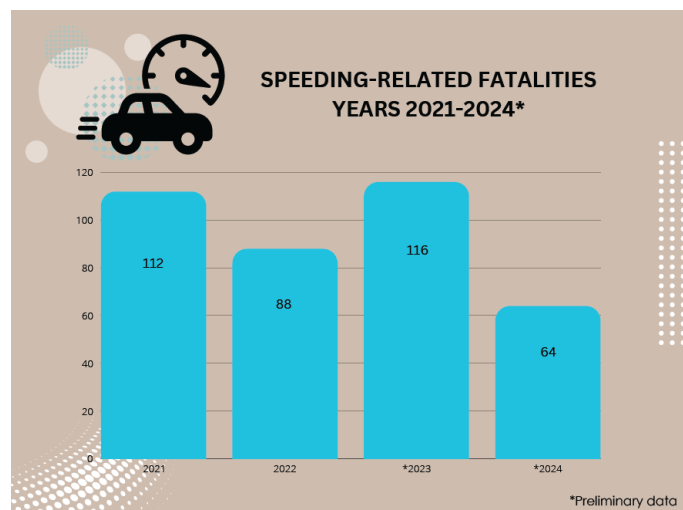
Project continued its *Power of You(th) and Power of Parents and Communities* DWI educational modules. MADD conducted 271 Power of Youth workshops reaching 8,760 children and teenagers, held 20 Power of Parents talks reaching 357 people and participated in more than 80 community events, conveying the message of DWI prevention. Very active in social media with 270 posts, many of them advocating for drunk drivers' victims. In addition, MADD conducted 12 events and presentations with law enforcement and safety groups. The project directly impacted over 70,000 people and indirectly reached around 160,000 people.



PROGRAM AREA: POLICE TRAFFIC SERVICES

PROBLEM STATEMENT

The Puerto Rico Traffic Safety Commission (PRTSC), in collaboration with the Puerto Rico Police Department (PRPD) and Municipal Police Corps across the island, aims 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."



According to the National Highway Traffic Safety Administration (NHTSA) Fatality Analysis Reporting System (FARS), Puerto Rico recorded 271 fatalities in 2022, including 88 speeding-related fatalities, along with 166,096 crashes and 17,167 injuries resulting from crashes. This reflects a 21.5% decrease in fatalities compared to 2021, when 337 fatalities, 158,311 crashes, and 19,675 crash-related injuries were reported.

Speeding and aggressive driving continue to be major traffic safety

concerns. In 2023, speeding was a contributing factor in 116 fatalities, accounting for 38% of all reported fatalities. That year, Puerto Rico experienced 307 fatalities, 194,446 crashes, and 19,595 crash-related injuries. Preliminary data for 2024 indicates that 64 fatalities were speed-related.

Key Data Insights:

- ★ **Gender Distribution:** 89% of speeding-related fatalities involved males, while 11% involved females.
- ★ **Age Groups:** 68.4% of fatalities occurred among individuals aged 25-49, 19.5% among those aged 16-24, and 18.4% among individuals aged 50 and older.
- ★ **Time of Day:** 68.4% of speeding-related fatalities occurred during nighttime, between 6:00 PM and 6:00 AM.
- ★ **Day of the Week:** Sundays and Saturdays reported the highest percentage of speeding-related fatalities (20.6% each), followed by Tuesdays (16.3%) and Wednesdays (15.2%).
- ★ **Monthly Trends:** May registered the highest percentage of speeding-related fatalities (13.0%), followed by July and November (11.9% each) and April (10.8%).
- ★ **Type of Road Users:** 60.8% of speeding-related fatalities involved drivers, and 39.1% involved motorcyclists.
- ★ **Alcohol Impairment:** 43.4% of fatalities involved a blood alcohol concentration (BAC) of 0.08% or higher, while 35.8% of alcohol-impaired driving fatalities also included a speeding factor.

PRTSC is responsible for implementing strategic plans aimed at reducing traffic fatalities in Puerto Rico. These initiatives are multi-agency efforts involving the PRPD, Municipal Police, the Automobile Accident Compensation Administration (PRAACA), the Puerto



Rico Department of Transportation and Public Works (PRDTOP), the Puerto Rico Highway and Transportation Authority (PRHTA), and others.

PRPD Law Enforcement Efforts							
YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
2020	58,664	1,121	1,019	34,084	546	18,831	150,002
2021	87,128	2,218	1,910	78,406	1,209	33,041	288,020
2022	210,029	3,625	2,668	212,918	1,759	91,317	287,088
2023	133,489	5,546	4,205	92,634	1,683	41,310	223,599
2024*	101,557	507	3,365	70,174	1,663	31,937	143,950

*data preliminary

Municipal Police Efforts							
YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
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
2022	26,746	1,265	432	8,269	128	8,269	53,565
2023	19,854	98	98	6,369	219	4,118	31,883
2024*	22,307	1,144	591	7,609	93	7,351	32,882

*data preliminary

PLANNED ACTIVITY

24-03-03

LAW ENFORCEMENT LIAISON

To enhance the development and implementation of PRISC enforcement initiatives related to traffic safety, two Law Enforcement Liaisons (LELs) were commissioned. Their responsibilities included:

★ Monthly Meetings and Strategic Planning:

- Participated in monthly meetings with PRISC personnel to discuss work plans for State and Municipal Police.

- Verified applications and provided advice on law enforcement strategies and problem area identification.
- ★ **Municipal Police Support and Guidance:**
 - Visited Municipal Police departments to provide advice on mobilization paperwork, enforcement techniques, and compliance requirements.
 - Reviewed and evaluated time sheets to ensure accuracy and accountability.
- ★ **Evaluation of Equipment:**
 - Assisted PRTSC staff in evaluating equipment acquired for State and Municipal Police to ensure compliance with operational standards.
- ★ **Field Visits and Oversight:**
 - Conducted approximately 369 field visits to various State and Municipal Police departments to assess and support enforcement efforts.
- ★ **Participation in Webinars and Training:**
 - Attended webinars and courses offered by NHTSA and other organizations to stay updated on best practices and emerging traffic safety strategies.

Through these efforts, the LELs contributed significantly to improving enforcement initiatives, enhancing collaboration, and ensuring compliance with traffic safety objectives across Puerto Rico.

24-03-78

TRAFFIC ENFORCEMENT COORDINATOR

The Program Services and Coordination Officer (formerly known as the Traffic Enforcement Coordinator) and the PRTSC focus their efforts in collaboration with the PRPD, Municipal Police, and the expertise of the LELs to reduce speeding and aggressive driving across the island. These efforts are supported by safety education initiatives and the distribution of informational materials in conjunction with enforcement activities.

Key initiatives and strategies include:

- ★ **Coordination with Law Enforcement:**
 - Worked closely with PRPD and Municipal Police to implement speed and aggressive driving enforcement strategies.
 - Supported enforcement projects designed to increase compliance with speed limits on all roadways.
 - Emphasized enforcement in high-crash areas, encouraging routine day-to-day enforcement to enhance public perception of the risk of apprehension.
- ★ **Speed Enforcement Strategies:**
 - Utilized various strategies such as dedicated roving patrols and saturation enforcement in municipalities and regions identified as high-risk.
 - Prioritized efficient use of resources to develop and implement strategies aimed at reducing fatalities caused by speeding and aggressive driving behaviors.

★ **Supervision of Mini-Grants and Equipment Purchases:**

- The LELs and the Program Services and Coordination Officer supervised and coordinated mini-grants for mobilization efforts.
- Oversaw the purchase of equipment for PRPD and Municipal Police to support enforcement initiatives.

★ **Pre-Mobilization Preparation and Support:**

- Held internal meetings with LELs to discuss required documents and reports prior to mobilization efforts.
- Visited municipal police departments to provide guidance on submitting paperwork, particularly in cases where new police commissioners were unfamiliar with mobilization procedures.

★ **Operational Plan Development:**

- Developed the operational plan for Speed Enforcement Mobilization in collaboration with PRPD and Municipal Police.
- Maintained and organized all records and statistics related to speed and aggressive driving mobilization efforts.

★ **Follow-Up and Agency Visits:**

- Conducted follow-up visits to agencies involved in mobilization to ensure compliance and provide additional support as needed.

★ **Education and Communication Efforts:**

- Coordinated with the PRISC Communications Area to produce educational materials aimed at promoting road safety and raising awareness of the dangers of speeding and aggressive driving.
- Continued to align educational and enforcement efforts to reinforce the safety message.

★ **Participation in Training and Reporting:**

- Participated in meetings, webinars, and training sessions as required.
- Collaborated on the development of the Police Traffic Services and Motorcycle Safety module for problem identification, AGA FFY 2025, and the Annual Report for FFY 2023.

Through these efforts, the Program Services and Coordination Officer and the PRISC continue to prioritize road safety by reducing speeding and aggressive driving incidents while ensuring that resources are effectively utilized.

24-03-XX

SPEED ENFORCEMENT MOBILIZATION

The Speed Enforcement Mobilization was successfully conducted from July 15 to 31, 2024, as part of efforts to enhance road safety and reduce speeding incidents.

Key Highlights:

★ **Participation:**

- A total of 18 municipal police departments actively participated in the mobilization.
- The PRPD Traffic Bureau contributed with its 19 traffic units.

★ **Technology Utilized:**

- For the fifth consecutive year, handheld moving radars and fixed patrol unit radars, purchased with federal funds in 2019, were deployed to support enforcement operations.

★ **Citations Issued:**

- A total of **16,034 speeding tickets** were issued during the mobilization:
 - **12,561 tickets** were issued by municipal police departments.
 - **3,473 tickets** were issued by the PRPD.

★ **PRPD Resource Utilization:**

- The PRPD utilized only 46% of the hours assigned for this mobilization.

The mobilization showcased the collaborative efforts between municipal and state law enforcement agencies, leveraging advanced technology and targeted enforcement strategies. However, there is a clear opportunity to enhance PRPD engagement and maximize the use of assigned resources to improve the overall effectiveness of future mobilizations.

24-03-37

DRIVER BEHAVIOR AND ATTITUDINAL SURVEYS - DRIVE (DRIVER RESPONSE IN VEHICLE EVALUATION)

The PRTSC contracted StratSol, Inc. to design and conduct surveys aimed at evaluating road safety behaviors. Each survey followed a research methodology that adhered to the requirements of the National Highway Traffic Safety Administration (NHTSA). Each report outlined the survey's results.

Attitudinal Surveys

Reports were based on data collected through an online and telephone survey targeting Puerto Rico's residents aged 18 and older who were eligible for a driver's license. A stratified probabilistic method was employed for each survey. Based on the sample type, the estimated margin of error was $\pm 4.4\%$ with a 95% confidence level.

IMPAIRED DRIVING ATTITUDINAL SURVEY SUMMARY

- 37.70% of respondents reported consuming alcoholic beverages
- 24.74% of respondents drank 2 to 3 times per week.
- 26.84% of respondents drove twice or once after drinking.
- 63.68% of respondents knew the blood alcohol limit for light vehicles, of which 72.73% answered correctly.
- 17.89% of respondents were unsure of the blood alcohol limit for light vehicles.

- 45.79% of respondents did not see, read, or heard about efforts by the Police Department regarding DUI.
- 50.53% of respondents reported seeing, reading, or hearing campaigns about DUI; the media platform most seeing was television with 78.13%, followed by radio with 46.88%.
- 58.33% of respondents remembered a slogan or phrase from the campaigns; the most recalled was "si bebes pasa a llave" with 25%, followed by "si guías borracho serás arrestado" with 21%.
- 28.57% of respondents rated the campaigns as very effective, while a significant portion, 33.93%, gave it moderate effectiveness.
- Majority of respondents considered that elements from campaigns such as testimonies or stories have more impact on influencing, closely followed by shocking images of crashes.

SPEED AND AGGRESSIVE ATTITUDINAL SURVEY

- 43.06% of respondents admitted exceeding the speed limit on rural roads.
- 41.07% of respondents admitted driving over the speed limit on highways.
- 24.21% of respondents reported sometimes exceeding the speed limit on school zones.
- 38.10% of respondents said they had knowledge of the legal consequences of speeding.
- 25.60% of respondents felt the penalties for speeding were too lenient.
- 42.26% of respondents believe is very unlikely to receive a speeding ticket.
- 48.81% of respondents did not see, read, or heard about efforts by the Police Department issuing speeding tickets.
- 19.84% of respondents reported seeing, reading, or hearing campaigns against speeding; the media platform most seeing was television with 71%, followed by social media with 48%.
- 18% of respondents remembered a slogan or phrase from the campaigns; 6% recalled "cuida tu vida a la de los demás or "no excedas los límites al manejar".
- 50% of respondents rated the campaigns as not very effective.

DISTRACTED DRIVING OBSERVATIONAL SURVEY

The observational survey followed similar methodological parameters to those established in previous years in compliance with NHTSA regulations. This is the result:

Distracted Driving Rate	Standard Error	95% Confidence Interval
14.2%	0.07%	1.91% - 25.39%

PROGRAM AREA: PLANNING AND ADMINISTRATION

PROBLEM STATEMENT



Effective management of a government entity depends largely on the implementation of well-defined strategies that address current challenges. It is essential to carry out a comprehensive planning, organization, direction and control process to ensure efficient use of human, technological and financial resources in order to achieve effective management.

The design of an appropriate plan must consider all relevant aspects, aligning government public policy with the regulations and procedures established by regulatory bodies. In this way, a key balance can be

identified to ensure administrative efficiency.

Furthermore, it is essential that decisions are made within a framework that follows best practices in public management, ensuring that the principles of good administration are complied with.

Since its creation, the Traffic Safety Commission has gone through various stages of evolution. Over time, it has undergone important transformations to arrive at its current structure. In Puerto Rico, the federal Promesa Law HR5278 and S2328 created a Fiscal Control Board with the mission of establishing clear guidelines on the use of public funds, while proposing administrative processes to improve the efficiency of spending by government agencies.

The Commission was required to hire a federally funded accountant who specializes in handling funding requests, payments, and other administrative processes, which has been an invaluable resource in streamlining the work. Then, with the implementation of the computer system that allows the monitoring and control of requests from their submission to the final disbursement, we have managed to ensure that the projects have the necessary resources for their execution.

In terms of oversight, Puerto Rico's government agencies are subject to constant regulations and audits by the Government Ethics Office, the Comptroller of Puerto Rico, and the Office of the Inspector General. The findings of these reports are promptly addressed, and alternative procedures are implemented to prevent the repetition of irregularities. The Commission maintains constant communication with the Legislative Assembly to promote new initiatives that help reduce traffic crashes.

Some of the initiatives implemented to improve management are:

- ★ **PRTSC-T&A Project:** This project aims to establish a more accurate time and attendance system, which will allow monitoring of employee absences, their clock-in and clock-out times, as well as the management of leaves, vacations, illnesses, and compensatory time. The system was officially implemented in June 2024. Currently, we are in the final stages of its implementation, as the process is being carried out in stages. This is helping us improve the accuracy of absence management and foster greater accountability among employees.
- ★ **Second Phase of Facility Remodeling:** This phase was concluded with the installation of glass doors in the offices and the creation of exclusive access to the executive director's office, among other details.
- ★ **Third Phase of Facility Remodeling:** The Commission is currently in the design phase of the third phase of the remodeling of its facilities. This phase includes the expansion of the CST office areas, with the goal of having more space to accommodate files, educational materials, protective seating, among others, due to the continuous growth of the agency due to the increasing demand for services.
- ★ **New Classification and Remuneration Plan of the Government of Puerto Rico:** Following its implementation, we are awaiting the phase that includes the evaluation system, which will allow for professional growth and an eventual salary increase for employees.

These actions are part of the Commission's efforts to improve administrative efficiency, optimize resources and comply with the control and supervision standards established by the relevant entities.

PERFORMANCE MEASURE

During FFY 2024, and as one of the permanent goals of the CST, the application of the strictest measures to prevent the mismanagement of public funds has continued. This effort has been possible thanks to the work of the agencies of the Government of Puerto Rico, which manage and establish the internal controls of government entities and ensure their correct implementation. In addition, our office's procedures manual continues to be the main guide to follow, without ruling out modifications that promote agility in administrative processes and that, in turn, contribute to greater efficiency.

In addition, an attendance policy was implemented following the implementation of the new time and attendance system, which has allowed us to have greater control over absences and compliance with established schedules, thus providing clear guidance to each of the employees.

LEGISLATIVE TARGETS

The legislative process in Puerto Rico is unique and is characterized by extensive discussion of proposed measures within the Island's system. Bills may originate in both the Executive and Legislative branches. The Traffic Safety Commission remains attentive to the debates that take place in the House of Laws on bills that affect road safety in Puerto Rico, actively participating through presentations and writings to establish its position on

each proposal. It is important to note that the Governor's office, as well as the Senate and the House of Representatives, work closely with our office to promote the enactment of new laws that impose more severe penalties on drivers who violate current and recently approved laws.

PLANNED ACTIVITY

24-04-03 & 24-04-09 ADMINISTER PROGRAM

All areas, both programming and administrative, converge to generate a final product. The monitoring, planning coordination and communication divisions depend on the services offered by the administrative area for the development of their projects. The functions of this area include the preparation of professional services contracts, the management of requests for funds and the payment of suppliers, among other support tasks.

Federal funding received by the agency is essential to its fiscal well-being, contributing to aspects such as salaries, benefits, contracts, and the purchase of materials. In addition, the administrative area is responsible for audits, requisition management, and the collection of materials, equipment, and technology. In P&A activities, federal participation must not exceed 50% of the total cost. For fiscal year 2024, funding for this program will be divided between sections 402PA (51%) and 154PA (49%).

★ Federally funded travel abroad:

- "14th MIP User Conference" in Las Vegas, Nevada – October 9-13, 2023
- "NHTSA Strategic Communications Forum 2023" in Washington , DC - October 11-13, 2023.
- "Region #2 Leadership Workshop for State Highway Safety Offices NHTSA" in Philadelphia, Pennsylvania - November 26-29, 2023.
- Annual "Lifesavers Conference on Roadway Safety 2024" in Denver, Colorado - April 7-9, 2024.
- "50th Annual International Traffic Records Forum" in San Diego, California – August 11-15, 2024.
- "GHSA 2024 Annual Meeting " in Indianapolis, Indiana - September 6-12, 2024.

24-04-02, 24-4-07 & 24-04-12 EVALUATE HSP TASKS

In FFY 2024, funds were allocated for the hiring of three project monitors, whose primary role was to conduct daily monitoring of operational and fiscal activities related to the projects. In addition to their monitoring duties, these monitors provided technical assistance, promoted timely bond issuance, conducted site visits, and generated follow-up reports. It is noteworthy that one of the monitors was exclusively dedicated to programs related to Impaired Driving Program. The allocated funds covered salaries, both for local and stateside training, travel expenses, as well as the procurement of necessary materials and equipment.



Summary of operating and fiscal activities for fiscal year 2024	24-04-02 Omayra	24-04-07 Elika	24-04-12 Luz M
Requests for funds worked	317	210	355
Monitored records	74	60	1,039
Field visits	12	7	13
Changes Approved Proposal	35	39	59
Quarterly reports worked on	86	57	81
Revised proposals	21	15	26

24-04-13 & 24-04-14ID FEDERAL PROGRAM MANAGER

The Federal Funds Development and Compliance Officer plays a critical role in ensuring compliance with both federal and state regulations, ensuring that the PRTSC meets its goals and objectives in alignment with established procedures and policies.

As part of these responsibilities, the officer collaborated with the administration to address traffic safety challenges by launching educational campaigns focused on impaired driving, speeding, occupant protection (including car seat and seat belt use), and safety initiatives for non-motorized road users (such as sober pedestrians and cyclists) as well as motorcyclists. These efforts, along with nine overtime enforcement campaigns, allowed PRTSC to maintain a proactive and strategic approach to traffic safety.

During FY2024, the officer actively participated in key committees and initiatives, including the Strategic Highway Safety Plan Committee, Traffic Records Committee, and the Drunk Driving Task Force. Leadership was demonstrated in the preparation and timely submission of the 405 Grants, and the Annual Grant Application, as well as the FFY2023 Annual Report. Additionally, the officer conducted quarterly report reviews, analyzed detailed plan modifications, and assessed over 50 project proposals for FY2025, providing technical assistance to PRTSC projects and management. Collaborative meetings and discussions were also held with the PRTSC Communications team to align efforts.

International participation was also a key component of the officer's contributions, including attending the "Region #2 Leadership Workshop for State Highway Safety Offices - NHTSA" held in Philadelphia, Pennsylvania, from November 26-29, 2023.

These efforts reflect a strong commitment to traffic safety, regulatory compliance, and continuous improvement in PRTSC initiatives as part of the Annual Report.

HOW THE PLANNED ACTIVITY CONTRIBUTED TO MEETING THE TARGET:

PRTSC developed the Annual Grant Application FFY2025 and submitted it on August 1st, 2024. The AGA FFY 2025 received NHTSA approval on September 30, 2024, demonstrating compliance with the requirements of 23 CFR Part 1300. The plan covers strategies and countermeasures intended to further our efforts to achieve our projected traffic safety goals.

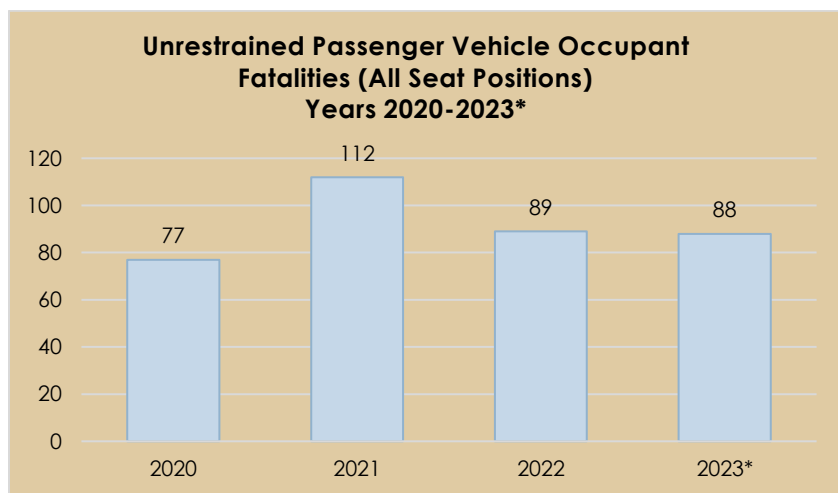


PROGRAM AREA: OCCUPANT PROTECTION

PROBLEM STATEMENT

The Occupant Protection Program aims to increase seat belt usage by educating the public about the proper use of seat belts and child restraint use, combined with law enforcement efforts to enforce occupant protection laws in Puerto Rico. According to the Fatality Analysis Reporting System (FARS), during fiscal years 2020–2022, Puerto Rico recorded a total of 850 traffic crash fatalities. Of these, 278 were directly related to the non-use of seat belts. In 2022, statistics revealed that 33% of the 89 vehicle occupants who lost their lives on Puerto Rico's roads were not wearing seat belts at the time of the crash.

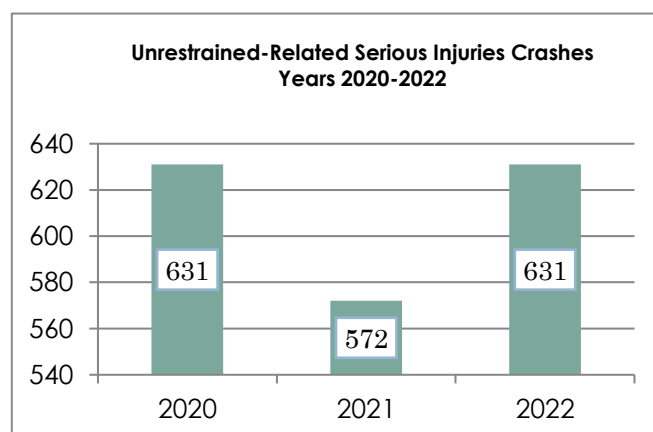
In 2023, unrestrained passenger vehicle fatalities decreased slightly, with 88 recorded fatalities compared to 89 in 2022. Of the 130 passenger vehicle occupants killed in 2022, 68% (89) were unrestrained. However, during fiscal year 2024, there has been a significant decrease in unrestrained passenger vehicle occupant fatalities across all seat positions, with fewer than 80 fatalities reported by December 2024.



*Data preliminary

Between 2020 and 2022, a total of 2,225 individuals were injured in traffic crashes, with 1,834 cases involving unrestrained passengers suffering serious injuries.

In FFY 2024, the PRTSC engaged a specialized firm to conduct an observational seat belt survey. The study, following a methodology approved by NHTSA on May 30, 2017, assessed seat belt usage rates among drivers and passengers across all seating positions. The methodology included observations on local, primary, and secondary roads, as well as rural roads in municipalities in the island's central region, which are typically not



patrolled by police focusing on high-crash areas. These factors likely contributed to the reported observational seat belt usage rate of 86.30%.

	2020	2021	2022	2023	2024
Seat Belt	84.75%	88.24%	91.77%	90.60%	86.30%
Child Safety Seat	95.10%	90.20%	90.50%	87.30%	74.40%

Child restraint seat usage dropped to 74.40% in 2024. When used correctly, these seats can reduce fatal injury by 71% for infants under one year old and by 54% for toddlers aged one to four. Given the significant problem of improper use, ongoing measures to improve correct usage remain essential, complementing enforcement and educational campaigns.

PRTSC's initiatives in 2024 included opening new fitting stations, training technicians, raising public awareness about station locations, and increasing enforcement. These efforts received media coverage, keeping the importance of proper child restraint usage in public focus. Additionally, PRTSC conducted two National Child Passenger Safety Technician (CPST) Certification Training Courses in FFY 2024. For FFY 2025, the commission plans to resume these courses.

PLANNED ACTIVITY

24-05-29

OCCUPANT PROTECTION OBSERVATIONAL SURVEYS

During FFY 2024, the PRTSC commissioned an independent agency to conduct an observational study on seat belt usage and the effects of educational campaigns. The study included pre- and post-campaign observations. Each segment involved observing 100 vehicles, resulting in a total of 6,785 observed vehicles and 8,438 occupants (6,785 drivers and 1,643 front passengers). The study concluded that the overall seat belt usage rate, combining drivers and passengers (after applying weights as described in the sample design), was 86.30%, with a standard error of 0.087%.

Additionally, an Observational Survey of Car Seat Use was conducted in FFY 2024. This study covered 17 counties and included 6,794 vehicle observations across 68 segments. However, the sample size for car seat usage observations was notably limited, which may pose challenges in drawing definitive conclusions from the data. Despite this limitation, all procedures for estimating car seat usage rates adhered to the sample design established for the Puerto Rico Observational Survey of Safety Belt Use, 2024.

In the car seat usage study, weights were applied to each observation to ensure accuracy in the rate estimates. The weighting criteria accounted for various factors, including:

- ★ Counties (regions to which they belong),
- ★ Road segment (road type),
- ★ Time,
- ★ Road directions,



- ★ Total number of lanes, and
- ★ Total number of vehicles (observed vehicles relative to passing vehicles).

The stratification process began by dividing the counties into five (5) predefined geographical regions, as established by the Puerto Rico Highway and Transportation Authority. The study concluded that the estimated car seat usage rate was 74.40%, with a standard error of 0.48%.

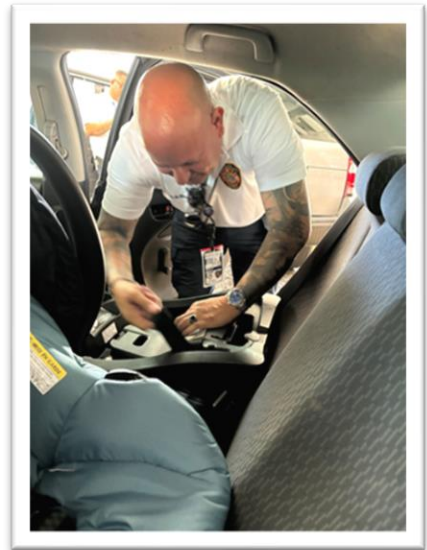
24-05-43

PR FIRE DEPARTMENT FITTING STATIONS – FITTING STATIONS

According to data from the inspection centers of the Puerto Rico Fire Department, 9 out of 10 child restraints inspected by personnel are improperly installed. Similarly, studies conducted by federal agencies focused on road safety indicate that 3 to 4 child restraints are not installed correctly.

FFY 2024 Activities and Achievements:

- ★ **Orientations/Inspections at Fire Stations:** 8,402
- ★ **Educational Activities:** 72
- ★ **Conferences:** 17
- ★ **TV/Radio Program Interviews:** 2
- ★ **Coordination and Operation of Checkup Events:** 16
- ★ **Participation in Checkup Events Held by PRTSC:** 14
- ★ **Participation in Checkup Events Held by Community Programs:** 19



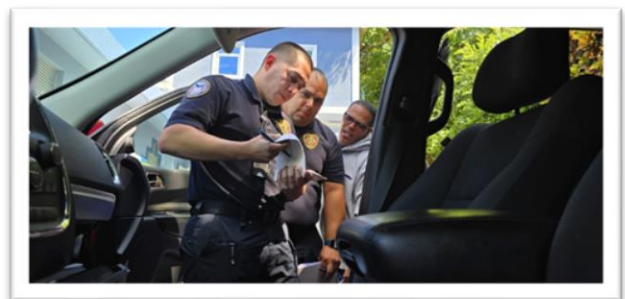
23-05-27

INCREASE CHILD PROTECTION & EDUCATION

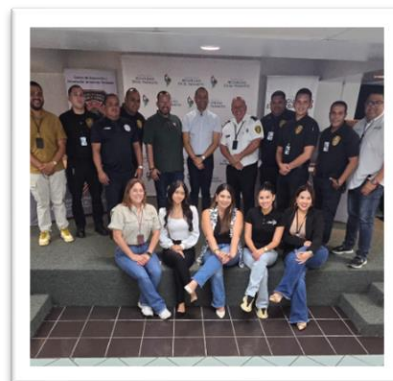
During FFY 2024, the PRTSC conducted fourteen (14) large-scale Child Safety Seat Checkpoints, resulting in the inspection and certification of 163 child safety seats by certified Child Safety Seat Technicians from the Fire Department and Community Programs.

As part of the National Seat Check Scheduled 2024, held in Florida, Puerto Rico, a total of 15 child safety seats were inspected and certified by trained Child Safety Seat Technicians.

In support of low-income families, PRTSC acquired 400 child safety seats for the loan program “*Préstame un asiento*” during FFY 2024.



To strengthen expertise in child passenger safety, PRTSC conducted two (2) certification training courses, certifying 20 new Child Safety Seat Technicians. Among these, 16 were from the Puerto Rico Fire Department (PRFD), 3 from various Community Programs, and 1 from PRTSC. These training courses were delivered by two certified instructors from PRTSC, including the Occupant Protection Coordinator and the Community Programs Coordinator.



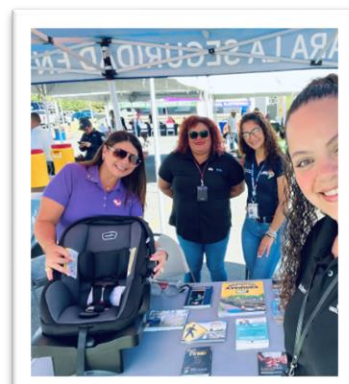
24-05-03

OCCUPANT PROTECTION RESTRAINT COORDINATOR

The Occupant Protection Coordinator managed projects and tasks related to occupant protection and distracted driving. The coordinator also participated in large-scale events to promote prevention messages, emphasizing the importance of seat belt use, proper installation and use of child restraint seats, and avoiding distracted driving. Additionally, the coordinator played an active role in the planning and execution of two (2) seat belt mobilizations during FFY 2024.

As a Certified Instructor, the OP Coordinator was responsible for recertifying and renewing licenses for technicians whose certifications expired during FFY 2024.

During the FFY 2024, the OP Coordinator also participated in the Occupant Protection emphasis area meetings for the Strategic Highway Safety Plan (SHSP). Continuing education was a priority, and the coordinator attended several annual conferences, including the Lifesavers Conference 2024 in Denver, Colorado, and the National Child Passenger Safety Conference Kidz in Motion in Orlando, Florida.

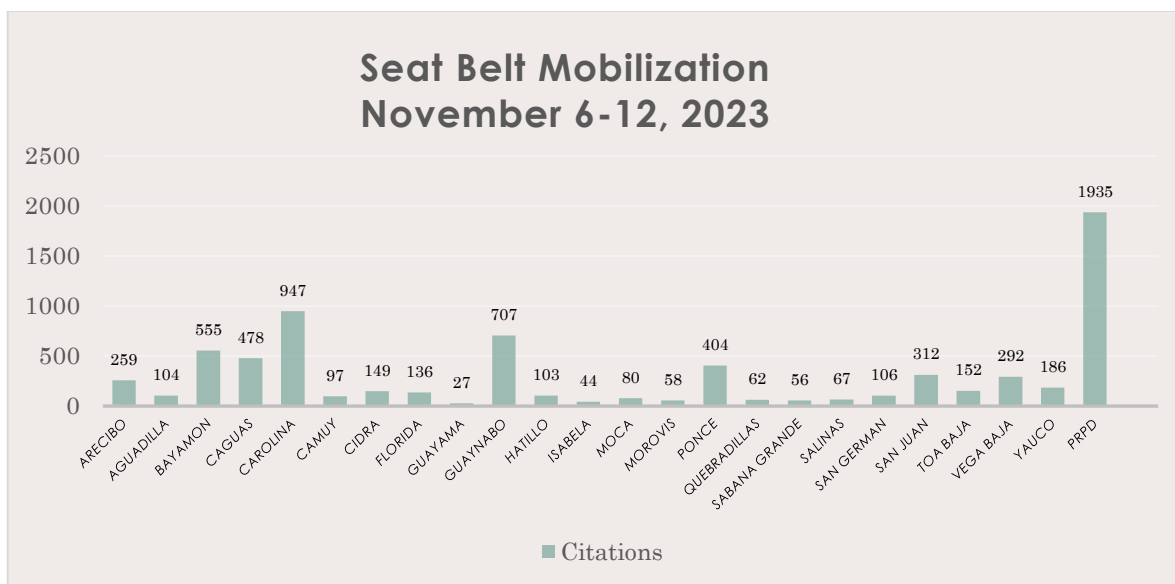


24-05-XX

SEAT BELT & CIOT ENFORCEMENT MOBILIZATION

As in previous years, the PRTSC provided overtime funding to the PRPD and the Municipal Police Corps. This mobilization took place from November 6 to November 12, 2023, during the hours of 2:00 PM to 10:00 PM, based on statistical data indicating that fatalities related to the non-use of seat belts are most likely to occur during this time frame.





Participating in Municipalities and PRPD = 24
Total citations (seat belt/child restraint) = 7,316

This mobilization took place from May 20 to June 2, 2024, between the hours of 2:00 PM and 10:00 PM, based on statistical data indicating that fatalities related to the non-use of seat belts are most likely to occur during this time frame.



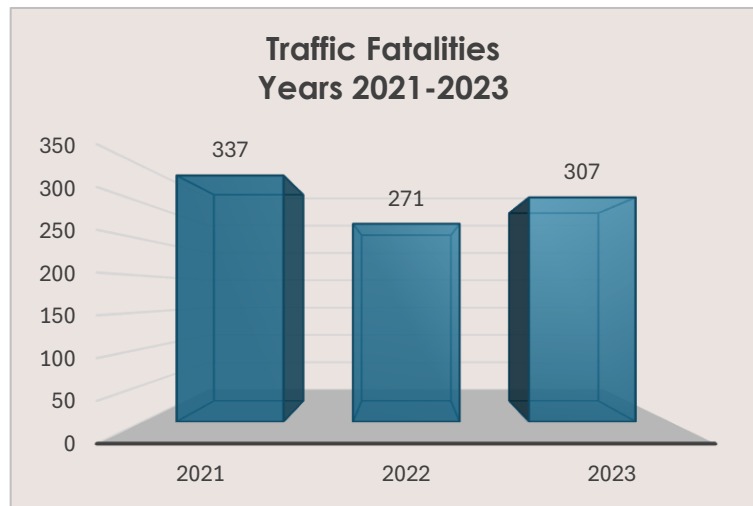
Participating in Municipalities and PRPD = 9
Total citations (seat belt/child restraint) = 6,162

PROGRAM AREA: COMMUNITY TRAFFIC SAFETY PROGRAM

PROBLEM STATEMENT

To address traffic crash fatalities and injuries, the PRTSC has established Community Traffic Safety Programs (CTSPs). These programs operate at the municipal level, focusing on protecting road users most at risk of being injured or killed in traffic crashes. CTSPs employ targeted strategies aligned with PRTSC's key program areas, including:

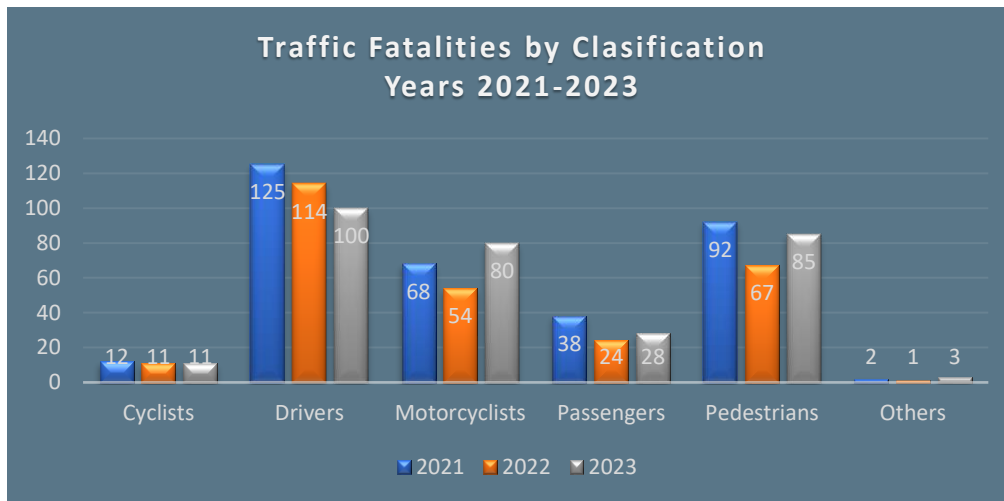
- ★ Impaired Driving
- ★ Youth Alcohol
- ★ Occupant Protection
- ★ Non-Motorized Road User Safety
- ★ Speed Management
- ★ Distracted Driving
- ★ Motorcyclist Safety



According to data provided by the Fatality Analysis Reporting System (FARS), Puerto Rico recorded a total of 915 traffic fatalities over the three-year period from 2021 to 2023.

- ★ In 2021, there were 337 fatalities, a concerning number that underscored the need for continued safety efforts.
- ★ In 2022, fatalities decreased significantly to 271, reflecting a reduction of 66 fatalities compared to the previous year. This decline highlights the positive impact of PRTSC's education and enforcement initiatives.
- ★ However, in 2023, fatalities rose again to 307, marking an increase of 36 fatalities compared to 2022.

The fluctuation in traffic fatalities over these years emphasizes the need for sustained and enhanced efforts in education, enforcement, and outreach. While the decrease from 2021 to 2022 is encouraging, the subsequent increase in 2023 reinforces the importance of continuing PRTSC's initiatives. Strengthening community engagement through CTSPs and addressing key risk factors remain critical to achieving long-term reductions in traffic crash fatalities and injuries.



Between 2021 and 2023, a total of 915 traffic fatalities were recorded in Puerto Rico. Among these, drivers represented the classification with the highest number of fatalities, totaling 339 deaths (37% of all fatalities). Pedestrians followed closely with 244 fatalities, representing 26.6% of all fatalities during this period. Other road user groups included motorcyclists with 202 fatalities, passengers with 90 fatalities, and cyclists with 34 fatalities. Additionally, there were 4 fatalities related to traffic crashes that were not classified.

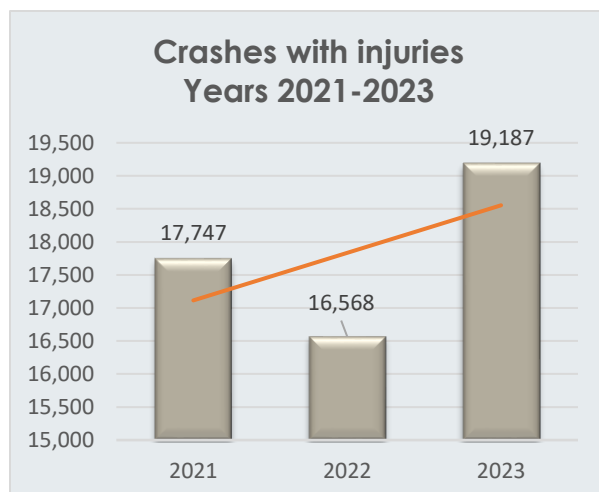
- ★ Pedestrians accounted for 244 fatalities, or 26.6% of all fatalities during the three-year period.
- ★ This high percentage highlights the critical need for ongoing education and enforcement efforts to protect vulnerable road users.
- ★ Of the 339 driver fatalities, 112 drivers (33%) were legally intoxicated at the time of the crash.
- ★ This underscores the continued risk posed by impaired driving, which remains a major contributing factor to fatalities.
- ★ Passengers represented 9.8% of all road fatalities, with 90 fatalities recorded during the period.
- ★ Speed was a factor in 316 fatalities, accounting for 34.5% of all traffic deaths during this period.

The data from 2021 to 2023 highlights several concerning trends in traffic fatalities. Drivers, pedestrians, and motorcyclists remain the most vulnerable groups, and impaired driving—whether due to alcohol or drugs—continues to play a significant role in traffic deaths. Speeding, implicated in more than one-third of all fatalities, further underscores the need for targeted enforcement and education campaigns.

To address these challenges, the PRTSC must continue implementing focused strategies to reduce impaired driving, protect vulnerable road users, and combat speeding. Strengthening partnerships with law enforcement, enhancing public education, and expanding community outreach will be critical in reducing fatalities and improving road safety across the island.

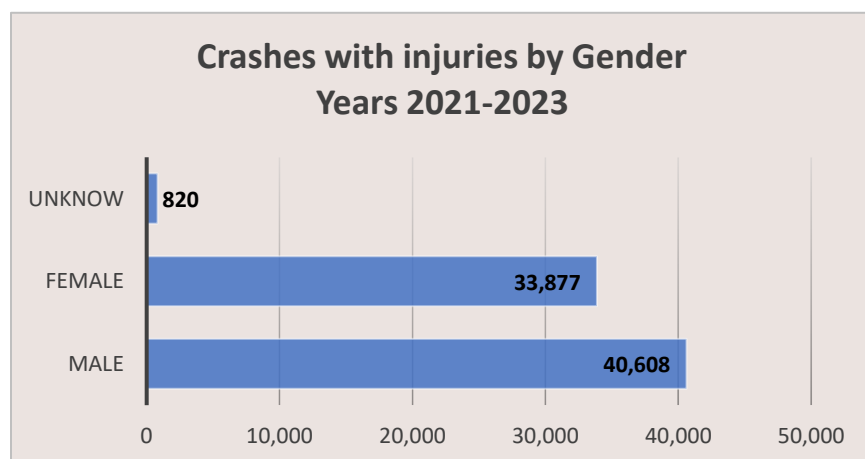
According to the Injury Crash Data provided by the Observatorio Vial, the graph illustrates the number of crashes with injuries recorded during the years 2021, 2022, and 2023.

In 2023, a significant increase was observed, with a total of 19,187 crashes involving injuries, reflecting an increase of 2,619 injuries compared to 2022 and 1,440 more injuries than in 2021. This upward trend highlights the urgent need to reinforce educational efforts and public awareness campaigns focused on road safety.

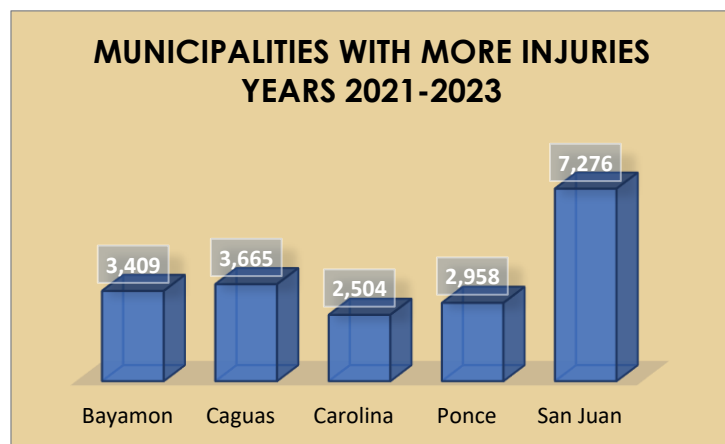


- ★ **2023 Injury Crashes:** 19,187 (highest in the three-year period)
- ★ **Year-over-Year Comparison:**
 - **+2,619 injuries** compared to 2022.
 - **+1,440 injuries** compared to 2021.

The steady increase in crashes with injuries over the three-year period underscores the importance of sustained efforts to promote road safety.



During this period, it was observed that men accounted for 40,608 injuries in traffic crashes, compared to 33,877 injuries among women, resulting in 6,731 more injuries among men than women. This data highlights a notable disparity in the number of injuries sustained by male and female road users.



The data illustrates that San Juan recorded the highest number of injuries during this period, with 7,276 injuries. It was followed by Caguas with 3,665 injuries, Bayamón with 3,409 injuries, Ponce with 2,958 injuries, and Carolina with 2,504 injuries. Except for Ponce, the majority of injuries occurred in the metropolitan area, indicating a concentration of traffic-related incidents in urbanized regions.



An analysis of injuries by age group shows that the population aged 37 years and older sustained the highest number of recorded injuries:

- ★ The 37–49 age group was the most affected, with 14,640 injuries.
- ★ The 50–62 age group followed, with 12,265 injuries.
- ★ The 62+ age group recorded 10,759 injuries during the three-year period.

The PRTSC has partnered with CTSPs since 1989 to reduce traffic crashes through prevention, education, and outreach efforts. These programs leverage their firsthand knowledge of local areas to target specific high-risk groups at relevant venues and events. CTSPs also act as a vital link between PRTSC and communities, collaborating with local leaders, civic organizations, non-profits, and law enforcement agencies to implement traffic safety initiatives.

CTSPs coordinate various activities, including:

- ★ Educational efforts in partnership with law enforcement agencies.
- ★ Recruitment of community leaders to support safety initiatives.
- ★ Traffic safety lectures for schools, industries, and civic organizations.
- ★ Preparation and distribution of educational materials.
- ★ Active participation in PRTSC-organized events and campaigns.

These programs have proven instrumental in mobilizing police and community resources for national "campaigns" and "crackdowns," reinforcing traffic safety efforts island-wide.

CTSPs work closely with the PRTSC, holding quarterly meetings to analyze data, plan campaigns, and report progress. Directors coordinate training for municipal police, child restraint inspections, and other safety-related activities. Each program identifies problem areas through data analysis of fatalities and injury crashes, ensuring that efforts are strategically aligned with the most pressing traffic safety issues.

Currently, PRTSC supports nine community programs that serve 72 municipalities, covering 93.9% of the island's population. For fiscal year 2025, PRTSC aims to maintain collaboration with these nine programs to continue their critical work in addressing traffic safety challenges. Through data-driven strategies and close community engagement, CTSPs remain a cornerstone of Puerto Rico's efforts to reduce traffic fatalities and injuries.

PLANNED ACTIVITY

24-06-XX

COMMUNITY TRAFFIC SAFETY PROGRAMS

The CTSP's continued its public education efforts to raise awareness about safety on the roads, where crashes often occur causing injuries and in some cases fatalities. During this 2020 - 2022 period we averaged 283 fatalities and more than 17,834 injuries on our roadways. CTSP's works with projects managed by municipalities. The CTSPs identify safety problems on the roads in their regions, to attack the problem by educating citizens on road safety through PRTSC programs. These programs carry out different activities of interest to citizens to educate them about safety on our public roads, including: the consequences of drunk driving, alcohol in young people, the importance



of using seat belts and child safety seats, distracted driving, speeding, pedestrian safety, the charter of cyclists' rights and drivers' obligations, the safety of drunk motorists and motorcyclists, among other road safety issues.

In addition, CTSPs reach segments of our population that were not reached before. Community participation at the municipal level has been very important. Our programs' commitment to citizenship with road safety education, community programs continue to support and work simultaneously to create new strategies that can generate new attitudes in the population.

The nine community programs, and the PESET (Traffic Safety Education Park) form an integral part of our efforts to educate the population and provide technical advice on all issues related to the PRTSC's safety programs. These programs are: Barceloneta, Cataño, Ceiba, Guaynabo, Guayama, Isabela, Naranjito, Sabana Grande and San German. In addition, all these programs in their offices function as Child Safety Seat Inspection Centers, with 16 certified child safety seat technicians providing service during FFY 2024. Also, PESET staff and community programs provided support in road safety activities such as Child Seat Checkpoints, Safety Fairs, Educational Impacts, Trainings and Educational Talks. CTSPs have been instrumental in contributing to the ongoing educational effort to reduce traffic crashes, fatalities, injuries and property damage.





24-06-15

BARCELONETA COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycl e Safety	Distracted Driving
58	58	58	58	P-58 C- 58	58	58
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
167	18	88	33	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycl e Safety	Distracted Driving
15,292	15,284	21,505	21,505	Pedestrians:14,186 Cyclist: 15,486	20,983	21.505

Total of people impacted

Directly: **145,746**

Indirectly: **437,238**

View on social networks) **381.037**

24-06-46

CATAÑO COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
54	54	30	30	P. 54 C. 30	30	30
Other Activities						

Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
244	3	23	37	n/a	n/a	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
5,317	1,824	2,795	2,584	P.3,194 C.1,521	2,581	1,521

Total of people impacted

Directly: **63,613**

Indirectly: **190,839**

24-06-47

CEIBA COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
39	39	39	39	p.43 c.39	39	39
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
5	5	38	24	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
6,376	4,226	5,226	5,671	p. 6,670 c. 5,319	7,781	4,830

Total of people impacted

Directly: **25,848**

Indirectly: **77,544**

Post Facebook: **36**

Followers **372**

View on Social Network **2,977**

24-06-11

GUAYAMA COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
27	27	27	27	27	27	27
Other Activities						



Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
0	0	0	23	5	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
11,661	13,279	7,994	12,954	P:13,654 C: 12,561	12,076	12,024

Total of people impacted

Directly: **26,552**

Indirectly: **79,656**

Social Media: N/A

24-06-52

GUAYNABO COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
24	32	23	23	P24/ C22	22	23
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
57	4	26	17	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
3,099	3,326	2,550	6,430	P 11,206 C 4,027	5,530	4,277

Total of people impacted

Directly: **40,445**

Indirectly: **121,335**

24-06-21

ISABELA COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
23	23	23	23	23	23	23
Other Activities						

Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
88	3	6	24	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
5,616	5,616	5,616	5,616	5,616	5,616	5,616

Total of people impacted

Directly: **34,953**

Indirectly: **104,859**

Social Media

Post **101**

Followers **299**

Facebook page: (**33,389** view on social networks)

24-06-29

NARANJITO COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
51	51	51	51	p.55 c.51	51	51
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
129	8	17	31	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
7,525	5,548	7,591	9,498	P – 10,906 C – 5,361	7,461	8,535

Total of people impacted

Directly: **39,403**

Indirectly: **118,209**

View on social network, Facebook: **83,287**

24-06-22

SABANA GRANDE COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving



32	32	32	32	P= 34 C= 32	32	32
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
80	4	12	25	4	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
17,334	15,159	18,184	18,834	P= 15,645 C= 15,984	8,114	8,214

Total of people impacted

Directly: **118,254**

Indirectly: **353,762**

Post Facebook: **96** publications (**43,952** view on social networks)

24-06-28

SAN GERMÁN COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
23	16	14	17	P20 C18	9	13
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
101	1	10	41	4	1	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
10,166	9,249	8,993	26,695	p.12,542 c. 11,404	8,962	4,255

Total of people impacted

Directly: **45,794**

Indirectly: **209,342**

(Indirectly Include) Radio Programs "audience" **40,000**

24-06-50

TRAFFIC SAFETY EDUCATION PARK

The Traffic Safety Education Park (PESET), located in the municipality of Arecibo, continues with its educational approach on all topics related to road safety. In a controlled environment, participants are educated in the phase of drivers, pedestrians and cyclists.

For Fiscal Year 2024 we offered our services to 762 institutions out of these: 166 were Public Schools, 36 Private Schools, 0 Head Start Centers and 560 Independents Groups, 10 Summer Camps.

Visitors	FFY 2022	FFY 2023	FFY 2024
	3,948	4,665	5,225

		FFY 2022	FFY 2023	FFY 2024
Highway Educational offered at PESET	Safety Talks	168	459	397
Highway Educational Outside of the Park	Safety Talks	48	2	6

CESCO workshop	FFY 2022	FFY 2023	FFY 2024
	90	381	737

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.



24-06-31

COMMUNITY TRAFFIC SAFETY PROGRAMS COORDINATOR

During FFY 2024 the Community Programs Coordinator conducted meetings, project visits, visits in different activities such as: protection seat inspections, educational talks, educational impacts and safety fairs, to monitor programmatic compliance through permanent operational and administrative supervision of the program in 9 communities, 2 media projects and the PESET park.

Among the tasks performed during fiscal year 2024:

The CTSP conducted observational surveys on both seat belt usage and distraction at two intersections with the highest vehicle flow in each of the municipalities where they operate. The goal was to meet with the municipal police and provide information about the most problematic locations. This would enable the police to implement law enforcement measures to minimize collisions, injuries, and fatalities in their respective.

In addition, there were carried out:

- ★ 15 formal meetings were held.
- ★ 2 virtual meeting with all programs.
- ★ 2 virtual ones to help keep project performance at the highest level.
- ★ Delivered 1 federal proposal improvement course.
- ★ 3 monitoring and follow-up visits were conducted.
- ★ 25 changes were made to the approved proposals.
- ★ 40 quarterly reports, 2 semiannual communication report, and 10 annual reports were evaluated.
- ★ 19 proposals were evaluated.

During FFY 2024 in the months of February and September, 2 trainings were conducted to certify new child restraint technicians. Participated in child restraint checkpoint activities with Community Programs during FFY 2024 for a total of 1,091 child restraint inspections conducted at events and in the office among all Community Programs.

The Community Programs Coordinator held 22 informal, formal and virtual meetings with Community Programs, including PESET. I participated in various road safety education activities.



PROGRAM AREA: TRAFFIC RECORDS

PROBLEM STATEMENT

Road crash data is crucial for improving road safety and infrastructure planning. Below, I explain some of the main reasons for its importance:

1. Improving road safety

Hazardous Spot Identification: Crash data helps identify the most dangerous or high-risk areas on roads, such as problematic intersections or stretches with limited visibility conditions.

Preventing future crashes: By analyzing the common causes of crashes, such as distractions, adverse weather conditions, excessive speed, etc., preventive measures can be implemented, such as changes in signage, improvements in lighting or redesign of roads.

2. Infrastructure planning and design

Crash data provides valuable information for the design of new infrastructure or the modification of existing ones. If a section has a high number of crashes, it may be necessary to add safety measures, such as warning signs, protective barriers, roundabouts, or even modify the road layout.

3. Analysis of risk factors

Crash data can identify patterns and common factors in crashes, such as time of day, weather, type of vehicle involved, or driver behavior. This helps direct awareness and education campaigns to reduce dangerous behaviors.

4. Research and development of public policies

Governments and traffic authorities use crash data to develop effective public policies that help reduce crashes. This includes regulating speed limits, implementing technologies such as surveillance cameras or warning systems in vehicles, and promoting better driving practices.

5. Education and awareness

The data can be used to raise awareness about risks on the road. Statistical reports on crashes can raise public awareness about the importance of road safety and good driving practices.

6. Security policy evaluation

Over time, this data allows us to evaluate the effectiveness of the security policies and measures implemented. If, for example, after a change in infrastructure or the implementation of new traffic regulations, crash data shows a decrease, this indicates that the measures have been successful.

7. Improvements in emergency response

Knowing the locations and circumstances of crashes helps emergency services optimize their response, reducing arrival times at the crash site and therefore increasing the chances of saving lives.

Road crash data is critical to reducing the number of crashes, protecting people's lives, improving road infrastructure, and creating more effective safety policies.



According to the FARS, Puerto Rico reported 1,157 traffic fatalities from 2020 to 2023 and approximately 644,779 traffic crashes according to databases PR SAFETY and Puerto Rico Road Safety Observatory. In some categories such as alcohol impaired driving fatalities and pedestrian fatalities our jurisdiction is a high range one. These data present the magnitude of the traffic safety problem like other states.

As in the nation, data and its quality have been a challenging process. Although technology has been advancing very fast for the last 20 years, people and agencies haven't been as fast. In Puerto Rico one of the biggest challenges for the traffic records program has been accessing crash data, current and accurate.

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 agree that the Crash System is the most important system among the six basic traffic system records.

In compliance with the recommendations made during the 2022 Traffic Registry Evaluation, the PRTRCC has achieved the approval of a digital Crash Report to be used by the Puerto Rico Police Bureau. Currently, 98% of the agents assigned to the Highway Patrol Bureau have been trained in the use of the new digital report.

Below are all (14) recommendations from Puerto Rico's most recent NHTSA-led Traffic Records Assessment conducted in FFY 2022 with a report date of June 10, 2022.

Crash Recommendations

- Improve the description and contents of the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Vehicle Recommendations

- Improve the applicable guidelines for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Driver Recommendations

- Improve the applicable guidelines for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Roadway Recommendations

- Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the procedures/ process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Citation and Adjudication Recommendations

- Improve the data quality control program for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the interfaces with the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Core System: Injury Surveillance

- Improve the applicable guidelines for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data dictionary for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

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.

Strategies

Maximize the scope of the six (6) traffic data systems (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.
- ★ Implement de TR assessment recommendations.

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.

24-07-01

TRAFFIC RECORDS COORDINATOR

During FFY 2024, the TR coordinator worked alongside TRCC members to complete an action plan to carry out the Traffic Record Evaluation Recommendations. Funds were provided to continue representing the interests of the PRTSC in modernizing traffic data gathering and sharing. Agencies and stakeholders within the traffic safety community



came together to discuss their data. Meetings were held 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 Records module for the HSP 2025 and 405c grants.

Program Coordinator, Federal Program Manager (now Federal Funds Development and Compliance Official) and Executive Director participated in the 50th ATSIP 2024 Traffic Records Forum San Diego, CA, August 10-15, 2024. As always, the forum represents a learning experience of other states that have implemented validation rules in the digital Crash Report.

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 meetings with PRTRCC subcommittees.
- ★ A total of 2 meetings with IT 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.
- ★ Evaluation of 10 project proposals.
- ★ Approximately 5 changes to Project's Detailed Plans.
- ★ Twenty-two project reimbursement claims.
- ★ Eight project visits.

- ★ Approximately 190 technical assistances provided (email and phone).

24-07-10

ANALYSIS AND COLLECTION OF TRAFFIC CRASHES 2019

In June 2019, the Puerto Rico Police Department (PRPD) fully implemented the Digital Crash Report system. However, after its implementation, challenges arose in automatically geolocating crashes due to various issues:

- Incorrect or incomplete addresses provided in some crash reports, requiring manual review of narratives to determine crash locations.
- The lack of a process to include latitude and longitude data in crash reports, which cannot currently be automated using computer programs.

To address these challenges and comply with legal requirements for geolocation and data entry, the Accident Analysis Office (OAA) within the Department of Transportation and Public Works (DTOP) contracted six trained employees for FFY 2024. These employees are tasked with:

- Searching reports using the "Complaint Finder" tool.
- Reading crash reports to extract location details.
- Cross-referencing addresses with Google Maps for verification.
- Utilizing the geolocation tool in the Road Safety Observatory to determine precise coordinates.
- Providing latitude and longitude data for crash records.

Since its inception in 2014 by the PRTSC, the OAA project has achieved significant progress, including:

- Addressing the backlog of data entry.
- Maintaining constantly updated traffic records.

Despite progress, limitations remain in geolocating crashes on small municipal and rural roads. This issue is primarily due to restricted mapping resources, which have resulted in geolocation efforts being focused on state roads. Consequently, there is insufficient data for rural and local roads, impacting the ability to make informed decisions.

For FFY 2024, the following outcomes were achieved:

- **Goal for geolocated cases:** 182,000.
- **Actual geolocated cases:** 198,957.
- **Exceeding the goal by:** 16,957 cases (10% above target).

In accordance with Art. 4.09 of Law 22-2000, which mandates:

- The tabulation and analysis of traffic crash reports.
- The publication of statistical data on crashes, including the number and circumstances.

The PRTSC decided to return the project to DTOP for its continued development and execution. This ensures compliance with legal provisions and supports the ongoing advancement of traffic safety initiatives in Puerto Rico.

24-07-13**PUERTO RICO ROAD SAFETY OBSERVATORY**

Financial resources were allocated via a project to revamp and update the crash database tool known as the Puerto Rico Road Observatory. This tool was designed to align with the latest PRPD crash report. Noteworthy accomplishments of the project included the creation and launch of a unified Police Crash Report search tool, the development and execution of protocols for importing daily Police Crash Report data, its thorough review and standardization, and seamless integration into the Police Crash Report dataset. Additionally, the project entailed the design and initial implementation of interactive dashboards.

Completed Tasks:

- ★ It was Implemented 100% of a quarterly quality report that identifies critical missing and invalid data and is distributed among Police units.
- ★ Directly Collaborate with the Police Transit Division to achieve at least 32% accurate data on globalization and alcohol test.
- ★ Resolve at least 96% of problems encountered in the use of the PCR geolocation tool.
- ★ Integrated 80% of four new datasets.
- ★ Modify the data dashboard to satisfy at least 60% of the modification requested submitted by registered users.
- ★ Integration of 92% of FARS data to database.
- ★ At least six workshops and Trainings in the use of the portal.
- ★ Deploy and provide 100% access to PCRs.
- ★ A data request system schema was designed.
- ★ Design of the digital form for Observatory access.
- ★ Work was carried out on the development of a weather module to identify precipitation in crashes and on the roads.
- ★ A simplified infographic-style report was designed to assist municipalities in their statistical analyses.
- ★ Improvements were made to the alert system.
- ★ Dashboards were optimized.
- ★ Duplicates were removed.
- ★ Develop de new Municipal Dashboard

24-07-17**STRENGTHENING THE PROSECUTOR'S CASE MANAGEMENT SYSTEM**

For FFY 2024, project "Strengthening the Prosecutor's Case Management System" aimed 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). Both are connected through the intranet to share data related to people's criminal records. To control the quality of these records, Project proposed for FFY 2024:

- Update and validate 7,274 criminal records, prioritizing the cases of the Impaired Driving Prosecution Unit and all alcohol and traffic related cases. From October

1st, 2023, to September 30th, 2024, they have managed to update a total of 14,754 records, surpassing their goal.

- Strengthen the Integrated Criminal Registry (RCI) OF THE Criminal Justice Information System by updating and validating 2,700 criminal records of the cases of the Drunk Driving Processing Unit. From October 1st, 2023, to September 30th, 2024, they have managed to update a total of 3,451 records, surpassing their goal. They developed a statistical module on drunk drivers.

24-07-18

SUMAC TRAFFIC CASE ELECTRONIC PROJECT

The SUMAC Transito project has been a project that we have been trying to implement since 2023. In 2024, the project proposal 24-07-18 was approved under Traffic Records 405c funds. However, the project could not be started since the OAT was unable to hire the company that will be in charge of developing the data collection and transmission program to government agencies related to traffic crashes.

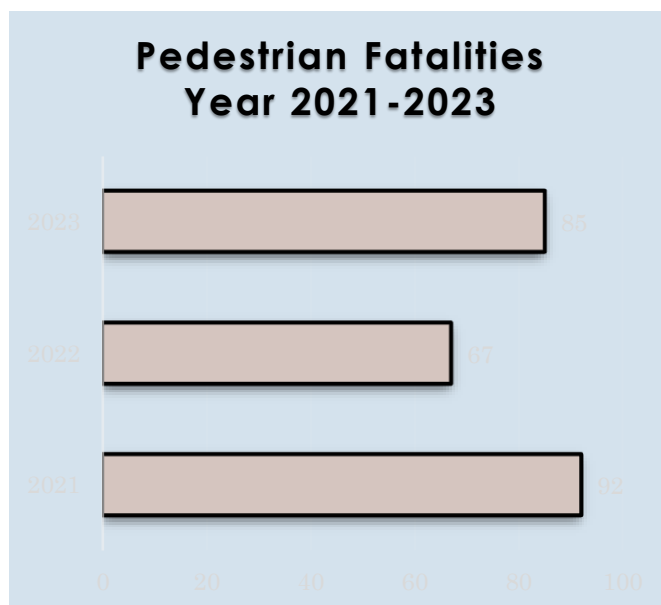


PROGRAM AREA: NON-MOTORIZED (PEDESTRIAN AND BICYCLIST)

PROBLEM STATEMENT

During the period from 2021 to 2023, Puerto Rico reported 915 traffic fatalities. Of these, 244 fatalities (26.6%) were pedestrians. An analysis of the profile of pedestrian deaths during this period indicates that:

- ★ 48.8% of pedestrian fatalities occurred between 6:00 PM and 11:59 PM.
- ★ The majority of fatalities took place on Saturday with 42, Tuesdays with 41, Fridays with 37, and Sunday with 35, which together accounted for 63.5% of deaths.
- ★ The municipalities with the highest number of pedestrian fatalities were:
 - San Juan: 28 fatalities
 - Carolina: 19 fatalities
 - Bayamón: 13 fatalities
 - Aguadilla: 11 fatalities
 - Hatillo: 10 fatalities



From 2021 to 2023, the following numbers of collisions with pedestrian injuries involved were recorded:

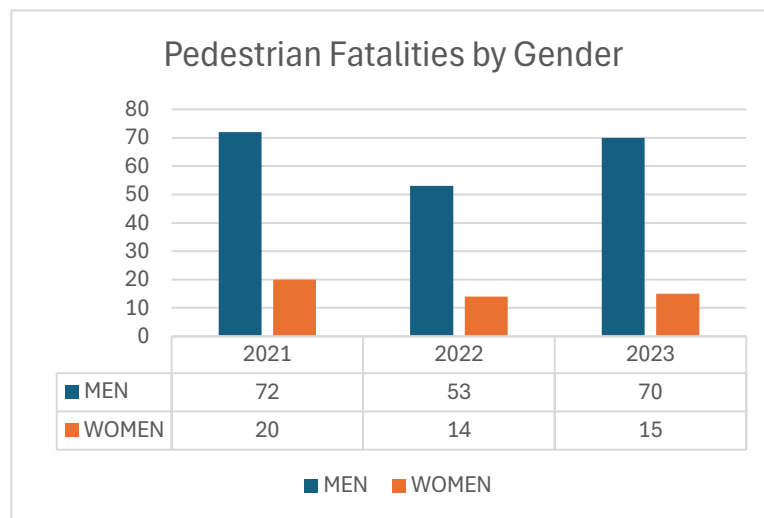
- ★ **2021:** 1,243 pedestrian crashes out of 158,311 total crashes
- ★ **2022:** 1,097 pedestrian crashes out of 166,096 total crashes
- ★ **2023:** 1,173 pedestrian crashes out of 194,446 total crashes

Analysis by age group shows that pedestrians aged 50 and over represent the most affected group, accounting for 63.1% of all pedestrian fatalities. Furthermore, 80% of pedestrian fatalities were male, while 20% were female.

Projections for 2024 indicate a potential reduction, with 71 fatalities reported as of December 31, 2024.

Key findings for 2023 include:

- ★ 82.3% of pedestrian fatalities involved males (70 fatalities).
- ★ The municipality of San Juan recorded the most pedestrian fatalities (9 fatalities or 10.5%).
- ★ Other municipalities with notable fatalities include: Carolina (5 fatalities), and Bayamón, Dorado,



Guaynabo, Hatillo, and Vega Alta (4 fatalities each).

The days with the highest number of pedestrian fatalities in 2023 were:

- ★ Fridays: 16 fatalities (18.8%)
- ★ Sundays and Mondays: 13 fatalities each (15.3%)
- ★ Tuesdays: 12 fatalities (14%)

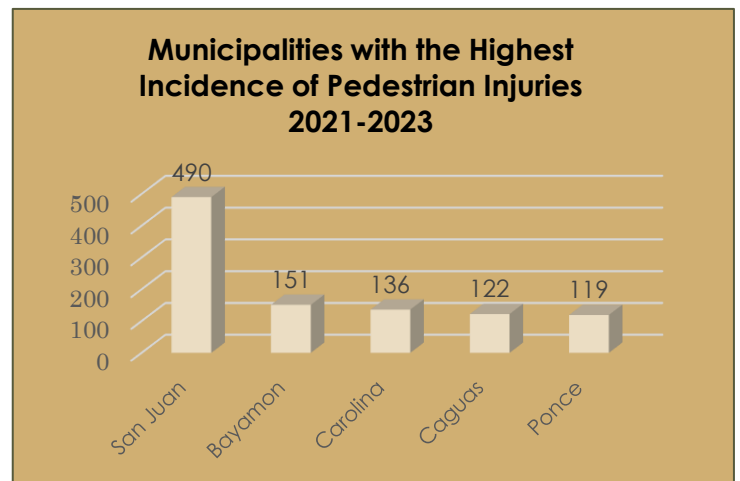
Pedestrian Injuries (2021-2023)

An analysis of pedestrian injury crashes reveals the following:

- ★ 28.9% of pedestrian injury crashes occurred in five municipalities:
 - San Juan: 490 injuries
 - Bayamón: 151 injuries
 - Carolina: 136 injuries
 - Caguas: 122 injuries
 - Mayagüez: 119 injuries

Of the pedestrian injuries recorded during this period:

- ★ 63.2% were male
- ★ 35.3% were female
- ★ 1% were unknown



An analysis of pedestrian injury crashes by weekday classification (2021–2023) indicates the following:

- ★ The days with the highest number of pedestrian fatalities were:
 - Friday: 541 fatalities
 - Monday: 533 fatalities
 - Wednesday: 532 fatalities

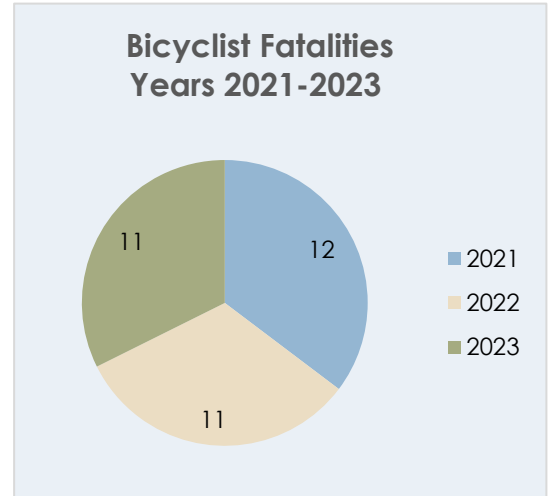
Bicyclist Fatalities & Injury Crashes

An analysis of cyclist fatality characteristics for the three-year average (2021–2023) reveals the following:

- ★ **Fatality Statistics:**



- A total of 34 bicyclist deaths were reported, accounting for 3.7% of all traffic fatalities during this period.
- 97% of bicyclist fatalities involved men.
- Individuals aged 50 and over represented 64.7% of all bicyclist fatalities, making them the most at-risk population.
- The 37–49 age group accounted for 23.5% of all bicyclist fatalities.

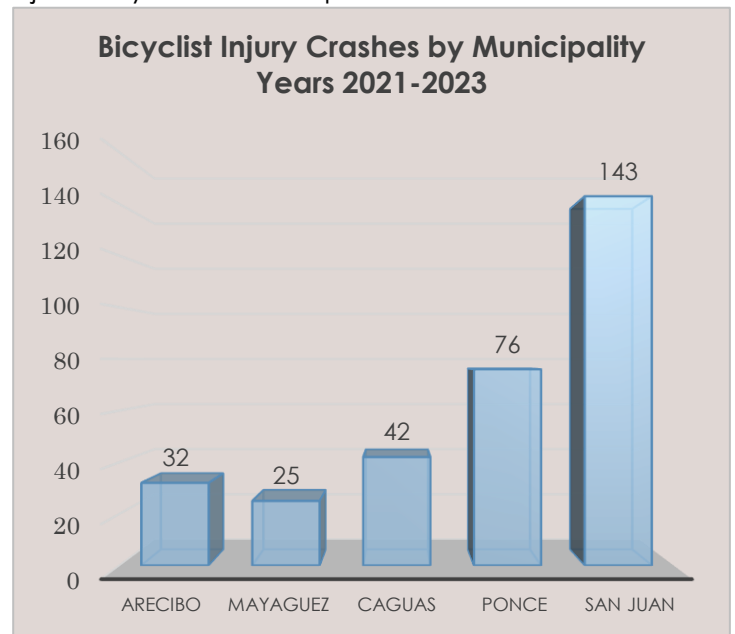


★ Time and Day of Fatalities:

- Sundays were the most dangerous day for cyclists, with 7 fatalities (20.5% of the total) occurring on this day.
- 44.1% of fatalities (15 deaths) occurred during the evening hours, specifically between 6:00 PM and 11:59 PM.

★ **Municipal Analysis of Injury Crashes (Years 2021–2023):**

- A total of 975 crashes involving injured cyclists were reported.
- The municipalities with the highest incidence of cyclist injury crashes were:
 - ✦ San Juan: 143 crashes (14.7% of the total)
 - ✦ Ponce: 76 crashes (7.8%)
 - ✦ Caguas: 42 crashes (4.3%)
 - ✦ Arecibo: 32 crashes (3.2%)



Distribution of Non-Motorized Fatalities by Type and Year							
Year	Total Fatalities	Total Fatalities Non-Motorized		Non-Motorized by Category			
				Pedestrians		Bicyclist	
		Fatal	Percent	Fatal	Percent	Fatal	Percent

2021	337	104	30.9%	92	27.3%	12	3.6%
2022	271	78	28.8%	67	24.7%	11	4.1%
2023	307	96	31.3%	85	27.7%	11	3.6%
Total	915	278	30.4%	244	26.7%	34	3.7%

During the three-year period from 2021 to 2023, non-motorized road user fatalities accounted for 30.4% of all traffic fatalities. Of these:

- ★ Pedestrian fatalities comprised 26.7% of the total.
- ★ Bicyclist fatalities represented 3.7% of the total.

24-08-01

NON-MOTORIZED PROGRAM COORDINATOR

The PRTSC Non-Motorized Coordinator continues to lead efforts to promote pedestrian and bicyclist safety through comprehensive educational programs across Puerto Rico. These programs include initiatives such as Pedestrian & Bicycle Safety Zones, Community Programs, and collaborations with State and Municipal Police, as well as PESET. The coordinator's primary role involves ensuring the programmatic and administrative compliance of all related projects while fostering partnerships and strategies that address road safety for non-motorized road users.

During FFY 2024, the coordinator maintained active collaboration with the SHSP committee, contributing to its areas of emphasis. Regular formal and informal meetings were held with the advisory group, which included Metric Engineering, the Highway Authority, Federal Highway, and the PRTSC. These meetings were essential for tracking project progress and aligning efforts toward shared goals. Furthermore, the coordinator worked closely with municipalities to identify funding opportunities to address pedestrian and bicyclist safety deficiencies effectively.

Significant progress was made in advancing the two new Pedestrian & Bicycle Safety Zone projects. These projects are designed to educate the public about pedestrian and bicyclist safety as well as driver responsibilities. Meetings with municipal representatives from Canóvanas and Camuy focused on addressing administrative challenges and implementing safety strategies tailored to the unique needs of their communities.

Outreach efforts extended to senior centers, where specific safety and education needs were identified and addressed. Additionally, the coordinator prioritized engaging citizens in safety efforts by organizing meetings with mayors, representatives, and community leaders to discuss new initiatives and activities. These discussions contributed to the development of new Non-Motorized Program projects and ensured the continued high performance of existing initiatives. Meetings were also held to plan logistics for large-scale road safety events and to work with the PRTSC Interim Communications Director on strategies for educational campaigns.

Evaluation and reporting played a central role in ensuring the effectiveness of the program. During FFY 2024, two semi-annual media reports focusing on pedestrian and bicyclist safety were reviewed, along with eight quarterly reports from the Pedestrian &



Bicycle Safety Zone programs and two comprehensive annual reports. In addition, 18 project proposals and one media proposal related to the Non-Motorized Program were evaluated. The coordinator also prepared an Operational Plan for a police mobilization conducted from March 4 to 10. Following this mobilization, performance reports from PPR traffic units and municipal police units were assessed, and audits of fines issued were carried out to ensure compliance with the mobilization objectives.

Federal funding has been instrumental in achieving these milestones. Without such funding, it would not have been possible to implement education and mobilization efforts across Puerto Rico. These efforts have been critical in creating public awareness about the risks associated with unsafe behaviors, such as stopping on sidewalks or crosswalks, and have contributed significantly to reducing fatalities on the island's roads.

The ongoing work of the PRTSC Non-Motorized Program reflects a commitment to fostering safer roads for all users and to promoting a culture of safety awareness for pedestrians and bicyclists. Through continuous collaboration, education, and strategic initiatives, the program strives to make a lasting impact on reducing fatalities and injuries on Puerto Rico's roads.

24-08-29

MUN. CAMUY, PEDESTRIAN AND BICYCLIST SAFETY ZONE

The Pedestrian and Bicycle Safety Zone program in the municipality of Camuy was established to protect the safety of vulnerable road users. The program aims to educate drivers, cyclists, and the general public about the dangers of disregarding traffic laws, with a specific focus on safeguarding pedestrians and cyclists, who are the most vulnerable users of public roads. This initiative conducts educational talks in schools, universities, public and private agencies, and other organizations. It also participates in community events, educational campaigns, and various activities to promote road safety awareness.

Presentations or Virtual Presentations			
Pedestrian 5-20	Pedestrian 21-36	Pedestrian 37-49	Pedestrian 50+
10	0	2	11
Bicyclist 5-20	Bicyclist 21-36	Bicyclist 37-49	Bicyclist 50+
10	0	2	11
Other Activities			
Educational Fairs	Radio Programs	Press Conference	
2	1	0	
Distribution of Educational Material			

Pedestrian	Bicyclist	Training
9,394	9,394	0

Total Impact

The program had a broad reach, impacting a large number of individuals:

- ★ **Directly Impacted:** 12,394 individuals
- ★ **Indirectly Impacted:** 37,182 individuals, including 4,000 radio listeners

Social Media Engagement

The program also leveraged social media platforms to amplify its safety messages:

- ★ **Followers:** 106
- ★ **Posts:** 96
- ★ **Views:** 8,227

24-08-30

MUN. CANÓVANAS, PEDESTRIAN AND BICYCLIST SAFETY ZONE

The Pedestrian and Bicycle Safety Zone program in the municipality of Canóvanas was established to protect vulnerable road users by educating drivers, cyclists, and the general public about the importance of respecting traffic laws. Pedestrians and cyclists, as the most vulnerable users of public roads, are the primary focus of this initiative. The program delivers educational talks in schools, universities, public and private agencies, and other organizations. It actively participates in community events, educational campaigns, and other activities to disseminate vital road safety messages.

In addition to public outreach, the program provides training to municipal and state police officers. This training focuses on pedestrian and cyclist safety, the enforcement of applicable laws, and effective strategies for intervening with vulnerable road users during traffic stops.

Presentations or Virtual Presentations				
Pedestrian 8-13	Pedestrian 14- 20	Pedestrian 21-36	Pedestrian 37-49	Pedestrian 50+
3	7	16	8	13
Bicyclist 8-13	Bicyclist 14-20	Bicyclist 21-36	Bicyclist 37-49	Bicyclist 50+
3	7	16	8	13
Other Activities				
Educational Fairs	Radio Programs	Press Conference		



5	15	0
Distribution of Educational Material		
Pedestrian	Bicyclist	Training
25	25	2

Social Media Engagement

The program utilized social media to amplify its safety messages and reach a broader audience:

- **Posts:** 68
- **Followers:** 269
- **Social Media Views:** 163

Total Impact

- **Directly Impacted:** 12,451 individuals
- **Indirectly Impacted:** 37,353 individuals

The Need for Increased Efforts

The program emphasizes the importance of maintaining and increasing its educational efforts. According to 2023 data, 11 cyclist fatalities were recorded throughout the year. However, as of November 30, 2024, the number of cyclist fatalities had already risen to 14 fatalities, surpassing the total from the previous year by 6 additional deaths. This alarming trend underscores the critical need to redouble efforts to educate the public and promote safer behavior among road users to prevent further loss of life.

24-08-XX

PEDESTRIAN ENFORCEMENT MOBILIZATION

From March 4 to 10, 2024, the Pedestrian Enforcement Mobilization was carried out to emphasize the rights and responsibilities of non-motorized road users. This campaign combined targeted police enforcement aimed at drivers blocking crosswalks with educational efforts designed to raise awareness about pedestrian rights and the impact of drivers' actions on vulnerable road users.

Using the slogan "Responsible Pedestrian," the campaign sought to encourage both drivers and pedestrians to understand and respect each other's rights, responsibilities, and traffic laws to make informed and safer decisions. Public education efforts were implemented through various platforms, including social media, television, radio, and newspapers. In parallel, PRTSC community programs conducted educational outreach at intersections, shopping malls, public plazas, and other high-traffic areas of general interest.

Enforcement Efforts

The enforcement phase of the mobilization involved 11 Puerto Rico Police Department (PPRD) transit units and 9 municipal police units. These units worked overtime from 6:00

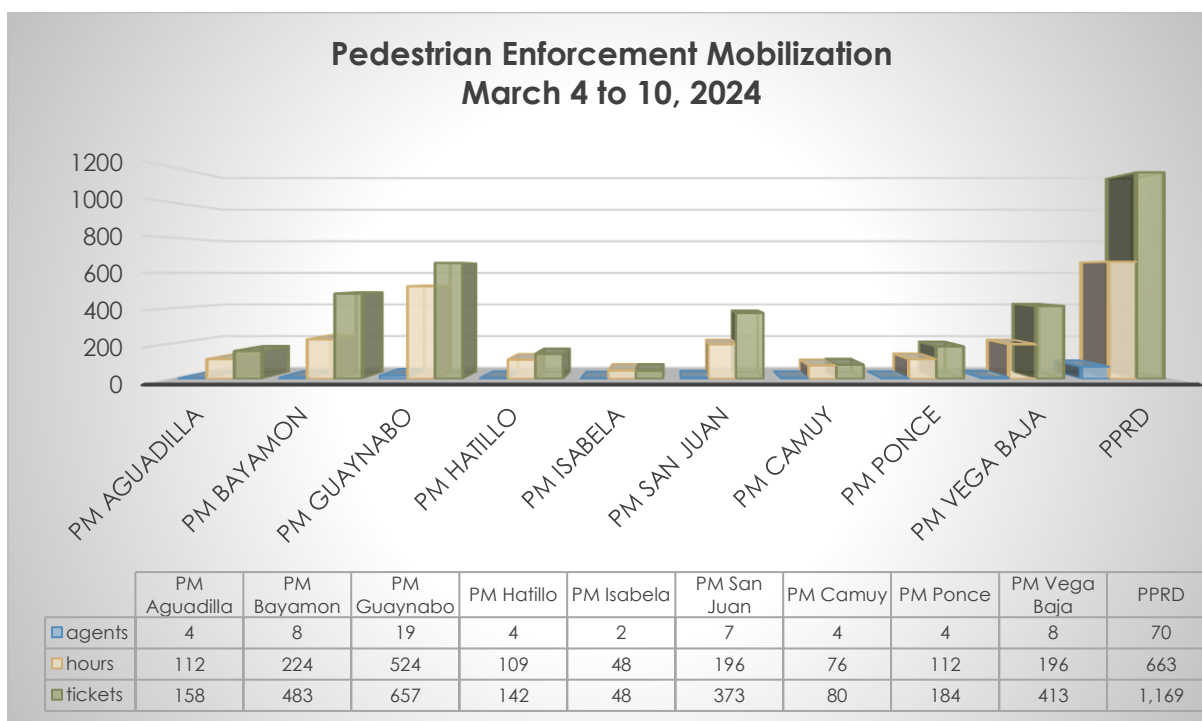
AM to 6:00 PM throughout the week. Their efforts resulted in the issuance of 3,707 tickets for violations during the mobilization period.

The campaign received overwhelming support from the public and media, further amplifying its impact. A consensus emerged regarding the importance of continuing to educate drivers on the need to respect pedestrian rights. Media outlets, including television news programs, radio shows, and social networks, played a significant role in spreading the campaign's message.

Key Achievements

- ★ Combined enforcement and educational efforts successfully addressed critical issues like crosswalk violations and pedestrian safety awareness.
- ★ **3,707 tickets issued**, highlighting the effectiveness of the enforcement phase.
- ★ Widespread public engagement and media coverage underscored the urgency of promoting pedestrian safety and fostering shared responsibility among road users.

The Pedestrian Enforcement Mobilization demonstrated the importance of integrating enforcement and education to improve road safety and protect non-motorized road users. This initiative serves as a foundation for ongoing efforts to create safer roads for all.



PROGRAM AREA: MEDIA

PROBLEM STATEMENT

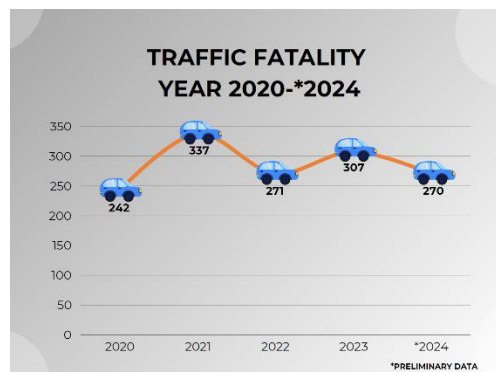
Puerto Rico, an island located in the Caribbean, has a population of approximately 3,221,789 residents. Its capital, San Juan, is the largest city, with 334,776 inhabitants, followed by Bayamón (181,577 residents) and Carolina (151,571 residents). These three cities form the Metropolitan Region, which is home to nearly one-third (29%) of Puerto Rico's population, or 918,938 individuals. This urban concentration leads to crowded roads and significant traffic congestion. Other major cities include Mayagüez, Ponce, and Caguas. Furthermore, Puerto Rico's geographic location makes it highly susceptible to atmospheric phenomena such as hurricanes and storms, which, combined with tectonic activity, contribute to deteriorated road conditions.



Traffic issues on the island stem from several factors, including impaired driving (due to alcohol, drugs, or other substances), speeding, aggressive behavior, distracted driving, and failure to use restraints. Additionally, road users often disregard rules regarding commercial vehicles, pedestrians, bicyclists, and motorcyclists. These behaviors are exacerbated by insufficient police enforcement, which has led to a lack of adherence to traffic regulations.

Unemployment statistics from the Puerto Rico Department of Labor and Human Resources indicate that the workforce in the San Juan-Carolina-Caguas Metropolitan Statistical Area (MSA) stands at 815,252. The region's overcrowding and lack of trust in public transportation systems have resulted in widespread use of private vehicles. According to the 2020 U.S. Census, 29% of Puerto Rico's population commutes an average of 29 minutes to work, relying primarily on personal vehicles.

The traffic fatality analysis from 2020 to 2024 shows notable fluctuations. In 2020, fatalities were at their lowest, with 242 recorded cases. However, in 2021, the number surged to 337, marking the highest peak in the period, reflecting a 39% increase from the previous year. A significant decline followed in 2022, with fatalities dropping to 271, showing a 19.6% improvement. This progress was reversed in 2023, as fatalities rose again to 307. The provisional data for 2024 indicates a slight decrease to 270, closely



resembling the 2022 figures. The trend highlights ongoing variations, emphasizing the need for continuous road safety efforts.

From January to March 2023, the Puerto Rico State Police issued a total of 351,453 traffic tickets. During this period, there were 2,856 reported crashes, 250 injuries, and 69 fatalities. The table below provides a monthly breakdown:

Motor Vehicles*		Police Department Monthly Report of Transit-Related Work January to March 2023				
		Month	Tickets	Crashes	Injured	Deaths
Car	3,510,931	January	111,373	914	78	29
Motorcycle	142,888	February	117,174	922	87	19
All Terrain	42	March	122,906	1,020	85	21
Vehicle	2,101					
Total	3,655,962	Total	351,453	2,856	250	69

The underlying issue remains that drivers in Puerto Rico often disregard traffic regulations, including the Puerto Rico Vehicle and Traffic Act (Act 22-2000). This ongoing problem results in numerous injuries and fatalities. Addressing this requires a comprehensive approach that incorporates the 4 E's: Engineering, Enforcement, Education, and Emergency Services.

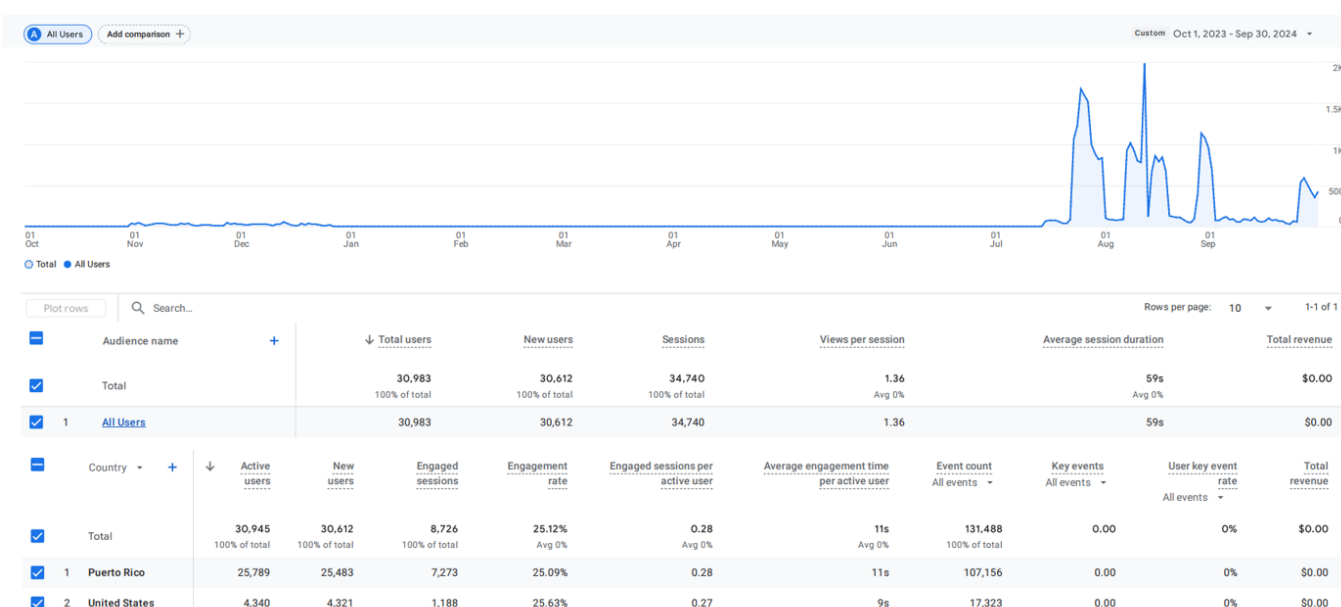
PRTSC Communications Office: Combined Efforts and Integration

PRTSC-Owned Media Platforms

Educational content on road and vehicle safety was disseminated through the PRTSC social media platforms. These efforts resulted in 13,723,118 impressions, exceeding the annual objective.

Owned Media Platform	PRTSC Owned Media Summary		
	Posts	Likes / Views	Reach/ Engagements
Facebook	532	3,968	8,010,666
X	532	960	493,668
Instagram	500	2,010	
YouTube	33	24,805	
Total	1,597	31,743	8,504,334
Impressions	13,723,118		

The PRTSC website underwent a redesign and migration from a .com domain to pr.gov, as mandated by the Puerto Rico Innovation and Technology Service Agency. This migration, which lasted nearly 10 months, initially limited content availability and website traffic. However, following the completion of the migration in August 2024, the website attracted 30,983 new users within two months. Despite achieving only 22% of the annual goal, earlier completion of the migration would have significantly improved results.



New Out-of-Home (OOH) Strategy

Billboards were utilized to promote awareness, prevention, and educational messages. This advertising medium proved effective due to its high visibility and reach. Billboards were strategically placed at key intersections, roads, and highways to target specific audiences. For instance, 280 spots were purchased across 20 digital screens for a 14-day alcohol-impaired driving campaign. The billboard located at the Minillas Government Center's north building alone displayed 5,934 spots. The combination of reach, visibility, and impactful visuals made this strategy highly successful.

Integration at High-Impact Events



PR TSC enhanced brand visibility by integrating road safety messages into live events, such as concerts. These events created a positive, memorable environment for engaging with target audiences. The campaign's digital reach increased by approximately 180%, achieving 8,504,334 interactions compared to 2,926,937 the previous year.

Key factors contributing to the success of this initiative include:

- Maximized reach through technology and social networks.
- Captivated audiences in a non-intrusive manner.
- Emotional impact by connecting safety messages to enjoyable experiences.

This integration fostered positive behavioral changes and elevated PR TSC as a leader in road safety prevention.

Other Mass Impact Activities

Road safety messages were disseminated at 126 activities, including fairs, festivals, and congresses. Educational materials were distributed, effectively engaging target audiences and promoting road safety awareness. These activities fostered community involvement and meaningful dialogue around traffic safety issues, contributing to reduced crashes, injuries, and fatalities.

Mass Impacts Participation

Trimester	Events	Public Impacted
Oct-Dec	44	11,195
Jan-Mar	30	406,692
Apr-Jun	35	35,100
Jul-Sep	17	8,850
Total	126	461,837

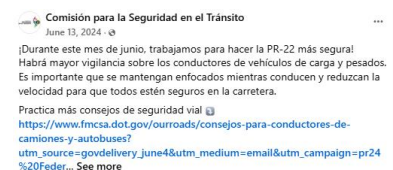


Government, Private Sector, and Non-Profit Partnerships

Collaborations with government entities, private organizations, and non-profits have amplified road safety efforts. These partnerships include:

- Federal Motor Carrier Safety Administration: Support for a speeding prevention and enforcement campaign via social media.
- Ford Puerto Rico: Reposting four educational videos as part of Ford's "¡Cógelo Easy!" campaign. In return, Ford donated \$10,000 for facility improvements at the PESET center, which teaches seatbelt use and phone-free driving practices.

These partnerships have expanded the reach of road safety campaigns and fostered a cohesive approach to promoting responsible behavior on the roads.



PLANNED ACTIVITY

24-12-01

ALCOHOL IMPAIRED DRIVING MEDIA CAMPAIGN

The strategies for the Alcohol Impaired Driving Media Campaign project were systematically chosen to contribute to the fulfillment of the goal and objectives. Results of these strategies are detailed as follow:

1- To Produce/Reproduce/Edit Educational Pieces

a- To produce/reproduce/edit at least thirty (30) educational pieces with the DUI's message at the end of fiscal year 2024. For this report purpose piece edition refers to creative aspects and dimensions size adjustment, including when requested by media platform. A total of 414 pieces were produced, reproduced, edited and/or adapted with this project awareness, preventive and educational message. **Strategy was completed successfully.** The table represents pieces production, preproduction, editing and adaptation by type.

Project 12-01

Pieces Production/Reproduction/Editing & Adaptation

Piece Type	Winter	Pre-Summer	Summer	Labor Day	Total by Media Platform
Brochure	0		1	2	3
Logo			10		10
Video	8	11	29	19	67
Audio	32	31	30	26	119
Copy/Mention		5	10	6	21
Print	3		14	6	23
Internet	2	28	29	44	103
Out Of Home	0		39	29	68
Total	45	75	162	132	414

New Campaign Production

During the month of July 2024 a new campaign was conceptualize and created with the slogan "¿Estás bien pa' guiar?", the theme "Los tuyos te esperan" and the logo "Si guías borracho, serás detenido". A total of 44 pieces were produced with the Comptroller of Elections Office approval number, as required by law at a cost of \$100,044.33. The following is the breakdown by piece:

- The "Drive Sober or Get Pulled Over" logo in Puerto Rico Spanish version with 3 adaptations.
- Campaign and PRTSC combo logo in 6 versions
- Full Page, full color print media artwork with 2 versions and several adaptations
- Half (1/2) page full color print artwork with 2 versions and several adaptations
- 30 seconds video with 4 adaptations for TV, Paid TV, Digital and social media
- 1 30 seconds audio for national and regional radio stations
- 5 copies for mentions on radio and social networks with this campaign's educational message
- 12 digital images in different sizes billboards, web banners, *interscroll* and pre-roll
- 4 Digital Images in different sizes for social media
- Artwork for Out Of Home integration with Ron Pon: steering wheel like postcard, printed on both sides with 900 prints for distribution.
- Art for postcard size 5"x7", vertical, printed on both sides.

Following are:



Postcard size 5"x7", vertical, printed on both sides

Estás bien pa'guiar?

LOS TUYOS TE ESPERAN

**SI VAS A BEBER
UTILIZA UN CONDUCTOR DESIGNADO
O UN TRANSPORTE ALTERNO.**

Autorizado por la Oficina del Contralor Electoral OCE-SA-2024-09193

**SI GUÍAS BORRACHO,
SEARÁS DETENIDO**

Se considera que una persona está legalmente ebria para hacer funcionar un vehículo de motor si arroja los siguientes porcentajes de alcohol en la sangre*

Personas en edades de 21 años o más	0.08%+
Jóvenes en edades de 18 a 20 años, motociclistas, conductores de camiones, transporte escolar o vehículo pesado al motor	0.02%+

*Nótese: hasta los 17 años de edad no pueden conducir con contenido de alcohol en la sangre.
*Ley 22-2000 "Vehículos y Tránsito" Artículo 7

¡CONOCE TUS LÍMITES!
El Peso y el Género Cuentan!
A continuación, una lista de las concentraciones de alcohol consumido por la persona promedio. Fíjate de considerar tu peso y género ya que no es igual para todos. Hazte la prueba de contenido de alcohol en la sangre para una medida real.

Concentración de alcohol en la sangre (BAC)	Número de bebidas	Efectos al conducir
0.02% BAC	1 copa	• Deterioro de funciones visuales • Incapacidad para llevar a cabo dos tareas al mismo tiempo • Pérdida de juicio • Se altera el estado de ánimo
0.05% BAC	2 copas	• Se reduce la coordinación • Se reduce la habilidad de rastrear objetos en movimiento • Dificultad al manejar • Respuesta más lenta a emergencias al conducir
0.08% BAC	3 copas	• Se reduce la habilidad de concentrarse • Pérdida de memoria a corto plazo • Falta de control de velocidad • Se altera la percepción y el auto control
0.10% BAC	4 copas	• Marcado deterioro del tiempo de reacción • Se reduce la habilidad de mantener posición en un carril • Se reduce la habilidad de frenar apropiadamente • Dificultad para hablar
0.15% BAC	5 copas	• Sustancial disminución en la capacidad para controlar un vehículo • Pérdida de procesamiento de información auditiva • Pérdida de balance grave • Pueden ocurrir vómitos

Fuente: Centro para el Control y la Prevención de Enfermedades.

Convicción	Multa	Cárcel	Suspensión de licencia	Tratamiento o rehabilitación
Primera Convicción	\$500 + \$50 por cada centésimo sobre el límite de alcohol <small>Restricción, si aplica</small>	5-15 días *	30 días	Ingreso al programa de rehabilitación costado por el ofensor
Segunda Convicción	\$750 + \$50 por cada centésimo sobre el límite de alcohol <small>Restricción, si aplica</small>	15-30 días	No menor de 1 año	Servicios comunitarios por no menos de 30 días, interconector de ignición y otras aplicables
Tercera Convicción	\$2,000 + \$5,000 + \$50 por cada centésimo sobre el límite de alcohol <small>Restricción, si aplica</small>	60 días a 6 meses	Indefinida	Servicios comunitarios por no menos de 60 días, interconector de ignición y otras aplicables

seguridadeneltransito.com | 787-721-4142

@Seguridadeneltransito
 @CSTPR
 *De no cumplir con el Programa de Rehabilitación

- b- To contract a specialized firm to conduct focus groups
Although this strategy was programmed for this project, the funds for this contract were not awarded, so discussion of the educational commercial of this program was integrated into the focus groups led by the PRTSC Planning Office through the Innova Contract. Specific details of the findings will be reported by the parties that participated in these focus groups.
- c- To distribute at least 30,000 flyers with the alcohol impaired driving message at the end of FFY 2024. **A total of 28,400 educational pieces were distributed** to the PRTSC Community Programs, PRPD, Municipal Police, Public and Private School personnel, educators, Public and Private Sector Institutions, and walk in public, among others. In summary, **95% of the strategy was completed**. The contracting of the advertising agency, which supplies the editing, adaptation and reproduction of the educational pieces had to go through the regulation process established by the Central Government of PR. This process culminated at the end of April 2024, which prevented the completion of this strategy up to this point. This disallowed the reproduction and in consequence the distribution of the educational material, resulting to be short of the

<i>Educational Material Inventory</i>	Alcohol Impaired Driving
	12-01
Previous Balance	17,750
Received*	20,900
Dispatched	28,400
Balance	10,250

programmed strategy by 5%. Nevertheless, the educational message was transmitted through social media and mass media events.

2- Media Buy Plans Publication

- a- To review and publish in 100% the educational DUI's campaign (6 during the year). **A total of 4 campaigns were published, which indicates that the strategy was completed in 67%.** Although 6 publications were programmed, only 4 were made. This because allocation of funds to publish the preventive campaigns depends on other government agencies, which is a extensive process, therefore, the Pre-Holidays and Easter campaign prolong after publication period. Nevertheless, funds were redistributed between the remaining publications for succeeding in accomplishing the objective for this project. For the 4 published campaigns (Holidays, Pre-Summer, Summer and Labor Day), flowcharts were received, reviewed and approved 100%. Following is the summary table for all published campaigns with programed budget by media platform:

Campaign Publishing Planned Investment						
Media Platform	Percent	Alcohol Impaired Driving Media Campaign	Winter Holidays Campaign Dec 19-31, 2024	Pre-Summer AP&E Effort Jun 7-9, 13-16 - Jul 20-27, 2024	Summer Campaign Jun 28 - Jul 7, 2024	Labor Day Campaign Aug 27 - Sep 2, 2024
TV	35%	\$ 425,914.87	89,808.10	96,792.63	162,365.63	76,948.51
Radio	25%	303,464.65	95,444.83	79,133.31	93,196.55	35,689.96
Print	6%	73,011.61	5,430.82	14,537.10	45,941.66	7,102.03
Internet	13%	160,501.39	34,949.08	27,650.37	61,948.22	35,953.72
Out Of Home	20%	237,273.06	-	73,168.46	117,798.07	46,306.53
Project 12-01	100%	\$ 1,200,165.58	\$ 225,632.83	\$ 291,281.87	\$ 481,250.13	\$ 202,000.75

- b- To discuss and approve 100% final report data and Media Buy results for all DUI's Campaigns.

All 4 post campaigns reports were received, evaluated, discussed and approved in 100%, which indicates that the strategy was achieved. Below is a summary of the results of the publication of the alcohol prevention campaigns:

Project 12-01 Post-Campaigns Publishing Results					
Media Platform	Spots	Impressions	Cost	Percent	
TV	1,217	12,045,644	394,201.67	35%	
Radio	3,706	16,949,143	303,468.25	27%	
Print	27	3,530,915	72,018.03	6%	
Internet	354	26,576,287	149,523.97	13%	
Out Of Home	1,326	1,975,381	214,273.06	19%	
Total	6,630	61,077,370	1,133,484.98	100%	



Strategies for the New DUI's prevention campaign

- Several influencers were used within the target market, men ages 25-34, especially with this campaign which contained new material and logo. Alfredo Hae, with a reach of 47,600 people and Gary Rodriguez with reach of 8,900 people carried out DUI's preventive messages in their media platforms.

- An integration was carried out with the Puerto Rico Basketball Federation for the world playoff coverage to qualify for the 2025 Olympics. A digital piece with the slogan "Drive Sober or Get Pulled Over" and the PRTSC Evolution Logo was broadcast on the coliseum screens prior to the event. This combined logo was also projected on all digital screens at the entrances to the coliseum during the five days of the tournament and on FBPUR's social networks impacting the target market of this project, men ages 25-34. According to the newspaper report, Puerto Rico achieved the best attendance with 51,281 people, in comparative with Greece, Spain and Lithuania where these games were held prior to Puerto Rico.



- c- To obtain at least 2+ frequency in exposing the DUI's message.
- d- To reach at least 80% of target market, 142,817 men, group age 25-34 with the DUI's prevention message, consequences, and legal outcomes for not compliance with the PR Act 22-2000.

The results obtained through the publication of all DUI's prevention campaigns indicates that we obtained 3+ in frequency and reach of more than 1,286,000 target market, men ages 25-34 through campaign publications. This indicates that both programmed strategies were fulfilled. The following table shows the frequency and target rating point (TRP) obtained in the traditional media per campaign; a metric that indicates the success of a program on television screens and/or radio broadcasting. It is used to evaluate which program has been the most watched or listened to in traditional media. TRP measures people's interest and indicates the success of a program.

Project 12-01
Frequency and Target Rating Point Report

Media Platform	Frequency	TRP
TV	0	657
Radio	3	629
Total	3	1,286

3- To promote Owned Media Platforms

To promote the alcohol impaired driving prevention message to engage target market and generate at least 300 posts through all social media platforms. **A total of 497 posts were obtained**, and 13,723,118 million impressions were achieved through social media, which indicates that planned strategy was accomplished.

Media Platform	12-01		
	Posts	Likes / Views	Reach/ Engagements
Facebook	165	1,550	6,262,965
X	165	212	200,789
Instagram	162	700	
YouTube	5	5,000	
Total	497	7,462	6,463,754
Impressions	13,723,118		

- 4- **Public Relations.** To reinforce DUI's prevention messages through all media platforms to obtain at least 50 interviews and/or media coverage. Out of this effort and campaign promotion and publishing, **613 interviews/media coverage were achieved**, which indicates that planned strategy was completed.



To integrate, Combine and Promotion of the PR Police and Municipality Police Workplans.

To promote and publish DUI's prevention message in all media platforms in 100% Police Enforcement Itinerary and Workplan. The Executive Director as the spokesperson for the PRTSC included mobilization details of the state and municipal alcohol mobilization plans during interviews and media coverage for the Winter Holidays, Summer and Labor Day periods. For the Labor Day period the information was included on the press release. **This strategy was completed 100%.**

Publicity. To gain at least \$100,000 on earned media from promoting the DUI's Prevention content. **A total of \$1,879,587.90 was gained during the year.** Which means that the media buy investment for this project was regained through the earned media. Below is the summary of all earned media results:

12-01 Public Relations and Publicity Results							
Month	Spots	ROI*	Spots	Publicity	Spots	Reach	Bonus-Stream
Oct-23							
Nov-23							
Dec-23	9	\$ 23,167.00			332	14,711	\$ 67,983.51
Jan-24	1	500.00					
Feb-24	3	4,982.00					
Mar-24	10	13,650.00	2	\$ 13,500.00	46	25,727,346	237,977.97
Apr-24	1	2,800.00	1	1,900.00	32	2,050,876	18,970.62
May-24	6	14,077.00	1	6,000.00	28	3,224,096	29,822.85
Jun-24	4	5,350.00			25	27,818,947	257,325.27
Jul-24	4	6,948.00	4	12,350.00	25	1,406,619	13,011.21
Aug-24	8	19,917.00	1	2,375.00	27	2,839,769	26,267.89
Sep-24	4	21,475.00	1	15,600.00	38	114,987,847	1,063,637.58
Total	50	\$ 112,866.00	10	\$ 51,725.00	553	178,070,211	\$ 1,714,996.90

* Return On Investment

Spots 613
Publicity \$1,879,587.90

- 5- **Massive Impact Event(s).** To participate and/or develop at least 1 Mass Impact Activity to influence target market and to broadcast and promote awareness, prevention, and educational message for this project. The PRTSC participated in 78 mass impact events reaching approximately 451,822 target market, men, ages 25-34. The following table shows the results by program. In summary, **the strategy programmed for this semester has been completed.**

Project 12-01 Mass Impacts Participation		
Trimester	Events	People impacted
Oct-Dec	18	7,100
Jan-Mar	18	403,492
Abr-Jun	27	32,380
Jul-Sep	15	8,850
Total	78	451,822

The objective for this project, Objective# 1- **To publish six (6) educational campaigns and increase impressions from campaign media publishing by 5%; from 22,102,804 million impressions in year 2022 to 23,207,944 by the end of federal fiscal year 2024 was accomplished.** Although only 4 educational campaigns were published, this did not deter the proposed results, as 61,077,370 impressions were obtained by media publishing. The next table represents the impressions gained through all program strategies. A total of 252,870,699 impressions from publishing the alcohol impaired driving awareness, preventive and educational message was successfully achieved.

Obtained Impressions	
Strategy	Alcohol Impaired Media Campaigns
Media Buy	61,077,370
Owned Media Platforms	13,723,118
Publicity	178,070,211
Total	252,870,699

24-12-02

YOUTH IMPAIRED DRIVING MEDIA CAMPAIGN

The strategies for the Youth Impaired Driving Media Campaign project were systematically chosen to contribute to the fulfillment of the goal and objectives. Results of these strategies are detailed as follows:

1- **To Produce/Reproduce/Edit Educational Pieces**

- a- To produce/reproduce/edit at least 20 educational pieces with the DUI's message. For this report purpose piece edition refers to creative aspects and dimensions size adjustment, including when requested by media platform. A total of 195 pieces were produced, reproduced, edited and/or adapted with this project awareness, preventive and educational message. **Strategy was completed.** Following the table with pieces production, preproduction, editing and adaptation by type:

Project 12-02
Pieces Production / Reproduction / Editing & Adaptation

Piece Type	San Se	San Valentín	Justas	La Parada de Autos	Total by Piece
Brochure				2	2
Logo	1	1			2
Video			16		16
Audio					0
Copy/Mention	14		9		23
Print					0
Internet			61		61
Out Of Home			12	79	91
Total	15	1	98	81	195

San Sebastián (San Se) Street Fest New Campaign Production

During the month of January 2024, a new campaign was conceptualized and created with the slogan "Si vas a beber, pasa la llave". A total of 15 pieces with this project's funds were produced at a cost of \$1,020.

New Educational Piece Production

A new educational piece was produced that consisted in a door hanger with the preventive message "if you are going to drink use a designated driver or an alternate transportation" that included this program's preventive message "si vas a beber, pasa la llave" and the alcohol impaired driving logo "si guías borracho, serás detenido".

This educational material was produced at a cost of \$1,758.77 which included 5,000 prints to be shared with PRTSC's FIESTAS programs, educators, as well as distributed at mass events in which the target market, youth ages 16-24, were impacted.

- b- To distribute at least 15,500 flyers with the DUI's prevention message to PRTSC and to Community Programs, PR PD, Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public. **A total of 43,288 educational pieces were distributed, which indicates that strategy was accomplished.** Following the distribution table:



Educational Material Inventory	Youth Impaired Driving 12-02					
	Postcard	Door Hangers	Waters	Stickers	Hand Fans	T-Shirts
Previous Balance	8,250	0	0	0	0	0
Received*	10,000	2,988	2,988	3,500	20,000	50
Dispatched	15,750	1,000	2,988	3,500	20,000	50
Balance	2,500	1,988	0	0	0	0
Total Dispatched		43,288				

Media Buy Plans Publication

- a- To review and publish 100% the educational DUI's campaign (4 during the year). **A total of 4 campaigns were published, which indicates that the strategy was completed 100%.** Following is the summary table for all published campaigns with programed budget by media platform:

Campaign Publishing Planned Investment							
Media Platform	Percent	Youth Impaired Driving Media Campaign	Intercollege				
			San Se Street Fest	St. Valentine's AP&E	Sports Competitions	The Great Auto Parade	
			Effort Jan 18-21, 2024	AP&E Effort Feb 9-14, 2024	AP&E Effort Apr 25 - 28, 2024	AP&E Effort Jun 22-23, 2024	
TV	3%	\$ 3,593.75	3,593.75	-			
Radio	2%	2,106.22	2,106.22	-			
Print	0%	-	-	-			
Internet	20%	23,564.13	2,321.56	3,292.56	17,950.01		
Out Of Home	75%	89,792.00	32,292.00	-	28,750.00	28,750.00	
Project 12-02	100%	\$ 119,056.10	\$ 40,313.53	\$ 3,292.56	\$ 46,700.01	\$ 28,750.00	

- b- To discuss and approve 100% final report data and Media Buy results for all DUI's Campaigns.

All 4 post campaigns reports were received, evaluated, discussed and approved in 100%, which indicates that the strategy was completed. Below is a summary of the results of the publication of the alcohol prevention campaigns:

Project 12-02				
Post-Campaigns Publishing Results				
Media Platform	Spots	Impressions	Cost	Percent
TV	1	0	3,593.75	3%
Radio	18	0	2,106.22	2%
Print	0	0	-	0%
Internet	13	3,787,930	17,270.48	15%
Out Of Home	135	3,000,000	88,642.00	79%
Total	167	6,787,930	111,612.45	100%

**Si vas a beber,
#PasaLaLlave**

- c- To obtain at least 2+ frequency in exposing the DUI's message.
d- To reach at least 80% of target market, 193,767 men, group age 16-24, with the DUI's prevention message, consequences, and legal outcomes for not compliance with the PR Act 22-2000.

The results obtained through the publication of all DUI's prevention campaigns indicates frequency 2+ and reach of 568,900 men, ages 16-24 were achieved.

2- To promote Owned Media Platforms



To promote the DUI's prevention message to engage target market and obtain at least 80 posts through all social media platforms. **A total of 183 posts were obtained**, and 13,723,118 million impressions were achieved through social media, which indicates that planned strategy was completed.

Media Platform	12-02		
	Posts	Likes / Views	Reach/ Engagements
Facebook	61	804	595,658
X	61	273	68,099
Instagram	57	565	
YouTube	4	4,840	
Total	183	6,482	663,757
Impressions	13,723,118		

- 3- **Public Relations.** To reinforce DUI's prevention message through all media platforms to obtain 15 interviews and/or media coverage. Out of this effort and campaign promotion and publishing, **232 interviews/media coverage were achieved**, which indicates that planned strategy was completed.

To integrate, Combine and Promotion of the PR Police and Municipality Police Workplans. To promote and publish DUI's prevention message in all media platforms in 100% Police Enforcement Itinerary and Workplan. The Executive Director as the spokesperson for the PRTSC, included the San Juan Municipal Police work plan for the San Sebastián Street Fest celebrations during interviews and media coverage, which means that **this strategy was fulfilled in 100%**.

Publicity. To gain at least \$10,000 on earned media from promoting the DUI's Prevention content. **A total of \$670,208.45 was obtained during the year.** Which means that the media buy investment for this project was regained through the earned media. Below the summary of all earned media results.

Youth Impaired Driving Media Campaign							
12-02							
Month	Spots	ROI*	Spots	Publicity	Spots	Reach	Bonus-Stream
Oct-23							
Nov-23							
Dec-23							
Jan-24	17	\$ 68,566.56					
Feb-24	4	7,982.00					
Mar-24	6	8,850.00	1	\$ 7,250.00	45	23,950,519	\$ 221,542.41
Apr-24	10	21,550.00	4	1,900.00	69	3,057,328	28,280.24
May-24	5	12,277.00			26	1,761,167	16,290.75
Jun-24					15	27,362,803	253,105.93
Jul-24					10	557,333	5,155.31
Aug-24					12	75,596	699.29
Sep-24			1	15,600.00	7	125,294	1,158.96
Total	42	\$ 119,225.56	6	\$ 24,750.00	184	56,890,040	\$ 526,232.89
* Return On Investment							
				Spots	232		
				Publicity	\$670,208.45		

- 4- **Massive Impact Event(s).** To participate and/or develop at least 1 Mass Impact Activity to influence target market and to broadcast and promote awareness, prevention, and educational message for this project. The PRTSC participated in 37 mass impact events reaching approximately 42,530 target market, men, ages 16-24. The following table shows the results by program. In summary, **the strategy programmed for this semester was achieved.**

Project Number 12-02 Mass Impacts Participation		
Trimester	Events	People impacted
Oct-Dec	29	2,855
Jan-Mar	29	406,622
Apr-Jun	20	33,680
Jul-Sep	17	8,850
Total	37	42,530

The objective for this project, Objective#1- **To publish four (4) educational campaigns and increase impressions from campaign media publishing by 5%; from 3,044,602 million impressions in year 2022 to 3,196,832 by the end of federal fiscal year 2024 was achieved.** A total of

6,787,930 impressions were obtained by media publishing. The table represents the impressions gained through all program strategies. A total of 77,401,088 impressions from publishing the youth impaired driving awareness, preventive and educational message was successfully achieved.

Obtained Impressions	
Strategy	Youth Impaired Media Campaigns
Media Buy	6,787,930
Owned Media Platforms	13,723,118
Publicity	56,890,040
Total	77,401,088

24-12-03

SPEED AND AGGRESSIVE DRIVING MEDIA CAMPAIGN

The strategies for the Speed and Aggressive Driving Media Campaign project were systematically chosen to contribute to the fulfillment of the goal and objectives. Results of these strategies are detailed as follow:

1- To Produce/Reproduce/Edit Educational Pieces

- a- To Produce/Reproduce/edit at least 10 educational pieces with the speed and aggressive driving message. For this report purpose piece edition refers to creative aspects and dimensions size adjustment, including when requested by media platform. A total of 530 pieces were produced, reproduced, edited and/or adapted with this project awareness, preventive and educational message. **Strategy was completed.** The table represents pieces production, preproduction, editing and adaptation by type.

Pieces Production / Reproduction / Editing & Adaptation

Piece Type	Speed	Aggressive	Total by Piece
Brochure	3	1	4
Logo	2	1	3
Video	16	9	25
Audio	28	31	59
Copy/Mention	13	1	14
Print	9	13	22
Internet	90	114	204
Out Of Home	67	132	199
Total	228	302	530

New Campaign Production

During the month of July 2024, a new campaign was conceptualize and created with the slogan "¡Cógelo Suave!", the theme "Los tuyos te esperan" and the logo "El límite de Velocidad es la Ley". A total of 44 pieces were produced with the Comptroller of Elections Office approval number, as required by law at a cost of \$103,041.10. The following is the breakdown by piece:

- The "Speed Limit is the Law" logo in Puerto Rico Spanish version with various adaptations.
- Campaign and PRTSC combo logo in various versions
- Half (½) page full color print artwork with various versions and adaptations
- 30 seconds video with 5 adaptations for TV, Paid TV, Digital and social media
- 1 30 seconds audio for national and regional radio stations
- 10 copies for mentions on radio and social networks with this campaign's educational message
- 16 digital images in different sizes for web banners, *interscroll* and pre-roll
- 3 Digital Images in different sizes for social media
- Artwork for Out Of Home with 5 adaptations for billboards
- Art for postcard size 5"x7", horizontal, printed on both sides.



Following a sample of pieces produced:



Postcard size 5"x7", horizontal, printed on both sides



Reglas DE VELOCIDAD	
<p>La velocidad máxima para todo vehículo pesado, ómnibus público o privado y transporte escolar será siempre 10 millas menos de la permitida en cualquier zona.</p> <p>Aquel conductor que transite a una velocidad menor a la establecida y que impida el flujo normal del tránsito, deberá conducir por el carril de la extrema derecha.</p> <p>Ninguna persona podrá conducir un vehículo de motor a una velocidad menor de 20 millas por debajo del límite.</p> <p>Están terminantemente prohibidas las carreras de competencia o regateo, concurso de velocidad y concurso de aceleración.</p>	
MÚLTAS Y PENALIDADES POR VELOCIDAD	
INFRACCIÓN	MÚLTAS Y PENALIDADES
Exceso de velocidad hasta un máximo de 99 MPH	Multa básica de \$100.00 + \$10.00 por cada milla adicional
Exceso de velocidad 100 MPH o más	Multa de \$1,000.00
Exceso de velocidad en Zona Escolar	Multa básica de \$200.00 + \$10.00 por cada milla adicional
Vehículos lentos	Vehículos que transiten a una velocidad menor de 20 MPH por debajo del límite establecido: \$100.00; y en vías de 2 o más carriles: \$200.00
Carreras clandestinas	Primera convicción: \$5,000 de multa + suspensión de licencia de conducir por un término de 6 meses* e incautación del vehículo. Convicciones subsiguientes: \$10,000 de multa, 6 meses de cárcel, revocación de licencia de conducir por 1 año e incautación del vehículo.
Incitación	Multa de \$3,000.00

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- b- To distribute at least 28,500 educational pieces with this project prevention message to PRTSC and to Community Programs, PR PD, Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public. **A total of 14,950 educational pieces were distributed, completing 52% of the strategy.** The contracting of the advertising agency, which supplies the editing, adaptation and reproduction of the educational pieces had to go through the regulation process established by the Central Government of PR. This process culminated at the end of April 2024, which disallowed the completion of this strategy up to this point. Nevertheless, the educational message was transmitted through social media and mass media events.

Educational Material Inventory	Speed & Aggressive Driving 12-03	
	Speed	Aggressive
Previous Balance	5,000	4,500
Received*	10,000	5,000
Dispatched	13,950	1,000
Balance	1,050	8,500
Total Dispatched	14,950	

Media Buy Plans Publication

- a- To review and publish in 100% the speed and aggressive driving educational campaigns. **A total of 2 campaigns were published, which indicates that the strategy was completed 100%.** Following is the summary table for all published campaigns with a programmed budget by media platform:

Campaign Publishing Planned Investment					
Media Platform	Percent	Speed and Aggressive Driving Media Campaign	Aggressive Driving AP&E		
			Speed Driving Campaign Jul 23-29, 2024	Driving Effort Aug 7-12, 2024	
TV	24%	\$ 61,367.45	55,111.45	6,256.00	
Radio	28%	72,477.77	46,319.18	26,158.59	
Print	7%	18,598.44	10,767.77	7,830.67	
Internet	13%	34,989.23	22,202.99	12,786.24	
Out Of Home	28%	72,409.75	34,551.75	37,858.00	
Project 12-03	100%	\$ 259,842.64	\$ 168,953.14	\$ 90,889.50	

EL LÍMITE DE VELOCIDAD ES LA LEY

NO
seas un Conductor Agresivo

- b- To discuss and approve in 100% final report data and Media Buy results the speed and aggressive driving educational campaigns. **All campaigns reports were received, evaluated, discussed and approved in 100%, which indicates that the strategy was accomplished.** Below is a summary of the results of the publication of the speed and aggressive driving prevention campaigns:

Speed and Aggressive Driving Project 12-03 Post-Campaigns Publishing Results				
Media Platform	Spots	Impressions	Cost	Percent
TV	87	363,100	60,414.46	23%
Radio	554	375,240	72,477.77	28%
Print	15	2,069,666	18,598.44	7%
Internet	143	3,440,587	34,988.54	14%
Out Of Home	293	368,550	72,409.75	28%
Total	1,092	6,617,143	\$ 258,888.96	100%



- The influencer Pepe Calderon PEPECALDERONPR and figurehead for the new speed campaign, was used to carry educational messages about the consequences of driving over the speed limit, especially for this campaign, featuring the launch of new material and logo. Calderon reached 15,908 people on his social media accounts which includes the target market, men ages 25-34.
- During this year, Puerto Rico sponsored the World Classic Cycling Race. A digital piece with the slogan "The Speed Limit is the Law" and the CST logo was transmitted on screen prior to the event. This composite logo was also projected on social networks before, during and after the coverage of the event, obtaining a reach of 60,100, and public interactions of 4,500, impacting participants and viewers on the consequences of speed driving in specific, target market, men ages 25-34.



- Another outstanding achievement through the publication of the aggressive driving prevention campaign was the integration with the Carrín Leon concert at the José Miguel Agrelot Coliseum on August 10 and 11. The educational video of this program was broadcast on screen prior to the event, for a total of 20 transmissions. The logo combo was integrated into the social networks before and during the event. A total of 18,000 people were impacted about the consequences of aggressive driving, especially the target market, men aged 25-34.



- To obtain at least 2+ frequency in exposing the speed and aggressive driving message.
- To reach at least 80% of target market, 233,118 men, age group 25-36, with the speed and aggressive driving message, consequences, and legal outcomes for not compliance with the PR Act 22-2000.

The results obtained through the publication of the preventive campaigns of this project clearly show that we obtained 2+ in frequency and reach of more than 369,000 target market, men ages 25-34. This indicates that the programmed strategy was accomplished. The

following table shows the frequency and target rating point (TRP) obtained in the traditional media per campaign; a metric that indicates the success of a program on television screens and/or radio broadcasting. It is used to evaluate which program has been the most

Media Platform	Frequency	TRP
TV	0	182
Radio	2	188
Total	2	369
TV		315
Radio	2	250
Speed	2	565
TV		48
Radio	1	125
Aggressive	1	173

watched or listened to in traditional media. TRP measures people's interest and indicates the success of a program.

2- **To promote Owned Media Platforms**

To promote the speed and aggressive driving message to engage target market and obtain at least 100 posts through all social media platforms. **A total of 160 posts were obtained**, and 13,723,118 million impressions were achieved through social media, which indicates that planned strategy was accomplished.

Media Platform	12-03		
	Posts	Likes / Views	Reach/ Engagements
Facebook	54	421	322,956
X	54	95	51,767
Instagram	49	137	
YouTube	3	2,956	
Total	160	3,609	374,723
Impressions	13,723,118		

- 3- **Public Relations.** To reinforce the speed and aggressive driving message through all media platforms to obtain 25 interviews and/or media coverage. Out of this effort and campaign promotion and publishing, **209 interviews/media coverage were achieved**, which indicates that planned strategy was achieved.

To integrate, Combine and Promotion of the PR Police and Municipality Police Workplans.

To promote and publish the speed and aggressive driving message in all media platforms in 100% Police Enforcement Itinerary and Workplan. The plans for the state and municipal preventive speed mobilization were included and reported in the press release for this campaign. **This represents compliance with this strategy.**

Publicity. To gain at least \$100,000 on earned media from promoting the speed and aggressive driving content. **A total of \$705,296.82 was gained during the year.** Which means that the media buy investment for this project was regained through the earned media. Below is a summary of all media results earned.

Month	Spots	ROI*	12-03		Spots	Reach	Bunus-Stream
			Spots	Publicity			
Oct-23							
Nov-23							
Dec-23							
Jan-24							
Feb-24	3	\$ 4,982.00					
Mar-24	9	13,850.00	2	\$ 31,900.00	36	24,906,998	\$ 230,389.73
Apr-24			1	15,928.00	25	616,459	5,702.25
May-24	6	14,077.00	2	9,200.00	24	3,208,464	29,678.28
Jun-24	1	16,000.00			12	27,600,407	255,303.76
Jul-24	15	20,946.00	6	20,624.24	43	2,634,396	24,368.22
Aug-24					15	80,393	743.66
Sep-24					9	1,254,454	11,603.68
Total	34	\$ 69,855.00	11	\$ 77,652.24	164	60,301,571	\$ 557,789.58

* Return On Investment

Spots 209
Publicity \$705,296.82



- 4- **Massive Impact Event(s).** To participate and/or develop at least 1 Mass Impact Activity to influence target market and to broadcast and promote awareness, prevention, and educational message for this project. The PRTSC participated in 101 mass impact events reaching approximately 58,665 target market, men, ages 25-34. The following table shows the results by program. In summary, **the strategy programmed for this semester was fulfilled.**

Project Number 12-03
Mass Impacts Participation

Trimester	Events		People impacted
	Speed	Aggressive	
Oct-Dec	26	26	10,695
Jan-Mar	26	26	29,070
Abr-Jun	7	32	10,050
Jul-Sep	17	17	8,850
Total	76	101	58,665

The objective for this project, Objective#1- **To publish two (2) educational campaigns and increase impressions from campaign media publishing by 5%; from 801,159 impressions in year 2022 to 841,216 by the end of federal fiscal year 2024 was successfully completed.** A total of 6,617,143 impressions were obtained by media publishing. The next table represents the impressions gained through all program strategies. The amount of 80,641,832 impressions were achieved from publishing the speed and aggressive driving awareness, preventive and educational message.

Obtained Impressions	
Strategy	Speed and Aggressive Media Campaigns
Media Buy	6,617,143
Owned Media Platforms	13,723,118
Publicity	60,301,571
Total	80,641,832

24-12-07

OCCUPANT PROTECTION MEDIA CAMPAIGN

The strategies for the Occupant Protection Media Campaign project were systematically chosen to contribute to the fulfillment of the goal and objectives. Results of these strategies are detailed as follows:

1- **To Produce/Reproduce/Edit Educational Pieces**

- a- To Produce/Reproduce/edit at least 30 educational pieces with the occupant protection message. For this report purpose piece edition refers to creative aspects and dimensions size adjustment, including when requested by media platform. **A total of 345 pieces were produced, reproduced, edited and/or adapted with this project awareness, preventive and educational message. This indicates that strategy was**

Project 12-07
Pieces Production / Reproduction / Editing & Adaptation

Piece Type	Heatstroke	Seatbelt	Child Restraint	Total by Piece
Brochure	4	2	2	8
Logo	1	1		2
Video	7	17	24	48
Audio	11	24	22	57
Copy/Mention	4	4	5	13
Print	2	7	4	13
Internet	38	68	46	152
Out Of Home	10	28	14	52
Total	77	151	117	345

reached. The table represents pieces production, preproduction, editing and adaptation by program and by type.

- b- To distribute at least 30,500 educational pieces with this project prevention message to PRTSC and to Community Programs, PR PD, Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public. **A total of 34,935 educational pieces were distributed, completing the strategy in 100%.** The table reflects the inventory by program.

Educational Material Inventory	Occupant Protection 12-07			
	Seat Belt	Child Restraint		
		Car Seat	Heatstroke	Heatstroke Posters
Previous Balance	2,000	8,000	7,000	450
Received*	15,000	20,000	5,000	950
Dispatched	15,750	14,800	3,500	885
Balance	1,250	13,200	8,500	515
Total Dispatched			34,935	

Media Buy Plans Publication

- a- To review and publish in 100% the occupant protection educational campaigns. **A total of 3 campaigns were published, which indicates that the strategy was completed 100%.** Following is the summary table for all published campaigns with programed budget by media platform:

Campaign Publishing Planned Investment					
Media Platform	Percent	Occupant Protection Media Campaign	Seatbelt CIOT		
			Heatstroke AP&E Effort May 1-5, 2024	Campaign May 22-31, 2024	Child Restraint AP&E Effort Sep 25-30, 2024
TV	40%	\$ 138,097.46	26,323.50	89,449.30	22,324.66
Radio	22%	75,969.24	13,321.03	41,670.60	20,977.61
Print	5%	18,051.85	1,076.40	14,100.36	2,875.09
Internet	16%	54,565.64	15,713.60	23,411.13	15,440.91
Out Of Home	17%	60,222.63	8,553.13	46,287.50	5,382.00
Project 12-07	100%	\$ 346,906.82	\$ 64,987.66	\$ 214,918.89	\$ 67,000.27



- b- To discuss and approve in 100% final report data and Media Buy results the occupant protection educational campaigns. **All post campaigns reports were received, evaluated, discussed and approved 100%, which indicates that the strategy was achieved.** Below is a summary of the results of the publication of the speed and aggressive driving prevention campaigns:

Project 12-07				
Post-Campaigns Publishing Results				
Media Platform	Spots	Impressions	Cost	Percent
TV	294	1,181,746	129,922.71	41%
Radio	703	607,124	68,574.31	21%
Print	10	1,477,516	15,269.61	5%
Internet	276	7,754,512	50,429.21	16%
Out Of Home	302	326,700	54,774.50	17%
Total	1,585	11,347,598	\$ 318,970.34	100%

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- c- To obtain at least 2+ frequency in exposing the occupant protection message.
d- To reach at least 50% of target market from 233,118 men ages 25-34 for the Seatbelt Campaigns and from 189,872 women ages 25-34 for the Child Restraint Campaigns message, consequences, and legal outcomes for not compliance with the PR Act 22-2000.

The results obtained through the publication of the preventive campaigns of this project shows that we obtained 2+ frequency with a reach of 777,000 target market, men ages 25-34 and 3+ frequency with a reach of more than 237,000 target market, women ages 25-34. This indicates that the programmed strategy was accomplished. The following table shows the frequency and target rating point (TRP) obtained in the traditional media per campaign; a metric that indicates the success of a program on television screens and/or radio broadcasting. It is used to evaluate which program has been the most watched or listened to in traditional media. TRP measures people's interest and indicates the success of a program.

Occupant Protection Obtained Frequency & TRP

Project 12-07		
Men Ages 25-34		
TV	0	517
Radio	3	260
Total	3	777
Women Ages 25-34		
Media Platform	Frequency	TRP
TV	0	139
Radio	2	98
Total	2	237

Project 12-07		
Frequency and Target Rating Point Report		
Media Platform	Frequency	TRP
TV		96
Radio	2	96
Heatstroke AP&E Effort	2	192
TV		517
Radio	3	260
Seatbelt CIOT Campaign	3	777
TV		182
Radio	1	100
Child Restraint	1	282

2- **To promote Owned Media Platforms**

To promote the occupant protection message to engage target market and obtain at least 180 posts through all social media platforms. **A total of 246 posts were obtained**, and 13,723,118 million impressions were achieved through social media, which indicates that planned strategy was accomplished.

Media Platform	12-07		
	Posts	Likes / Views	Reach/ Engagements
Facebook	84	649	183,684
X	84	83	68,656
Instagram	72	220	
YouTube	6	7,445	
Total	246	8,397	252,340
Impressions	13,723,118		

- 3- **Public Relations.** To reinforce the occupant protection message through all media platforms to obtain 30 interviews and/or media coverage. Out of this effort and campaign promotion and publishing, **243 interviews/media coverage were achieved**, which indicates that planned strategy was achieved.

To integrate, Combine and Promotion of the PR Police and Municipality Police Workplans. To promote and publish the occupant protection message in all media platforms in 100% Police Enforcement Itinerary and Workplan. The details of the CIOT mobilization were included through interviews and media coverage that took place in May 2024. **This represents that this strategy was achieved.**

Publicity. To gain at least \$100,000 on earned media from promoting the occupant protection content. **A total of \$636,533.57 was gained during the year.** Which means that the media buy investment for this project was regained through the earned media. Below is a summary of all earned media results.

Month	Spots	ROI*	12-07		Spots	Reach	Bunus-Stream
			Spots	Publicity			
Oct-23							
Nov-23							
Dec-23							
Jan-24	1	500.00					
Feb-24	3	4,982.00					
Mar-24	6	8,850.00	1	7,250.00	71	26,117,034	241,582.56
Apr-24					41	4,999,953	46,464.17
May-24	6	12,777.00	3	20,550.00	29	710,202	6,569.34
Jun-24					13	21,351,502	253,001.39
Jul-24			1	8,474.24	27	1,204,563	11,142.18
Aug-24	1	4,400.00	1	475.00	20	242,203	2,240.41
Sep-24			2	5,783.68	17	161,257	1,491.60
Total	17	\$ 31,509.00	8	\$ 42,532.92	218	54,786,714	\$ 562,491.65

* Return On Investment

Spots 243
Publicity \$636,533.57



- 4- **Massive Impact Event(s).** To participate and/or develop at least 1 Mass Impact Activity influence target market and to broadcast and promote awareness, prevention, and educational message for this project. The PRTSC participated in 100 mass impact events reaching approximately 57,515 target market, men and women, ages 25-34. The following table shows the results by program. In summary, **the strategy programmed for this semester has been completed.**

Mass Impacts Participation				
Trimester	Events			People impacted
	Seatbelt	Heatsroke	Child Restraint	
Oct-Dec	26	25	26	10,895
Jan-Mar	26	25	26	29,070
Abr-Jun	31	7	29	8,700
Jul-Sep	17	17	17	8,850
Total	100	74	98	57,515

The objective for this project, Obtective#1- To publish three (3) educational campaigns, after budget and proposal revision, and increase impressions from campaign media publishing by 5%; from 2,600,121 million impressions in year 2022 to 2,730,127 by the end of federal fiscal year 2024 **was accomplished.** A total of 11,347,598 impressions were obtained by media publishing. The next table represents the impressions gained through all program strategies. The amount of 79,857,430 impressions were obtained from publishing occupant protection awareness, preventive and educational message.

Obtained Impressions	
Strategy	Occupant Protection Media Campaigns
Media Buy	11,347,598
Owned Media Platforms	13,723,118
Publicity	54,786,714
Total	79,857,430

24-12-10

NON-MOTORIZED MEDIA CAMPAIGN

The strategies for the Alcohol Impaired Driving Media Campaign project were systematically chosen to contribute to the fulfillment of the goal and objectives. Results of these strategies are detailed as follows:

1- **To Produce/Reproduce/Edit Educational Pieces**

- a- To Produce/Reproduce/edit at least 15 educational pieces with the non-motorized vehicle safety message. **A total of 464 pieces were produced, reproduced, edited and/or adapted with this project awareness, preventive and educational message. This indicates that strategy was fulfilled successfully.** The table represents pieces production, preproduction, editing and adaptation by program and by type.

Project 12-10
Pieces Production/Reproduction/Editing & Adaptation

Piece Type	Pedestrian Driver	Pedestrian Alcohol	Pedestrian	Bicyclist	Total by Piece
Brochure	4	2	4	2	12
Logo				1	1
Video	15	6	39	6	66
Audio	30	21	16	14	81
Copy/Mention	3	3	2	2	10
Print	11	6	10	3	30
Internet	59	31	53	54	197
Out Of Home		19	32	16	67
Total	122	88	156	98	464

- b- To distribute at least 15,500 educational pieces with this project prevention message to PRTSC and to Community Programs, PR PD, Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public. **A total of 33,250 educational pieces were distributed, accomplishing the strategy 100%.** The table reflects the inventory by program.

Educational Material Inventory	Non-Motorized Vehicle Safety 12-10			
	Pedestrian			Bicyclist Safety
	Pedestrian Safety	Pedestrian-Driver	Pedestrian-Alcohol	
Previous Balance	14,000	6,000	10,000	7,500
Received*	10,000	10,000	10,000	15,000
Dispatched	10,250	8,500	4,000	10,500
Balance	13,750	7,500	16,000	12,000
Total Dispatched			33,250	

2- Media Buy Plans Publication

- a- To review and publish in 100% the non-motorized safety educational campaigns. **A total of 4 campaigns were published, which indicates that the strategy was completed 100%.** Following is the summary table for all published campaigns with a programmed budget by media platform:

Campaign Publishing Planned Investment						
Media Platform	Percent	Non-Motorized Safety Media Campaign	Pedestrian - Driver Campaign Mar 3-10, 2024	Pedestrian Safety AP&E Effort Mar 11-17, 2024	Bicyclist Safety AP&E Effort May 16-19, 2024	Pedestrian - Alcohol AP&E Effort Jun 3-6, 2024
TV	39%	\$ 152,328.50	70,277.37	79,176.13	2,875.00	
Radio	32%	123,406.10	45,500.67	36,678.74	16,481.16	24,745.53
Print	7%	27,158.88	7,949.55	11,037.11	3,541.77	4,630.45
Internet	15%	60,498.75	18,190.84	8,384.86	22,022.50	11,900.55
Out Of Home	7%	27,784.00	5,903.33	8,069.17	5,060.00	8,751.50
Project 12-10	100%	\$ 391,176.23	\$ 147,821.76	\$ 143,346.01	\$ 49,980.43	\$ 50,028.03



- b- To discuss and approve in 100% final report data and Media Buy results the non-motorized safety educational campaigns. **All post campaigns reports were received, evaluated, discussed and approved in 100%, which indicates that the strategy was achieved.** Below is a summary of the results of the publication of the speed and aggressive driving prevention campaigns:

24-12-10				
Post-Campaigns Publishing Results				
Media Platform	Spots	Impressions	Cost	Percent
TV	580	7,668,720	151,983.50	40%
Radio	1,249	4,488,453	120,231.46	32%
Print	40	5,014,089	26,561.20	7%
Internet	101	8,415,780	54,753.50	14%
Out Of Home	492	5,395,715	27,087.69	7%
Total	2,462	30,982,757	380,617.35	100%



- c- To obtain at least 2+ frequency in exposing the non-motorized safety message.
d- To reach at least 50% of target market, 729,720 men, group age 55-64, consequences, with the non-motorized safety message, consequences, and legal outcomes for not compliance with the PR Act 22-2000.

The results obtained through the publication of the preventive campaigns of this project shows that we obtained 4+ frequency with a reach of 2,399,000 target market, men ages 55-64. This indicates that the programmed strategy was fulfilled. The following table shows the frequency and target rating point (TRP) obtained in the traditional media per campaign; a metric that indicates the success of a program on television screens and/or radio broadcasting. It is used to evaluate which program has been the most watched or listened to in traditional media. TRP

measures people's interest and indicates the success of a program.

Project 12-10 Frequency and Target Rating Point Report			Project 12-10 Frequency and Target Rating Point Report		
Media Platform	Frequency	TRP	Media Platform	Frequency	TRP
TV	2	1,453	TV	9	5,314
Radio	2	946	Radio		3,286
Total	4	2,399	Pedestrian-Driver Campaign	9	8,600
TV		16	TV		483
Radio	2	83	Radio	2	258
Bicyclist Safety	2	99	Pedestrian Safety	2	742
			TV		
			Radio	2	157
			Pedestrian-Alcohol	2	157

3- **To promote Owned Media Platforms**

To promote the non-motorized safety message to engage target market and obtain at least 120 posts through all social media platforms. **A total of 275 posts were achieved**, and 13,723,118 million impressions were achieved through social media, which indicates that planned strategy was accomplished.

Media Platform	12-10		
	Posts	Likes / Views	Reach/ Engagements
Facebook	91	354	528,729
X	91	142	63,132
Instagram	86	275	
YouTube	7	3,124	
Total	275	3,895	591,861
Impressions	13,723,118		

- 4- **Public Relations.** To reinforce the non-motorized safety message through all media platforms to obtain 35 interviews and/or media coverage. Out of this effort and campaign promotion and publishing, **217 interviews/media coverage were achieved, therefore, planned strategy was completed.**
- 5- **To integrate, Combine and Promotion of the PR Police and Municipality Police Workplans.** To promote and publish the occupant protection message in all media platforms in 100% Police Enforcement Itinerary and Workplan. The details of the municipal mobilization directed to the driver to respect the crosswalks were included on a press release to promote both the educational campaign and the mobilization. **This represents that this strategy was completed.**
- 6- **Publicity.** To gain at least \$90,000 on earned media from promoting the non-motorized vehicle safety content. **A total of \$702,051.46 was gained during the year, surpassing programmed strategy.** This also means that the media buy investment for this project was regained through earned media. Below is a summary of all earned media results.

Month	Spots	ROI*	Spots	12-10 Publicity	Spots	Reach	Bonus-Stream
Oct-23							
Nov-23							
Dec-23	1	\$ 500.00					
Jan-24							
Feb-24	3	4,982.00					
Mar-24	16	24,723.00	7	\$ 17,845.00	52	24,709,039	\$ 228,558.61
Apr-24			1	1,900.00	16	498,501	4,611.13
May-24	7	15,777.00			26	652,984	6,040.09
Jun-24	8	59,946.00	1	2,850.00	38	32,358,944	299,320.21
Jul-24			1	8,474.24	10	562,500	5,203.12
Aug-24					20	106,986	989.64
Sep-24			1	19,048.00	9	138,750	1,283.42
Total	35	\$ 105,928.00	11	\$ 50,117.24	171	59,027,704	\$ 546,006.22

* Return On Investment

Spots 217
Publicity \$702,051.46

- 7- **Massive Impact Event(s).** To participate and/or develop at least 1 Mass Impact Activity influence target market and to broadcast and promote awareness, prevention, and educational message for this project. The PRTSC participated in 101 mass impact events reaching approximately 56,215 target market, men and women, ages 55-64. The following table shows the results by program. In summary, **the strategy programmed for this semester was accomplished.**

Mass Impacts Participation

Trimester	Events				People impacted
	Pedestrian	Pedestrian - Driver	Pedestrian - Alcohol	Bicyclist	
Oct-Dec	26	27	1	26	9,595
Jan-Mar	26	27	1	26	29,070
Abr-Jun	30	30	0	30	8,700
Jul-Sep	17	17	15	17	8,850
Total	99	101	17	99	56,215

The objective for this project, Objective#1- To publish four (4) educational campaigns, after proposal revision, and increase impressions from campaign media publishing by 5%; from 3,852,266 million impressions in year 2022 to 4,044,879 by the end of federal fiscal year 2024 **was successfully completed.** A total of 30,82,757 impressions were obtained by media publishing. The next table represents the impressions gained through all program strategies. The amount of 103,737,579 impressions were obtained from publishing occupant protection awareness, preventive and educational message.

Obtained Impressions	
Strategy	Non-Motorized Media Campaigns
Media Buy	30,982,757
Owned Media Platforms	13,723,118
Publicity	59,027,704
Total	103,733,579

24-12-12

MOTORCYCLIST AWARENESS MEDIA CAMPAIGN (SHARE THE ROAD)

The strategies for the Motorcyclist Awareness Media Campaign project were systematically chosen to contribute to the fulfillment of the goal and objectives. Results of these strategies are detailed as follows:

1- **To Produce/Reproduce/Edit Educational Pieces**

- a- To Produce/Reproduce/Edit at least 17 educational pieces with the motorcyclist awareness message. **The amount of \$62.63 was granted for this strategy, therefore, the lack of funding prevented this strategy from being implemented.** However, the postcard size 5"x7", vertical, printed on both sides was edited and reproduced to include the approval number of the Comptroller of Elections Office, as required by law in an election year with the Motorcycle Safety Program funds (Project 12-13). Almost every effort planned and completed was done through the Motorcycle Safety Program that can also be used to educate on the importance of drivers and motorcyclists to share the road.

- b- To produce/reproduce/edit and distribute at least 5,000 Flyers/Postcards/Print pieces with this project prevention message to PRTSC and to Community Programs, PR PD, Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public. **A total of 9,500 educational pieces were distributed, which indicates that strategy was accomplished.** Beside the distribution table.

<i>Educational Material Inventory</i>	Motorcycle Share The Road
	12-12
Previous Balance	9,200
Received*	5,000
Dispatched	9,500
Balance	4,700

2- **Media Buy Plans Publication**

- a- To review and publish in 100% the motorcyclist awareness educational campaigns.
- b- To discuss and approve 100% final report data and Media Buy results the motorcyclist awareness educational campaigns.
- c- To obtain at least 2+ frequency in exposing the motorcyclist awareness message.
- d- To reach at least 80% of target market, 142,817 men, age group 25-34, with the motorcyclist awareness message, consequences, and legal outcomes for not compliance with the PR Act 22-2000.

A total of \$62.63 was allocated for this strategy. The lack of funds prevented the fulfillment of these strategies. Nevertheless, we continued to educate the target market through PRTSC's owned media and mass events. **Therefore, there were no results to present because the campaign did not publish.**

3- **To promote Owned Media Platforms**

To promote the motorcyclist awareness message to engage target market and obtain at least 36 posts through all social media platforms. **A total of 68 posts were obtained**, and 13,723,118 million impressions were achieved through social media, which indicates that **planned strategy was completed**.

Media Platform	12-12		
	Posts	Likes / Views	Reach/ Engagements
Facebook	23	57	25,876
X	23	30	19,367
Instagram	19	33	
YouTube	3	350	
Total	68	470	45,243
Impressions	13,723,118		

- 4- **Public Relations.** To reinforce the motorcyclist awareness message through all media platforms to obtain 6 interviews and/or media coverage. Out of this effort and campaign promotion and publishing, **99 interviews/media coverage were achieved**, which indicates that planned strategy was completed.

- 5- To gain at least \$10,000 on earned media from promoting the motorcyclist awareness content. **A total of \$530,482.64 was obtained during the year.** Although the campaign did not publish, the educational message was spread throughout earned media. Below is a summary of all earned media results.



12-12 Public Relations and Publicity Results							
Month	Spots	ROI	Spots	Publicity	Spots	Reach	Bonus-Stream
Oct-23							
Nov-23							
Dec-23							
Jan-24							
Feb-24	3	\$ 4,982.00					
Mar-24	6	8,850.00	1	\$ 7,250.00	19	23,995,795	\$ 221,961.10
Apr-24					14	231,162	2,138.24
May-24	11	22,127.00	1	570.00	12	233,500	2,159.86
Jun-24					7	27,317,294	252,684.97
Jul-24					5	528,925	4,892.55
Aug-24					10	64,143	593.34
Sep-24					10	245,794	2,273.58
ROI	20	\$ 35,959.00	2	\$ 7,820.00	77	52,616,613	\$ 486,703.64

* Return On Investment

Spots 99
Publicity \$530,482.64

- 6- **Massive Impact Event(s).** To participate in one (1) Mass Impact Activities and/or Events to influence target market and to broadcast and promote awareness, prevention, and educational message for this project. The PRISC participated in 85 mass impact events reaching approximately 61,775 target market, men, ages 25-34. The table shows the results by program. In summary, **the strategy programmed for this semester was achieved**.

Project Number 12-12
Mass Impacts Participation

Trimester	Events	People impacted
Oct-Dec	27	10,595
Jan-Mar	27	34,070
Abr-Jun	16	8,560
Jul-Sep	15	8,550
Total	85	61,775

The objective for this project, Objective#1- To publish the motorcyclist awareness educational campaign and increase impressions from campaign media publishing by 5%; from 285,730 impressions in year 2022 to 500,016 by the end of federal fiscal year 2024 **was not achieved due the lack of funds**. Nevertheless, the table represents the impressions gained through all program strategies. A total of 66,39,731 impressions from promoting motorcyclists and drivers share the road awareness, preventive and educational message were successfully achieved.

Obtained Impressions	
Strategy	Motorcyclist Awareness Media Campaigns
Media Buy	
Owned Media Platforms	13,723,118
Publicity	52,616,613
Total	66,339,731

Because the funds for this project 12-12 are by qualification and requirements are restricted each year, the Communication's Office suggested this program to be added to the Motorcycle Safety Project (project 12-13). This is because the program supports drivers and motorcyclists' awareness, prevention and educational content to share the road and if the PRTSC does not qualify funding due to regulation, the strategies can still be carried out through the Motorcycle Safety Project.

24-12-13

MOTORCYCLE SAFEY MEDIA CAMPAIGN

The strategies for the Motorcycle Safety Media Campaign project were systematically chosen to contribute to the fulfillment of the goal and objectives. Results of these strategies are detailed as follow:

1- To Produce/Reproduce/Edit Educational Pieces

- a- To Produce/Reproduce/Edit at least 83 educational pieces with the motorcycle safety message. For this report purpose piece edition refers to creative aspects and dimensions size adjustment, including when requested by media platform. **A total of 102 pieces were produced, reproduced, edited and/or adapted with this project awareness, preventive and educational message. Strategy was completed.** The table represents pieces production, preproduction, editing and adaptation by type.

Project 12-13 Pieces Production / Reproduction / Editing & Adaptation		
Piece Type	Share The Road	Total by Piece
Brochure	4	4
Logo	1	1
Video	13	13
Audio	14	14
Copy/Mention	1	1
Print	4	4
Internet	35	35
Out Of Home	30	30
Total	102	102

New Campaign Production

During the month of September 2024, a new campaign was conceptualized and created with the slogan "Cada motociclista tiene su estilo, la SEGURIDAD es para todos", the theme "Los tuyos te esperan" and the logo "El límite de Velocidad es la Ley". A total of 24 pieces were produced at a cost of \$106,377.50. The following is the breakdown by piece:

- Campaign and PRTSC combo logo in various versions
- 2 artworks for Key Visal
- Half (½) page full color print artwork with various versions and adaptations
- A 30 second video for TV, Paid TV, Digital and social media
- A 30 second audio for national and regional radio stations



- 6 digital images in different sizes for web banners, *interscroll* and pre-roll
- 8 Digital Images in different sizes for social media
- 4 Artworks for Out Of Home with various adaptations for billboards
- An art for postcard size 5"x7", horizontal, printed on both sides

Following a sample of pieces produced:



Postcard size 5"x7", vertical, printed on both sides



RESUMEN DE LA LEY DE VEHÍCULOS Y TRÁNSITO DE PUERTO RICO

La Ley 22-2000, según enmendada, establece que ningún conductor podrá transportar como pasajero una persona menor de 12 años de edad.

Siempre utiliza la vestimenta adecuada

- Casco DOT debidamente ajustado y abrochado
- Gafas que protejan completamente los ojos o en su lugar casco con visera capaz de proteger los ojos
- Guantes que cubran la palma de la mano
- Calzado que cubra los tobillos
- Pantalones largos hasta el tobillo
- Equipo reflector

Debes tener el endoso requerido por ley emitido por CESCO.

Cuando corras tu motocicleta en un grupo por un mismo carril debe ser de forma escalonada.

Las luces delanteras y traseras deben de estar encendidas en todo momento.

Ninguna persona podrá conducir una motocicleta entre carriles de tránsito o entre líneas adyacentes o hileras de vehículos.

Se prohíbe transportar en las vías públicas a toda motocicleta o vehículos de motor que contenga un sistema de enfriamiento no instalado de fábrica para aumentar los caballos de dicha motocicleta o vehículo.

Está prohibido por ley conducir vehículos de motor bajo los efectos de bebidas alcohólicas, drogas o sustancias controladas. Es ilegal conducir una motocicleta con un nivel de alcohol en la sangre de 0.02% o más.

EL CASCO PROTECTOR

- Siempre utiliza un casco protector DOT cuando corras tu motora.
- Asegúrate siempre que el sistema de retención esté debidamente ajustado.
- Cuando un casco protector haya pasado por un impacto, sustitúyelo por uno nuevo.
- Se recomienda que cambies tu casco protector cada cinco (5) años.

Para más información

www.seguridadeneltransito.com



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- b- To produce/reproduce/edit and distribute at least 12,000 Flyers/ Postcards/Print pieces with this project prevention message to PRTSC and to Community Programs, PR PD, Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public. **A total of 6,500 educational pieces were distributed, completing 54% of the strategy.** The contracting of the advertising agency, which supplies the editing, adaptation and reproduction of the educational pieces had to go through the regulation process established by the Central Government of PR. This process culminated at the end of April 2024, which disallowed the completion of this strategy up to this point. Nevertheless, the educational message was transmitted through social media and mass media events.

Educational Material Inventory	Motorcycle Safety
	12-13
Previous Balance	9,100
Received*	2,500
Dispatched	6,500
Balance	5,100

2- Media Buy Plans Publication

- a- To review and publish in 100% the motorcycle safety educational campaigns. **The campaign was published 100%, which indicates that the strategy was completed.** Following is the summary table for all published campaigns with a programmed budget by media platform:

Campaign Publishing Planned Investment				
Media Platform		Percent	Motorcycle Safety Media Campaign	Published May 8-11, 2024
TV		43%	\$ 55,456.04	55,456.04
Radio		25%	32,661.15	32,661.15
Print		5%	6,390.76	6,390.76
Internet		19%	25,012.50	25,012.50
Out Of Home		8%	10,479.38	10,479.38
Project 12-13		100%	\$ 129,999.83	\$ 129,999.83

- b- To discuss and approve in 100% final report data and Media Buy results the motorcycle safety educational campaigns. **The post campaign report was received, evaluated, discussed and approved in 100%, which indicates that the strategy was accomplished.** Below is a summary of the results of the publication of the motorcycle safety campaign:

Project 12-13				
Post-Campaigns Publishing Results				
Media Platform	Spots	Impressions	Cost	Percent
TV	46	300,000	42,054.64	44%
Radio	228	131,520	29,118.46	30%
Print	2	341,968	4,303.12	4%
Internet	24	1,532,612	12,574.81	13%
Out Of Home	92	124,200	8,337.50	9%
Total	392	2,430,300	96,388.53	100%



**SU USO TIENE UNA
RAZÓN DE SER.**



**SIEMPRE UTILIZA
LA VESTIMENTA ADECUADA**

MOTOCICLISTA SEGURO

Agencia de transporte



PUERTO RICO
Traffic Safety
Commission

- c- To obtain at least 2+ frequency in exposing the motorcycle safety message.
- d- To reach at least 80% of target market, 142,817 men, age group 25-34, with the motorcycle safety message, consequences, and legal outcomes for not compliance with the PR Act 22-2000.

The results obtained through the publication of the preventive campaigns of this project clearly show that we obtained 2+ in frequency and reach of more than 592,000 target market, men ages 25-34. This indicates that the programmed strategy was accomplished. The following table shows the frequency and target rating point (TRP) obtained in the traditional media per campaign; a metric that indicates the success of a program on television screens and/or radio broadcasting. It is used to evaluate which program has been the most watched or listened to in traditional media. TRP measures people's interest and indicates the success of a program.

Project 12-13
Frequency and Target Rating Point Report

Media Platform	Frequency	TRP
TV		313
Radio	2	279
Total	2	592

3- To promote Owned Media Platforms

To promote the motorcycle safety message to engage target market and obtain at least 53 posts through all social media platforms. **A total of 81 posts were obtained**, and 13,723,118 million impressions were achieved through social media, which indicates that planned strategy was accomplished.

Media Platform	12-13		
	Posts	Likes / Views	Reach/ Engagements
Facebook	26	32	56,598
X	26	82	4,308
Instagram	27	29	
YouTube	2	0	
Total	81	143	60,906
Impressions	13,723,118		

- 4- **Public Relations.** To reinforce the motorcycle safety message through all media platforms to obtain 6 interviews and/or media coverage. Out of this effort and campaign promotion and publishing, **142 interviews/media coverage were achieved**, which indicates that planned strategy was achieved.

- 5- **Publicity.** To gain at least \$25,000 on earned media from promoting the motorcycle safety content. **A total of \$688,505.47 was gained during the year.** Which means that the media buy investment for this project was regained through the earned media. Below is a summary of all earned media results.

Month	Spots	ROI	12-13		Spots	Reach	Bunus-Stream
			Spots	Publicity			
Oct-23							
Nov-23							
Dec-23	1	3,982.00					
Jan-24	1	2,970.00					
Feb-24	11	13,606.00					
Mar-24	7	9,350.00	1	7,250.00	24	24,103,593	222,935.01
Apr-24					13	312,811	2,893.49
May-24	12	91,681.16	10	50,326.24	25	483,219	4,469.75
Jun-24			1	3,600.00	8	27,324,009	252,747.08
Jul-24			1	8,474.24	6	535,639	4,954.65
Aug-24					12	103,445	956.89
Sep-24	1	1,500.00	1	5,650.00	7	125,294	1,158.96
Total	33	123,089.16	14	75,300.48	95	52,988,010	490,115.83

* Return On Investment

Spots 142
Publicity \$688,505.47

- 6- **Massive Impact Event(s).** To participate and/or develop at least 1 Mass Impact Activity influence target market and to broadcast and promote the awareness, prevention, and educational message for this project. The PRTSC participated in 85 mass impact events reaching approximately 61,875 target market, men, ages 25-34. The following table shows the results by program. In summary, **the strategy programmed for this semester was fulfilled.**

Project Number 12-13
Mass Impacts Participation

<i>Trimester</i>	<i>Events</i>	<i>People impacted</i>
Oct-Dec	27	10,595
Jan-Mar	27	34,070
Apr-Jun	16	8,660
Jul-Sep	15	8,550
Total	85	61,875

The objective for this project, Objective#1- **To publish the motorcycle safety educational campaign and increase impressions from campaign media publishing by 87.3%; from 266,984 impressions in year 2022 to 500,061 by the end of federal fiscal year 2024 was successfully completed.** A total of 2,430,300 impressions were obtained by media publishing. The next table represents the impressions gained through all program strategies. The amount of 69,141,428 impressions were obtained from publishing the occupant protection awareness, preventive and educational

Obtained Impressions	
Strategy	Motorcycle Safety Media Campaigns
Media Buy	2,430,300
Owned Media Platforms	13,723,118
Publicity	52,988,010
Total	69,141,428



24-12-14

DISTRACTED DRIVING MEDIA CAMPAIGN

The strategies for the Distracted Driving Media Campaign project were systematically chosen to contribute to the fulfillment of the goal and objectives. Results of these strategies are detailed as follow:

1- **To Produce/Reproduce/Edit Educational Pieces**

- a- To Produce/Reproduce/Edit at least 174 educational pieces with the distracted driving message. **A total of 91 pieces were produced, reproduced, edited and/or adapted with this project awareness, preventive and educational message. This indicates that strategy was reached by 52%.** The table represents pieces production, preproduction, editing and adaptation by program and by type. The lack of an existing advertising agency contract by the date of the campaign's publication limited this strategy.

Project 12-14
Pieces Production / Reproduction /
Editing & Adaptation

Piece Type	Distracted Driving	Piece Type
Brochure	4	4
Logo		0
Video	3	3
Audio		0
Copy/Mention		0
Print		0
Internet	84	84
Out Of Home		0
Total	91	91

The contracting of the advertising agency had to go through the regulation process as established in the Central Government of PR and this process culminated at the end of April 2024, which prevented all work related to the advertising agency for the first semester. Fortunately, although this was inconvenient, the educational message of this project was transmitted through media coverage, the efforts made in the PRSC's owned media platforms and through participation in mass events.

- b- To produce/reproduce/edit and distribute at least 13,000 Flyers/Postcards/Print pieces with this project prevention message to PRSC and to Community Programs, PR PD, Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public. **A total of 20,400 educational pieces were distributed, completing the strategy 100%.** The table reflects the inventory by program.

Educational Material Inventory	Distracted Driving 12-14
Previous Balance	11,250
Received*	15,000
Dispatched	20,400
Balance	5,850

2- **Media Buy Plans Publication**

- a- To review and publish in 100% the distracted driving educational campaigns.
b- To discuss and approve in 100% final report data and Media Buy results the distracted driving educational campaigns.
c- To obtain at least 2+ frequency in exposing the distracted driving message.
d- To reach at least 80% of target market, 193,767 men, age group 16-24, with the distracted driving message, consequences, and legal outcomes for not compliance with the PR Act 22-2000.

There were no results to present because the campaign did not publish. The lack of a contract with an advertising agency for the negotiation and purchase of

space in media platforms for campaign publishing prevented the fulfillment of these strategies. Nevertheless, the target market continued to be educated through mass events and PRTSC's owned media networks.

3- **To promote Owned Media Platforms**

To promote the distracted driving message to engage target market and obtain at least 144 posts through all social media platforms.

A total of 87 posts were obtained, and 13,723,118 million impressions were achieved through social media, **which indicates that planned strategy was accomplished by 60%.**

An evaluation of the social media manager, the proposed posts amount, and funds allocated for this strategy will be made to add a corrective measure for next year's proposal.

Media Platform	23-12-14		
	Posts	Likes / Views	Reach/ Engagements
Facebook	28	101	34,200
X	28	43	17,550
Instagram	28	51	
YouTube	3	1,090	
Total	87	1,285	51,750
Impressions	13,723,118		

- 4- **Public Relations.** To reinforce the distracted driving message through all media platforms to obtain 12 interviews and/or media coverage. Out of this effort and campaign promotion and publishing, **129 interviews/media coverage were achieved**, which indicates that planned strategy was achieved.

- 5- **To integrate, Combine and Promotion of the PR Police and Municipality Police Workplans.** To promote and publish the distracted driving message in all media platforms in 100% Police Enforcement Itinerary and Workplan. The PRTSC's through our official spokesperson, the Executive Director, Luis A. Rodríguez, supported the state and municipal mobilizations it conducted from April 1 to 7 for the prevention of distractive driving through interviews and media coverage. Therefore, **the programmed strategy was complied.**

- 6- **Publicity.** To gain at least \$50,000 on earned media from promoting the distracted driving content. **A total of \$549,360.48 was gained during the year.** Although the campaign did not publish, the educational message was spread throughout earned media. Below is a summary of all media results earned.



Public Relations and Publicity Results

12-14

Month	Spots	ROI*	Spots	Publicity	Spots	Reach	Bonus-Stream
Oct-23							
Nov-23							
Dec-23							
Jan-24							
Feb-24	4	5,482.00					
Mar-24	6	8,850.00	1	7,250.00	23	24,103,593	222,958.25
Apr-24	1	500.00	2	1,900.00	31	736,373	6,811.44
May-24	5	12,277.00			22	2,431,585	22,492.14
Jun-24					9	27,460,375	254,008.47
Jul-24					7	542,349	5,016.72
Aug-24					11	70,862	655.50
Sep-24					7	125,294	1,158.96
Total	16	\$ 27,109.00	3	\$ 9,150.00	110	55,470,431	\$ 513,101.48

* Return On Investment

Spots 129
Publicity \$549,360.48

- 7- **Massive Impact Event(s).** To participate and/or develop at least 1 Mass Impact Activity influence target market and to broadcast and promote awareness, prevention, and educational message for this project. The PRTSC participated in 54 mass impact events reaching approximately 44,965 target market, men, ages 16-24. The following table shows the results by program. In summary, **the strategy programmed for this semester was completed.**

Project Number 12-14

Mass Impacts Participation

Trimester	Events	People impacted
Oct-Dec	27	10,895
Jan-Mar	27	34,070
Abr-Jun	32	10,100
Jul-Sep	17	8,850
Total	54	44,965

The objective for this project, Objective#1- To publish the distracted driving educational campaign and increase impressions from campaign media publishing by 5%; from 3,118,622 million impressions in year 2022 to 3,274,553 by the end of federal fiscal year 2024 **was not achieved because the distracted driving campaign did not publish.** Still, the table represents the impressions gained through all program strategies. A total of 69,193,549 impressions from promoting distractive driving awareness, preventive and educational message were successfully achieved.

Obtained Impressions

Strategy	Distracted Driving Media Campaigns
Media Buy	
Owned Media Platforms	13,723,118
Publicity	55,470,431
Total	69,193,549

24-12-15

PESET PROMOTIONAL MEDIA CAMPAIGN

The strategies for the Alcohol Impaired Driving Media Campaign project were systematically chosen to contribute to the fulfillment of the goal and objectives. Results of these strategies are detailed as follow:

- 1- **To Produce/Reproduce/Edit Educational Pieces**

- a- To Produce/Reproduce/Edit at least 72 educational pieces with the PESET promotional message. For this report purpose piece edition refers to creative aspects and dimensions size adjustment, including when requested by media platform. **A total of 119 pieces were produced, reproduced, edited and/or adapted with this project awareness, preventive and educational message. Strategy was completed.** The table represents pieces production, preproduction, editing and adaptation by type.

Project 12-15
Pieces Production/Reproduction/Editing & Adaptation

Piece Type	Share The Road	Total by Piece
Brochure	2	2
Logo	1	1
Video	11	11
Audio	35	35
Copy/Mention	2	2
Print		0
Internet	34	34
Out Of Home	34	34
Total	119	119

- b- To produce/reproduce/edit and distribute at least 25,000 Flyers/ Postcards/Print pieces with this project prevention message to PRTSC and to Community Programs, PR PD, Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public. **A total of 4,450 educational pieces were distributed, completing 17% of the strategy.** The contracting of the advertising agency, which supplies the editing, adaptation and reproduction of the educational pieces had to go through the regulation process established by the Central Government of PR. This process culminated at the end of April 2024, which disallowed the completion of this strategy up to this point. Nevertheless, the educational message was transmitted through social media and

Educational Material Inventory	PESET 12-15	
	Postcard	Activity Book
Previous Balance	6,500	21,000
Received*	2,500	1,750
Dispatched	1,750	2,700
Balance	6,500	21,000
Total Dispatched		4,450

mass media events.

2- Media Buy Plans Publication

- a- To review and publish in 100% the PESET promotional educational campaigns. **Campaign was published in 100%, which indicates that the strategy was completed.** Following is the summary table for all published campaign with programed budget by media platform:

Campaign Publishing Planned Investment				
Media Platform	Percent	PESET		Published Aug 13-18, 2024
		Promotional Media Campaign		
TV	50%	\$ 42,203.56		42,203.56
Radio	20%	17,131.67		17,131.67
Print	0%	-		
Internet	17%	14,307.50		14,307.50
Out Of Home	12%	10,357.59		10,357.59
Project 12-15	100%	\$ 84,000.32	\$	84,000.32

- b- To discuss and approve in 100% final report data and Media Buy results the PESET promotional campaigns. **Post campaign report was received, evaluated, discussed and approved in 100%, which indicates that the strategy was accomplished.** Below is a summary of the results of the publication of the PESET

PESET Promotional Media Campaign

Project 12-15				
Post-Campaigns Publishing Results				
Media Platform	Spots	Impressions	Cost	Percent
TV	49	379,470	42,203.57	51%
Radio	257	187,245	16,431.09	20%
Print			-	0%
Internet	50	1,374,058	14,124.69	17%
Out Of Home	125	168,750	10,357.59	12%
Total	481	2,109,523	\$ 83,116.94	100%



promotional campaign:

- c- To obtain at least 2+ frequency in exposing the PESET promotional message.
d- To reach at least 50% of target market, 193,767 women, age group 25-36, with the PESET promotional message, consequences, and legal outcomes for not compliance with the PR Act 22-2000.

The results obtained through the publication of the preventive campaigns of this project clearly show that we obtained 2+ in frequency and reach of more than 688,000 target market, women ages 25-34. This indicates that the programmed strategy was accomplished. The following table shows the frequency and target rating point (TRP) obtained in the traditional media per campaign; a metric that indicates the success of a program on television screens and/or radio broadcasting. It is used to evaluate which program has been the most watched or listened to in traditional media. TRP measures people's interest and indicates the success of a program.

Project 12-15 Frequency and Target Rating Point Report

Media Platform	Frequency	TRP
TV		346
Radio	2	342
Total	2	688

3- **To promote Owned Media Platforms**

To promote the PESET promotional message to engage target market and obtain at least 60 posts through all social media platforms. **A total of 74 posts were obtained**, and 13,723,118 million impressions were achieved through social media, **which indicates that planned strategy was accomplished 100%.**

Media Platform	12-15		
	Posts	Likes / Views	Reach/ Engagements
Facebook	27	123	29,442
X	27	62	20,000
Instagram	18	55	
YouTube	2	820	
Total	74	1,060	49,442
Impressions	13,723,118		

4- **Public Relations.** To reinforce the PESET promotional message through all media platforms to obtain 7 interviews and/or media coverage. Out of this effort and campaign promotion and publishing, **88 interviews/media coverage were achieved**, which indicates that planned strategy was achieved.

5- **Publicity.** To gain at least \$15,000 on earned media from promoting the PESET promotional content. **A total of \$523,864.01 was gained during the year.** Which means that the media buy investment for this project was regained through the earned media. Below the summary of all earned media results.

Public Relations and Publicity Results

12-15

Month	Spots	ROI*	Spots	Publicity	Spots	Reach	Bonus-Stream
Oct-23							
Nov-23							
Dec-23							
Jan-24							
Feb-24	3	\$ 4,982.00					
Mar-24	6	8,850.00	1	\$ 7,250.00	16	23,894,681	\$ 221,025.79
Apr-24					11	214,704	1,986.01
May-24	6	15,077.00	1	1,900.00	10	220,173	2,036.58
Jun-24					7	27,317,294	252,684.97
Jul-24					9	629,124	5,819.38
Aug-24	1	500.00			10	64,140	593.32
Sep-24					7	125,294	1,158.96
Total	16	\$ 29,409.00	2	\$ 9,150.00	70	52,465,410	\$ 485,305.01

* Return On Investment

Spots 88
Publicity \$523,864.01

6- **Massive Impact Event(s).** To participate and/or develop at least 1 Mass Impact Activity influence target market and to broadcast and promote the awareness, prevention, and educational message for this project. The PRTSC participated in 95 mass impact events reaching approximately 58,77 target market, women, ages 25-34. The following table shows the results by program. In summary, **the strategy programmed for this semester was fulfilled.**

Project Number 12-15

Mass Impacts Participation

Trimester	Events	People impacted
Oct-Dec	25	8,895
Jan-Mar	25	33,650
Apr-Jun	28	7,380
Jul-Sep	17	8,850
Total	95	58,775



The objective for this project, Objective#1- To publish the PESET promotional educational campaign and increase impressions from campaign media publishing by 1%; from 1,986,600 million impressions in year 2022 to 2,006,466 by the end of federal fiscal year 2024 **was successfully completed**. A total of 2,109,523 impressions were obtained by media publishing. The next table represents the impressions gained through all program strategies. The amount of 68,298,051 impressions were obtained from publishing PESET promotional awareness, preventive and educational message.

Obtained Impressions	
Strategy	PESET Promotional Media
Media Buy	2,109,523
Owned Media Platforms	13,723,118
Publicity	52,465,410
Total	68,298,051

24-12-16

DRUG IMPAIRED DRIVING MEDIA CAMPAIGN

The strategies for the Youth Impaired Driving Media Campaign project were systematically chosen to contribute to the fulfillment of the goal and objectives. Results of these strategies are detailed as follow:

1- **To Produce/Reproduce/Edit Educational Pieces**

- a- To Produce/Reproduce/edit at least 33 educational pieces with DUID's message. **A total of 58 pieces were produced, reproduced, edited and/or adapted with this project awareness, preventive and educational message. Strategy was completed.** The table represents pieces production, preproduction, editing and adaptation by type.

Project 12-16
Pieces Production / Reproduction /
Editing & Adaptation

Piece Type	Drug Impaired	Total by Piece
Brochure	2	2
Logo		0
Video	2	2
Audio		0
Copy/Mention		0
Print		0
Internet	54	54
Out Of Home		0
Total	58	58

- b- To distribute at least 20,000 educational pieces with the DUID's prevention message to PRTSC and to Community Programs, PR PD, Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public. **A total of 250 educational pieces were distributed, which indicates that 1% of the strategy was accomplished.**

The contracting of the advertising agency, which supplies the editing, adaptation and reproduction of the educational pieces had to go through the regulation process established by the Central Government of PR. This process culminated at the end of April 2024, which disallowed the

Educational Material Inventory	Drug Impaired Driving
	12-16
Previous Balance	2,250
Received*	2,500
Dispatched	250
Balance	4,500

completion of this strategy for the first six months of this project. Though, the educational message was transmitted through PRTSC owned media platforms, interviews, media coverage and mass media events.

2- Media Buy Plans Publication

- a- To review and publish 100% the educational DUID's campaign.
- b- To discuss and approve 100% final report data and Media Buy results for all DUID's Campaigns.
- c- To obtain at least 2+ frequency in exposing the DUID's message.

The existing impasse between the government agencies necessary to create regulations for enforcement and prove of evidence handling for drugs and other controlled substances processing evented the mobilization of this project. In consequence, prevented the publishing of the media campaign. **Therefore, there were no results to present because the campaign did not publish.**

The Communications Office has been waiting for several years for this situation to reach a favorable agreement for the publication of the campaign, as the campaign is seen as a mean on supporting the police. However, this is not the case. Educational campaigns are, precisely that, a conduit to educate and raise awareness about the risks and consequences of driving under the influence of drugs or other controlled substances, a parallel and supportive effort, but not as a whole, so it is necessary that it is been visualized as an individual strategy that contributes to saving lives and changing behaviors in the citizens of Puerto Rico and that can work independently from law enforcement efforts, therefore, the publication can launch weather the mobilization if it is carried out or not. In addition, Article VII of Act 22-2000, as amended, the "Puerto Rico Vehicle and Traffic Act," contains the disposition and consequences for drivers driving under the influence of drugs or other controlled substances, so in the case of this program, it is to create awareness, prevention and education.

It is the Communications Office recommendation to develop a new production with new concept aimed at the target market, men ages 25-34 that includes a language used by PR citizens, *colloquial*, easy to understand and with the official logo of the program in Spanish PR version.

3- To promote Owned Media Platforms

To promote the DUID's prevention message to engage target market and obtain at least 48 posts through all social media platforms. **A total of 56 images were posted**, and 13,723,118 million impressions were achieved through social media, which indicates that **planned strategy was completed.**

Media Platform	12-16		
	Posts	Likes / Views	Reach/ Engagements
Facebook	18	50	13,000
X	18	8	2,076
Instagram	18	55	
YouTube	2	484	
Total	56	597	15,076
Impressions	13,723,118		

- 4- **Public Relations.** To reinforce DUID's prevention message through all media platforms to obtain 9 interviews and/or media coverage. Out of this effort and campaign promotion and publishing, **103 interviews/media coverage were achieved**, which indicates that planned strategy was completed.



- 5- **To integrate, Combine and Promotion of the DUID Toxicology Lab.** To promote and publish active work of the PRPD, PR Department of Health, and the PR Justice Department, and promote work plan towards the operations of the DUID Toxicology Lab in all media platforms in 100%. Although this strategy was included by the Programs and Services Coordination Officer, the Communications Office is not included in the development of this project. Therefore, when the Program and Service Coordination Officers share the information, or the project's team or personnel, a press release and/or media tour will be develop to communicate the progress of this Lab.
- 6- To gain at least \$25,000 on earned media from promoting the DUID's Prevention content. **A total of \$530,801.56 was obtained during the year.** Although campaign did not publish, the educational message was spread throughout earned media. Below the summary of all earned media results.



Month	Spots	ROI*	Spots	12-16 Publicity	Spots	Reach	Bonus-Stream
Oct-23							
Nov-23							
Dec-23							
Jan-24							
Feb-24	3	\$ 4,982.00					
Mar-24	6	8,850.00	1	\$ 7,250.00	30	23,925,949	\$ 228,565.07
Apr-24	1	3,500.00			16	221,040	2,044.61
May-24	5	12,277.00			13	439,432	4,065.28
Jun-24					7	27,317,294	252,684.97
Jul-24					5	528,925	4,892.55
Aug-24					9	57,416	531.12
Sep-24					7	125,294	1,158.96
Total	15	\$ 29,609.00	1	\$ 7,250.00	87	52,615,350	\$ 493,942.56

* Return On Investment

Spots 103
Publicity \$530,801.56

Massive Impact Event(s). To participate and/or develop at least 1 Mass Impact Activity influence target market and to broadcast and promote awareness, prevention, and educational message for this project. The PRTSC participated in 35 mass impact events reaching approximately 37,680 target market, men, ages 25-34. The table shows the results by program. In summary, **the strategy programmed for this semester was achieved.**

Project Number 12-16		
Mass Impacts Participation		
Trimester	Events	People impacted
Oct-Dec	13	5,020
Jan-Mar	13	25,800
Apr-Jun	9	6,860
Jul-Sep	0	
Total	35	37,680

The goal for this project "To reach 80% of target market audience, 186,494 men, group age 25-34, with a 2+ frequency (372,988) by publishing the DUID's awareness, prevention and educational message, and its legal outcomes for not compliance with the PR Act 22-2000 by 100%; from 0 in year 2023 to 372,988 by year 2024" **was not completed because campaign did not publish.**

We reiterate that it is the Communications Office vision to educate and raise awareness about the risks and consequences of driving under the influence of drugs or other controlled substances, and that it is a supportive effort, an individual strategy that contributes to saving lives and changing behaviors in the citizens of Puerto Rico and that can work independently from law enforcement efforts, therefore, it is recommended to launch the publication weather the mobilization if it is carried out or not.

The objective for this project, Objective#1- To publish the educational campaign and increase impressions from campaign media publishing by 16.1%; from 646,154 impressions in year 2021 to 750,184 impressions by the end of federal fiscal year 2024 **was completed with excellent results.** Although the campaign did not publish, the table represents the impressions gained through all program strategies. A total of 66,338,468 impressions from promoting drug impaired driving awareness, preventive and educational message were successfully achieved.

Obtained Impressions	
Strategy	Drug Impaired Media Campaigns
Media Buy	
Owned Media Platforms	13,723,118
Publicity	52,615,350
Total	66,338,468

PRISC Communications Office Summary

Paid Media Versus Publicity

Creative Concept for the PRISC campaigns and advertisements positioning have been outstanding. Interviews, press releases coverage, news reports, and exposition received as results of media buy has proven to be extraordinary for earned media exposure. The table below represents the remarkable work from the PRISC communications team, and personnel, contractors, non-profit organizations, and government agencies, among others that share the social commitment of road safety. **The table shows that 90% of Media Buy Investment was regained through Earned Media.**

Communications Office All Media Campaigns
Paid Media versus Publicity
October 2023 to September 2024

Paid Media	Earned Media	
	Quantity	Percent
\$ 2,531,147.52	\$ 2,282,918.69	90%

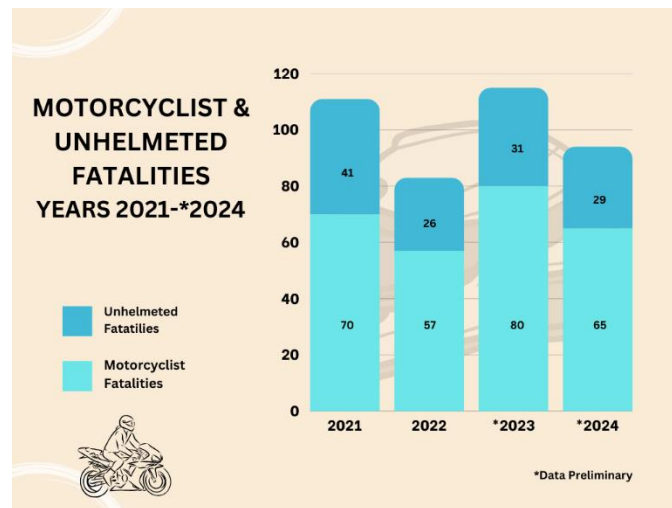
Obtained Impressions

Impressions gained through all program strategies have been without precedent. A total of 337,344,816 million impressions from promoting the Communication's Office Projects road safety awareness, preventive and educational message were achieved. The term "impression" is each time an individual is exposed to a message received through any type of media. The number is calculated based on parameters pre-established by media systems and programs.

Obtained Impressions	
Strategy	Total
Media Buy	121,352,621
Owned Media Platforms	13,723,118
Publicity	202,269,077
Total	337,344,816

PROGRAM AREA: MOTORCYCLE SAFETY

PROBLEM STATEMENT



Traffic safety remains a significant concern for motorcyclists, particularly as data from 2021 to 2024 reveals a troubling trend of increasing fatalities. In 2021 with 70 fatalities, 16,052 crashes, and 1,695 injury-related crashes. While a slight decrease was observed in 2022, with 57 fatalities, 16,219 crashes, and 349 injury-related crashes, the number surged again in 2023, reaching 80 fatalities, 18,716 crashes, and 471 injury-related crashes. Preliminary data for 2024 indicate 65 fatalities so far, suggesting a continued upward trend.

These consistent increases underscore the pressing need for effective interventions to prevent crashes and mitigate their severity.

The year 2023 emerged as a particularly critical period, with a notable spike in motorcycle fatalities, totaling 80. This significant rise highlights the importance of conducting a thorough analysis of the factors contributing to these incidents and implementing targeted strategies to improve motorcycle safety.

Profile of Motorcyclist Fatalities and Crashes in 2023

An analysis of motorcyclist fatalities and injury crash characteristics for 2023 (preliminary data) provides the following insights:

- ★ **Gender:** 99% of motorcyclist fatalities were men and .01% female.
- ★ **Age Group:** 87% of fatalities occurred among riders aged 20 to 49 years.
- ★ **Day of the Week:** 40% of fatalities took place on weekends, while 60% occurred between Monday and Thursday.
- ★ **Time of Day:** 59% of fatalities occurred during nighttime hours (6:00 PM to 5:59 AM), while 41% occurred during daytime hours (6:00 AM to 5:59 PM).
- ★ **Alcohol Impairment:** 37% of the total motorcyclist fatalities involved riders with a BAC of 0.02% or higher.
- ★ **Unhelmeted Alcohol-Impaired Fatalities:** 31% of alcohol-impaired motorcyclist fatalities involved riders not wearing a helmet
- ★ **Road Types:**
 - 21% of fatal and injury crashes occurred on primary roads.
 - 29% of fatal and injury crashes occurred on secondary roads.
 - 36% of fatal and injury crashes occurred on tertiary roads.



These findings highlight specific demographic, behavioral, and environmental patterns associated with motorcycle fatalities and injury crashes. They underscore the need for targeted interventions addressing helmet use, impaired riding, and crash-prone road types.

Helmet Usage and Fatalities

A review of fatalities among motorcyclists not wearing protective helmets reveals fluctuating trends. In 2021, 41 fatalities involved unhelmeted motorcyclists. The number in 2022 shows a reduction to 26 fatalities. However, 2023 data reflect another increase, with 31 unhelmeted fatalities. These figures point to the ongoing vulnerability of motorcyclists who forgot to use helmets. The upward trend emphasizes the need to strengthen awareness campaigns regarding the critical role of DOT-approved helmets in preventing severe and fatal injuries.

Despite some reductions in certain years, the persistent occurrence of unhelmeted fatalities highlights the importance of legislative, educational, and enforcement measures to promote helmet use. Efforts to increase compliance with protective helmet laws are essential to enhancing road safety within the motorcycling community.

Licensing and Endorsements

Motorcycle training and licensing initiatives face challenges due to a notable gap in endorsement compliance. Among the 199,854 registered motorcycles, 172,732 are considered active. However, only 28,981 riders (20%) possess the necessary endorsement from the Department of Transportation (DOT) through DISCO, while the remaining 143,751 (80%) operate motorcycles without the required endorsement. This situation raises concerns about the adequacy of training and compliance within the motorcycling population. Additionally, the use of protective gear is mandatory under Law 107, yet preliminary data from the Department of Motor Vehicles (DMV) indicates gaps in up-to-date information, complicating efforts to assess compliance and enforcement accurately.

PLANNED ACTIVITY

24-13-06

MOTORCYCLE SAFETY COORDINATOR

Enforcement of motorcycle laws has primarily focused on helmet use, proper gear, and impaired riding. However, new trends in education and road safety awareness have emerged. The Puerto Rico Traffic Safety Commission (PRTSC) and the Program Services and Coordination Officer of the Motorcycle Safety Program have proposed recommendations to enhance training and licensing for motorcyclists. These initiatives aim to ensure riders are informed about updates to Law 107 and equipped with proper riding techniques. The Department of Motor Vehicles (DMV) has begun considering these recommendations, with the Department of Transportation and Public Works (DTPW) and the PRTSC working collaboratively to implement them.

Motorcycle Practice Ranges and Training

Law 107 mandates the establishment of eight motorcycle practice ranges across the island. However, currently, only three ranges are operational in Toa Baja, Fajardo, and

Aibonito. Following the recommendations of the Program Services and Coordination Officer, the DMV decided to add a fourth range in San Germán, which was marked and painted in December 2022. Despite its preparation, this range has only been used twice for motorcycle endorsement activities—once in 2023 and again in 2024. Over time, the area has deteriorated. The Program Services and Coordination Officer plans to inspect the site and, if necessary, repaint and restore it to operational condition.

The DOT and DMV must expedite the opening of these practice ranges to increase endorsement opportunities and improve motorcyclist education. A significant challenge arises from the fact that many municipal and state police officers lack motorcycle endorsements. This issue stems from the DMV's restriction on using police motorcycles for endorsement testing. To address this, the Program Services and Coordination Officer is coordinating activities to resolve this problem in collaboration with the DMV.

Road Safety and Behavioral Focus

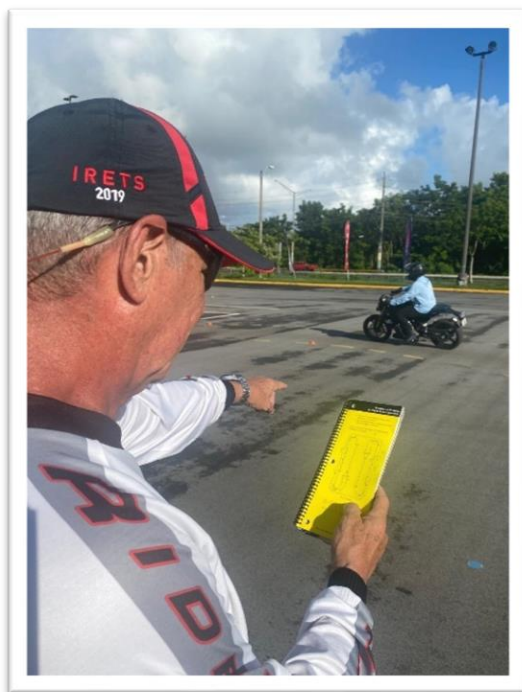
The PRTSC, DMV, Puerto Rico Police Department, Municipal Police, and other agencies continue to emphasize the importance of motorcyclist behavior on the road. These efforts extend to all motor vehicle operators, stressing the need to share the road responsibly, particularly with motorcyclists.

The Program Services and Coordination Officer conducts various educational activities, offering guidance on the requirements of Law 107 and emphasizing motorcyclist safety. The program also provides MSF Basic Rider Courses and Experienced Rider Courses, targeting military personnel, state police, and municipal police.

Collaborations with Motorcycle Distributors and Training Academies

The Program Services and Coordination Officer previously established collaborative agreements with major distributors such as Evinmotors KTM, Indian, Vespa, as well as training academies like Moto Dream Tours & Riding Academy and Bella Riders Academy (Honda, Triumph, and BMW). These partnerships facilitated monthly educational and training sessions using the Motorcycle Safety Foundation (MSF) curriculum, providing quality education to motorcyclists and reducing fatalities on the road.

Unfortunately, these collaborations were revoked due to a decision by the administration and executive director of the PRTSC, who did not permit the MSF-certified instructor and program coordinator to conduct weekend training sessions—when most motorcyclists are available to attend. However, a new administration set to begin in January 2025 may revisit this policy. If authorized, the program coordinator plans to renegotiate these collaborations to continue offering quality education and improving road safety for motorcyclists.



PROGRAM AREA: DISTRACTED DRIVING

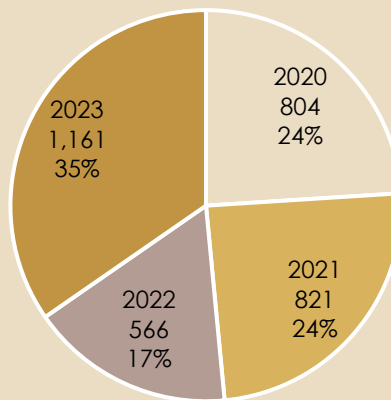
PROBLEM STATEMENT

Currently, Puerto Rico has an estimated population of approximately 3.7 million inhabitants. According to data provided by the Telecommunications Regulatory Board of the Commonwealth of Puerto Rico (TRB), as of December 2023, there were over 3.9 million cellular service subscribers, equating to an average of 1.2 devices per person.

Recognizing the dangers of cell phone use while driving, Puerto Rico implemented Law 201 on January 1, 2013. This legislation prohibits the use of cell phones while driving, aiming to address the issue of distracted driving. Statistics indicate that eight out of every ten Puerto Ricans use their cell phones in some capacity while driving, with a significant proportion habitually texting. Distracted driving, primarily due to cell phone use, is one of the three leading causes of traffic crashes on the island, alongside speeding and impaired driving. Of the approximately 200,000 crashes that occur annually in Puerto Rico, distracted driving accounts for a considerable share.

Between 2020 and 2023, the Puerto Rico Police Department (PRPD) reported a total of 3,352 crashes directly linked to cell phone use. In 2023 alone, there were 1,161 crashes attributed to this behavior, followed by 821 crashes in 2021 and 804 crashes in 2020. To date, 914 crashes have been reported in 2024 due to cell phone use while driving. However, accurately compiling data on distracted driving-related crashes remains challenging, as drivers often do not admit to using their phones during incidents. Despite these limitations, it is widely acknowledged that cell phone use while driving poses a significant issue in Puerto Rico.

Crashes related to cell phone use
Years 2020-2023



To amplify awareness of the dangers of texting and other distractions while driving, the Puerto Rico Traffic Safety Commission (PRTSC), in collaboration with other law enforcement agencies, launched a comprehensive educational campaign. This initiative utilized various media platforms to emphasize the critical risks associated with texting while driving, which demands visual, manual, and cognitive attention.

The most common forms of distraction include:

- ★ Cell phone use
- ★ Texting
- ★ Eating or drinking
- ★ Grooming or brushing hair while looking in a mirror
- ★ Reading

- ★ Using navigation systems
- ★ Changing radio stations
- ★ Applying makeup or shaving while looking in a mirror
- ★ Watching TV, videos, or movies

PLANNED ACTIVITY

24-14-03

DISTRACTED DRIVING COORDINATOR

The Puerto Rico Traffic Safety Commission (PRTSC) designated a coordinator to oversee efforts in this priority area. For this project, 15% of the coordinator's salary and fringe benefits were allocated, while the remaining 85% was assigned to project number OP-05-03, Occupant Protection Coordinator.

During FFY 2024, the coordinator actively participated in webinars and training sessions and contributed to the Distracted Driving Mobilization initiative. Additionally, the coordinator collaborated with the Communications Area to support the distracted driving educational campaign.

Funding for this project covered personnel costs, both local and out-of-state travel, equipment, educational materials, and other related expenses.

24-14-XX

DISTRACTED DRIVING MOBILIZATION

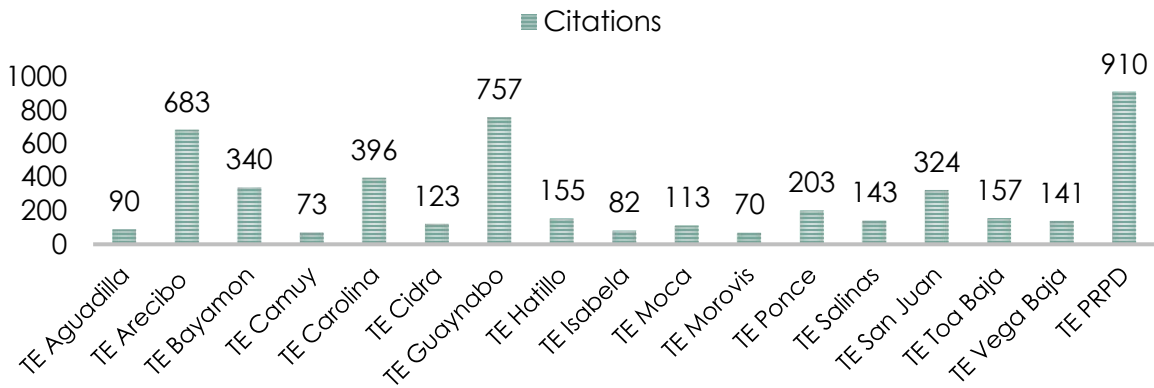
For FFY 2024, the PRTSC conducted one (1) National Mobilization in accordance with the guidelines established by the National Highway Traffic Safety Administration (NHTSA). This mobilization took place from April 1 to April 7, 2024, between the hours of 6:00 a.m. and 6:00 p.m.

The PRTSC provided funding for overtime hours to both the Puerto Rico State Police and the Municipal Police Corps. During this mobilization, High-Visibility Enforcement (HVE) and preventive patrols were intensified to issue citations to distracted drivers, particularly for cell phone use while driving. The primary goal of the mobilization was to raise public awareness about the dangers of texting or using a cell phone while driving, as well as to reinforce compliance with Law 201. Police departments received funding through mini-grants to ensure effective implementation.

The total number of citations issued to distracted drivers by the State Police and the 16 participating Municipal Police Corps during this mobilization was 4,760.

Refer to the graphic below for additional details.

DISTRACTED DRIVING MOBILIZATION APRIL 1-7, 2024



PUBLIC PARTICIPATION & ENGAGEMENT EFFORTS

The public participation and engagement efforts conducted during the fiscal year were designed to foster community involvement and gather valuable input to shape and refine highway safety campaigns. Below is a comprehensive overview, supported by specific examples drawn from initiatives executed in Aibonito and Canóvanas, Puerto Rico.

OVERVIEW OF PUBLIC ENGAGEMENT EFFORTS

Public engagement efforts included focus group discussions, community meetings, and targeted outreach programs aimed at identifying public perceptions, concerns, and recommendations regarding highway safety. A special emphasis was placed on:

1. Evaluating public awareness and perceptions of current highway safety campaigns.
2. Understanding barriers to safe driving and pedestrian behavior.
3. Soliciting community-driven recommendations to enhance outreach and effectiveness.

KEY ENGAGEMENT ACTIVITIES AND RESULTS

- I. **Focus Groups in Aibonito and Canóvanas:** Two focus groups were conducted in August 2024, one in each municipality, involving diverse participants such as young drivers, educators, law enforcement officers, health professionals, and community leaders.

Focus Group in Aibonito:

- ★ **Date and Participants:** On August 27, 2024, 16 participants from Aibonito engaged in a dynamic discussion focused on evaluating safety campaigns related to impaired driving, pedestrian safety, and speeding.
- ★ **Public Feedback:** Participants shared that while current campaigns were effective, there were gaps in accessibility and emotional resonance. Suggestions included increasing campaign visibility through schools and integrating relatable scenarios into advertisements.
- ★ **Impact:** As a result of this feedback, campaign designers integrated slogans such as "¿Estás bien pa' guiar? PasaLaLlave," which participants found memorable and culturally impactful.

Focus Group in Canóvanas:

- ★ **Date and Participants:** On August 8, 2024, 11 participants from Canóvanas reviewed similar campaign materials. They recommended a more aggressive tone in addressing speeding and highlighted the need for stricter messaging about the legal and emotional consequences of unsafe behaviors.



- ★ **Impact:** The campaign's enforcement focus was intensified, including updated messaging about fines and penalties.

II. **Integration of Public Insights into Campaigns** The feedback gathered informed adjustments to statewide campaigns:

- ★ **Impaired Driving Campaign:** Participants' recommendations to emphasize emotional consequences (e.g., family impact) led to the inclusion of storylines showing the long-term effects of crashes caused by drunk driving.
- ★ **Pedestrian Safety Campaign:** Based on feedback about infrastructure deficiencies and unsafe pedestrian behaviors, campaigns now include visuals highlighting the importance of designated crosswalks and warnings against jaywalking.

III. **Community-Specific Recommendations** Engagement efforts identified community-specific concerns and practical solutions:

- ★ **Aibonito:** Participants emphasized the need for school-based safety education beginning in preschool. A pilot program for integrating road safety lessons into school curricula has been proposed for implementation.
- ★ **Canóvanas:** Residents recommended increasing road signage visibility, especially in rural areas. As a result, a partnership was initiated with local authorities to review and improve signage placement.

IV. **Channels for Community Feedback** Public meetings and digital outreach provided multiple avenues for citizens to voice their opinions.

- ★ **Social Media Interaction:** Facebook, the most widely used platform, was utilized to distribute surveys and invite residents to participate in discussions.
- ★ **Example:** A survey posted on Facebook received over 500 responses, with 70% of respondents indicating that they found the "No Conducir Bajo los Efectos del Alcohol" campaign relatable and effective.

LESSONS LEARNED AND FUTURE ENGAGEMENT PLANS

The success of these efforts underscores the importance of community involvement in shaping effective campaigns. Moving forward:

- ★ **Expanded Community Outreach:** More focus groups and surveys will target underrepresented populations to ensure diverse perspectives.
- ★ **Youth-Centric Campaigns:** School programs and social media-driven initiatives will focus on engaging younger audiences.
- ★ **Infrastructure Advocacy:** Recommendations to improve pedestrian and traffic infrastructure will be presented to policymakers.

By actively involving the public in safety initiatives, Puerto Rico is fostering a culture of shared responsibility for highway safety.

EVIDENCE-BASED ENFORCEMENT (EBE)

As part of the efforts to strengthen road safety and reduce crashes, various enforcement activities were carried out throughout the year to ensure compliance with key traffic laws. These included preventing driving under the influence of alcohol, distracted driving, and promoting respect for pedestrians at designated crosswalks. Additionally, specific initiatives were implemented to address proper seatbelt use and speed & aggressive driving, both identified as critical areas through crash data analysis. The following section describe the main actions undertaken in this priority areas, detailing their implementation and outcomes.

Evidence-Based Enforcement focused on data-driven strategies to target critical areas of non-compliance with traffic laws. These included seatbelt use, child safety restraints, impaired driving, distracted driving, speeding, and pedestrian safety.

PROGRAM ACTIVITIES

1. Seatbelt and Child Restraint Compliance

- **Initiatives:**
 - Patrols intensified in May, June, and November, targeting critical times identified through crash data.
 - Educational workshops at community events, such as car seat safety inspections at Head Start Sal Si Puedes, informed 25 parents about proper usage and the consequences of non-compliance.
- **Outcomes:**
 - Issued 13,433 citations for seatbelt non-compliance.

2. Impaired and Distracted Driving

- **DUI Checkpoints:** Implemented across high-risk areas during evening and weekend hours, addressing alcohol-related crashes.
- **Public Awareness Campaigns:** At the "Isabela Tiene Sabor" festival, 2,500 participants were educated about the dangers of distracted and impaired driving.

3. Speed and Aggressive Driving

- **Enforcement Efforts:** Focused on urban and school zones with high pedestrian activity.

4. Example: At the "Feria de Seguridad" in Aguadilla Mall, 500 participants were engaged on the dangers of speeding.

5. Pedestrian and Cyclist Safety

- **Community Education:** Events like "Impacto Educativo" in Isabela and Camuy reached over 1,000 participants, highlighting pedestrian and cyclist safety.

COMMUNITY COLLABORATION EFFORTS

1. Key Engagement Events

- **Isabela Tiene Sabor (November 4, 2023):** Engaged 2,500 participants, distributing materials on distracted driving and alcohol awareness.



- **Feria "El Policía es tu amigo" (August 29, 2024):** Attracted 1,200 attendees, emphasizing safety in pedestrian zones.
- **Head Start Workshops (March 20, 2024):** Educated 51 preschoolers and their parents on bus seatbelt safety.
- 2. **Stakeholder Partnerships**
 - Collaboration with emergency services and community organizations strengthened trust and improved outreach.
 - **Example:** Police and emergency personnel shared crash statistics during the "Feria de Seguridad" for Boy Scouts in Guaynabo, engaging 60 participants in discussions about safety.
- 3. **Focused Initiatives for Vulnerable Groups**
 - Efforts to target specific populations included motorcycle safety workshops in Rincón and educational sessions for cyclists in Aguadilla.

DATA TRANSPARENCY AND ADJUSTMENTS

1. **Data Collection and Reporting**
 - Citations were analyzed monthly to identify trends and disparities. Data included time, location, and demographics.
 - **Outcome:** Adjustments were made to patrols in underserved neighborhoods to ensure equitable enforcement.
2. **Community Feedback Integration**
 - Suggestions from events such as the "Feria de Salud y Seguridad" led to increased focus on crosswalk infrastructure and heavy vehicle speed enforcement.

IDENTIFIED GAPS AND RECOMMENDATIONS

1. **Gap: Limited Rural Outreach**
 - **Recommendation:** Expand programs to rural areas using local events and collaborations.
2. **Gap: Lack of Public Access to Data**
 - **Recommendation:** Develop a publicly accessible online dashboard to display enforcement metrics.
3. **Gap: Limited Off-Hour Patrols**
 - **Recommendation:** Increase resources for late-night and weekend patrols to address impaired driving incidents effectively.

CONCLUSION AND FUTURE GOALS

The EBE program demonstrated progress in addressing critical traffic safety concerns through targeted enforcement, community engagement, and data-driven adjustments. Future efforts will emphasize rural outreach, transparency through public reporting, and intensified focus on high-risk behaviors.

MOBILIZATION PARTICIPATION

The Puerto Rico Traffic Safety Commission coordinated and reported on the following mobilization efforts:

SEAT BELT AND CLICK IT OR TICKET (CIOT) ENFORCEMENT MOBILIZATIONS

- ★ **Participating Agencies:** A total of 23 municipal law enforcement agencies, along with the Puerto Rico Police Department (PRPD), participated in the Seat Belt Mobilization, which took place from November 6 to 12, 2024. Additionally, 8 municipal law enforcement agencies and the PRPD participated in the CIOT Mobilization, conducted from May 20 to June 2, 2024.
- ★ **Enforcement Activity:**
 - **Seat Belt Enforcement Mobilization**
 - * A total of 223 officers worked 4,100 overtime hours and issued 7,316 citations during enforcement efforts targeting drivers and passengers who failed to use seat belts and/or child restraint.
 - **CIOT Mobilization**
 - * A total of 184 officers worked 3,614 overtime hours and issued 6,162 citations during enforcement efforts targeting drivers and passengers who failed to use seat belts and/or child restraint.

ALCOHOL-IMPAIRED DRIVING ENFORCEMENT MOBILIZATIONS

- ★ **Participating Agencies & Enforcement Activity - Municipal Polices:**
 - **Thanksgiving**
 - * A total of 6 municipal law enforcement agencies participated in the Thanksgiving Mobilization, conducted from November 17 to 27, 2023. During this mobilization, 27 officers worked 757 overtime hours and carried out 299 interventions related to cases of intoxication, in addition to making 81 positive arrests for driving under the influence of alcohol. These efforts were part of law enforcement activities aimed at combating drunk driving.
 - **Winter Holidays**
 - * A total of 5 municipal law enforcement agencies participated in the Winter Holidays Mobilization, conducted from December 15 to January 1, 2024. During this mobilization, 32 officers worked 1,170 overtime hours and carried out 363 interventions related to cases of intoxication, in addition to making 136 positive arrests for driving under the influence of alcohol. These efforts were part of law enforcement activities aimed at combating drunk driving.
 - **Summer**
 - * A total of 5 municipal law enforcement agencies participated in the Summer Mobilization, conducted from June 2 to July 3, 2024. During this mobilization, 25 officers worked 774 overtime hours and carried out 270 interventions related to cases of intoxication, in addition to

making 82 positive arrests for driving under the influence of alcohol. These efforts were part of law enforcement activities aimed at combating drunk driving.

- **Easter**

- * A total of 5 municipal law enforcement agencies participated in the Summer Mobilization, conducted from June 2 to July 3 2024. During this mobilization, 25 officers worked 774.27 overtime hours and carried out 270 interventions related to cases of intoxication, in addition to making 82 positive arrests for driving under the influence of alcohol. These efforts were part of law enforcement activities aimed at combating drunk driving.

- ★ **Participating Agencies & Enforcement Activity – PRPD Traffic Bureau:**

- **Thanksgiving**

- * PRPD Traffic Bureau participated in Thanksgiving Mobilization, conducted from November 17 to 27, 2023. During this mobilization, 29 officers worked 274 overtime hours and carried out 48 interventions related to cases of intoxication, in addition to making 15 positive arrests for driving under the influence of alcohol. These efforts were part of law enforcement activities aimed at combating drunk driving.

- **Winter Holidays**

- * PRPD Traffic Bureau participated in the Winter Holidays Mobilization, conducted from December 15 to January 1, 2024. During this mobilization, 7 officers worked 16.63 overtime hours and carried out 31 interventions related to cases of intoxication, in addition to making 4 positive arrests for driving under the influence of alcohol. These efforts were part of law enforcement activities aimed at combating drunk driving.

- **Easter**

- * PRPD Traffic Bureau participated in the Easter Mobilization, conducted from March 26 to 31, 2024. During this mobilization, 5 officers worked 29.83 overtime hours and carried out 15 interventions related to cases of intoxication, in addition to making 6 positive arrests for driving under the influence of alcohol. These efforts were part of law enforcement activities aimed at combating drunk driving.

- **Summer**

- * PRPD Traffic Bureau participated in the Summer Mobilization, conducted from June 2 to July 3, 2024, during this mobilization, 24 officers worked 239 overtime hours and carried out 69 interventions

related to cases of intoxication, in addition to making 22 positive arrests for driving under the influence of alcohol. These efforts were part of law enforcement activities aimed at combating drunk driving.

- **Labor Day**

- * PRPD Traffic Bureau participated in the Labor Day Mobilization, conducted from August 23 to September 3, 2024. During this mobilization, 22 officers worked 272.84 overtime hours and carried out 89 interventions related to cases of intoxication, in addition to making 40 positive arrests for driving under the influence of alcohol. These efforts were part of law enforcement activities aimed at combating drunk driving.

DISTRACTED DRIVING ENFORCEMENT MOBILIZATION

- ★ **Participating Agencies:** A total of 16 municipal law enforcement agencies and PRPD participated in the Distracted Driving mobilization, which ran from April 1 to 7, 2024.
- ★ **Enforcement Activity:** A total of 159 officers worked 3,281 overtime hours and issued 4,760 citations for violations related to cell phone use while driving.

PEDESTRIAN ENFORCEMENT MOBILIZATION

- ★ **Participating Agencies:** A total of 9 municipal law enforcement agencies and PRPD participated in the Pedestrians mobilization, which ran from March 4 to 10, 2024.
- ★ **Enforcement Activity:** A total of 130 officers worked 2,260 overtime hours and issued 3,707 citations during police enforcement efforts targeting drivers blocking crosswalks.

SPEED ENFORCEMENT MOBILIZATION

- ★ **Participating Agencies:** A total of 18 municipal law enforcement agencies and PRPD participated in the Speed Enforcement mobilization, which ran from July 15 to 31, 2024.
- ★ **Enforcement Activity:** A total of 184 officers worked 7,389 overtime hours and issued 16,034 citations during the enforcement efforts targeting speeding drivers.

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