



TRAFFIC SAFETY COMMISSION

TSC

GOVERNMENT OF PUERTO RICO

Puerto Rico Annual Report FY 2025



Hon. Jennifer González-Colón
Governor of Puerto Rico

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

Mr. José O. González-Mercado
Executive Director of PRTSC



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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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Youth Representative

Acknowledgments

The Puerto Rico Traffic Safety Commission extends its sincere appreciation to Governor Jenniffer González Colón, the members of its Board of Directors, and our federal partners, the National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA), for their leadership, guidance, and continued support throughout 2025. We also recognize the collaboration and commitment of key public safety and transportation officials, including Edwin González Montalvo, Secretary of the Puerto Rico



Department of Transportation and Public Works (DTOP), and Joseph González, Superintendent of the Puerto Rico Police Department.

We further acknowledge the essential contributions of municipal mayors, municipal police departments, local coordinators, and community partners across the island. Their collective efforts and strong interagency coordination have been fundamental to advancing traffic safety initiatives in Puerto Rico.

Through sustained collaboration, these partnerships have supported the evolution of prevention, education, and enforcement strategies aimed at reducing traffic crashes, injuries, and fatalities on Puerto Rico's roads, streets, and highways, advancing our shared mission to save lives and promote safer mobility for all road users.



MESSAGE FROM EXECUTIVE DIRECTOR OF THE PRISC JOSÉ O. GONZÁLEZ-MERCADO



The year 2025 marked the beginning of a new administration at the Puerto Rico Traffic Safety Commission, bringing forward innovative ideas and a renewed vision for advancing traffic safety across the island. Beyond programs, statistics, and initiatives, this year reaffirmed an essential truth: traffic safety is ultimately about people, about everyday decisions that save lives, and about an agency that continues to transform to meet the evolving realities of our roadways.

Throughout the year, every effort was guided by a clear and unwavering mission: to save lives. All campaigns, enforcement strategies, educational initiatives, and interagency partnerships were developed with this purpose at their core. As mobility patterns, technologies, and risk factors continue to shift, the Commission has remained proactive, evolving to anticipate challenges, adapt strategies, and lead with a strong focus on prevention supported by data-driven decision-making.

This Annual Report reflects an institution in continuous progress. During FY 2025, the Commission strengthened its prevention programs, modernized its public outreach and communications, and expanded collaborative efforts with the Puerto Rico Police Department, municipal police departments, municipalities, community organizations, and local and federal partners. This coordinated approach has allowed us to move toward sustainable solutions that protect all road users, including drivers, passengers, motorcyclists, cyclists, and pedestrians throughout Puerto Rico.

While the outcomes achieved this year demonstrate meaningful progress, our commitment extends beyond performance measures and statistical trends. It is centered on building public trust, fostering a culture of shared responsibility on the road, and strengthening public policies that prioritize human life in every decision. The evolution of the Commission is evident not only through its programs, but also through its growing capacity to innovate, listen to our communities, and respond effectively to the needs of the island.

I extend my sincere appreciation to the dedicated professionals of the Puerto Rico Traffic Safety Commission for their unwavering commitment and hard work throughout 2025. Their efforts are the foundation of our progress and success.

As we look ahead, we will continue to strengthen collaboration, promote innovation, and pursue continuous improvement with the firm conviction that saving lives today requires an agency prepared to meet the challenges of tomorrow.

INTRODUCTION

Traffic safety is ultimately about people, about the everyday decisions made on our roads and the shared responsibility to protect every life. In 2025, the Puerto Rico Traffic Safety Commission reaffirmed this commitment by placing human safety at the center of all its efforts, strengthening its role as the agency leading traffic safety policy, prevention, and strategic action across the island.

This year represented a period of focused progress and intentional refinement. In response to evolving mobility patterns, increased roadway demands, and persistent risk behaviors, the Commission emphasized prevention, accountability, and collaboration as the foundation of its approach. Through comprehensive education campaigns, targeted enforcement strategies, and coordinated interagency initiatives, the Commission worked to address high risk behaviors and reduce preventable crashes, injuries, and fatalities.

Data driven decision making remained a cornerstone of the Commission's operations throughout the year. By closely analyzing crash trends, behavioral indicators, and geographic risk factors, the agency implemented more precise interventions and strengthened the effectiveness of its safety programs. Enhanced community outreach and modernized public communication efforts further supported this work by reinforcing safe driving behaviors and increasing public awareness of the real consequences of unsafe actions on the road.

This Annual Report provides an overview of the Commission's accomplishments during FY 2025, highlights key lessons learned, and outlines the strategic direction moving forward. While measurable progress has been achieved, the commitment remains unwavering to continuously improve, adapt to emerging challenges, and promote a lasting culture of traffic safety that places human life above all else.

The progress reflected in this report is the result of strong partnerships and collective dedication. The Commission extends its appreciation to law enforcement agencies, municipalities, community organizations, public and private partners, and the professional staff whose daily efforts advance this mission. Together, these collaborations continue to move Puerto Rico closer to a future where traffic crashes are no longer a leading cause of injury and loss of life, and where the goal of zero fatalities becomes a shared expectation for all road users.

PERFORMANCE MEASURE REPORT CHART

Performance Measure:	Target Period	Target Year(s)	Benchmark Value for FY 2025 listed in 3HSP	Data Source/ FY 2025 Progress Results	On Track to Meet FY 2025 Benchmark: YES/NO/In-Progress (Must be Accompanied by Narrative)
C-1) Number of traffic fatalities (FARS)	5 years	2021-2025	284.6	FARS 296	NO
C-2) Number of serious injuries in traffic crashes (State crash data files)	5 years	2021-2025	565.8	State Data 630	NO
C-3) Fatalities/VMT (FARS, FHWA)	5 years	2021-2025	1.937	State Data Data Not Available	In Progress
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 years	2021-2025	90.5	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	2021-2025	96.3	FARS 82	YES
C-6) Number of speeding-related fatalities (FARS)	5 years	2021-2025	88.1	FARS 91	NO
C-7) Number of motorcyclist fatalities (FARS)	5 years	2021-2025	48.7	FARS 68	NO
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 years	2021-2025	28.4	FARS 30	NO
C-9) Number of drivers aged 20 or younger involved in fatal crashes (FARS)	5 years	2021-2025	27.2	FARS 27	YES
C-10) Number of pedestrian fatalities (FARS)	5 years	2021-2025	86.4	FARS 79	YES



C-11) Number of bicyclists fatalities (FARS)	5 years	2021-2025	9.5	FARS 11	NO
C-12) Number of youth impaired driving fatalities	5 years	2021-2025	18.2	State Data 9	YES
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2025	92.26%	NHTSA Certified State Survey 91.32%	NO
B-2) Percentage of people that reported making cell phone calls while driving. (survey)	Annual	2025	38.30%	State Survey 22.00%	YES
B-3) Percentage crash records with no missing critical data elements (Crash, Fatal and Non-Motorist) in the CARE database.	Annual	2025	91.50%	PR State 63.00%	NO
B-4) Percentage of validation criminal records of impaired driver in the PR-CJIS/RCI database.	Annual	2025	65.00%	PR State 82.00%	YES

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

Progress: **NO**

PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- * **Target Not Achieved:** For 2025, Puerto Rico established a benchmark of 284.6 traffic fatalities for the 2021–2025 target period. According to FARS, **296** traffic fatalities were recorded, exceeding the 2025 benchmark. Therefore, Puerto Rico did not meet the performance benchmark for this measure.
- * **Prior-Year Contributions:**
 - o High-visibility enforcement campaigns addressing impaired driving, seat belt use, distracted driving, pedestrian safety, and speeding.
 - o Educational outreach initiatives targeting vulnerable road users.
 - o Data-driven identification of high-risk locations to support enforcement and prevention strategies.
 - o Collaboration with local and community partners to support traffic safety initiatives.



Strategy Adjustment

- ✱ **Adjustments Needed:** Puerto Rico will strengthen data-driven enforcement strategies, expand countermeasures in high-risk corridors, and reinforce behavioral safety campaigns. Fatality trends will continue to be monitored to inform future programmatic refinements.

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:** For 2025, Puerto Rico established a benchmark of 565.8 serious injuries for the 2021–2025 target period. Based on State crash data, **630** serious injuries were reported, exceeding the benchmark. As a result, the 2025 performance benchmark for this measure was not met.
- ✱ **Prior-Year Contributions:**
 - Enforcement efforts targeting high-risk behaviors, including speeding and impaired driving.
 - Public education campaigns addressing seat belt use and the risks of distracted driving.
 - Coordination with partner agencies to support post-crash response and injury prevention efforts.

Strategy Adjustment

- ✱ **Adjustments Needed:** Puerto Rico will enhance the use of crash data to identify contributing factors and high-injury locations, expand focused enforcement initiatives, and support targeted infrastructure countermeasures. Education and outreach efforts will be refined to address populations and locations at elevated risk.

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

Progress: **In Progress**

PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ✱ **In Progress:** For 2025, Puerto Rico established a benchmark of 1.937 fatalities per 100 million VMT for the 2021–2025 target period. However, 2025 VMT data were not available at the time of reporting. Consequently, progress toward meeting this benchmark could not be assessed and remains in progress.
- ✱ **Prior-Year Contributions:**



- High-visibility enforcement campaigns focused on speeding, impaired driving, seat belt use, and distracted driving.
- Public awareness initiatives promoting safe driving behaviors and compliance with traffic laws.

Strategy Adjustment

- ★ **No Adjustments at this time: Puerto Rico** will continue current enforcement, education, and engineering efforts while monitoring the availability of updated VMT data. Once complete data are available, the State will reassess progress and determine whether additional adjustments are necessary to meet future benchmarks.

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:** For the 2021–2025 target period, Puerto Rico established a benchmark of 90.5 unrestrained passenger vehicle occupant fatalities. According to FARS, **89** fatalities were recorded, remaining below the established benchmark. As a result, Puerto Rico met the performance benchmark for this measure.
- ★ **Prior-Year Contributions:**
 - High-visibility enforcement campaigns focused on seat belt compliance, including Click It or Ticket initiatives.
 - Public education efforts emphasizing seat belt use for all seating positions.
 - Collaboration with law enforcement and community partners to increase awareness in high-risk areas.

Strategy Adjustment

- ★ **No Adjustments Needed:** Puerto Rico will continue sustaining enforcement and education efforts to maintain progress in occupant protection and seat belt compliance.

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:** For the 2021–2025 target period, Puerto Rico established a benchmark of 96.3 alcohol-impaired driving fatalities. Based on FARS data, **82** fatalities were recorded, remaining well below the benchmark. Therefore, the performance benchmark for this measure was achieved.
- ✱ **Prior-Year Contributions:**
 - High-visibility enforcement campaigns addressing alcohol-impaired driving.
 - Public awareness initiatives highlighting the risks and consequences of impaired driving.
 - Coordination with law enforcement partners to increase enforcement during high-risk periods.

Strategy Adjustment

- ✱ **No Adjustments Needed:** Puerto Rico will continue current enforcement and education strategies to sustain reductions in alcohol-impaired driving fatalities.

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

Progress: **NO**

PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ✱ **Target Not Achieved:** For 2025, Puerto Rico established a benchmark of 88.1 speeding-related fatalities for the 2021–2025 target period. According to FARS, **91** speeding-related fatalities were recorded, exceeding the 2025 benchmark. Therefore, the performance benchmark for this measure was not met.
- ✱ **Prior-Year Contributions:**
 - Conducted targeted enforcement campaigns focusing on speeding violations, particularly in high-risk corridors.
 - Public education initiatives highlighting the danger of speeding and its contribution to traffic fatalities.

Strategy Adjustment

- ✱ **Adjustments Planned:**
 - Puerto Rico will enhance data-driven enforcement in high-crash locations, expand speed-focused patrols, and reinforce public awareness campaigns addressing speeding behavior. Ongoing analysis of crash data will guide the deployment of targeted countermeasures.

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

Progress: **NO**



PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ✱ **Target Not Achieved:** For 2025, Puerto Rico established a benchmark of 48.7 motorcyclist fatalities for the 2021–2025 target period. Based on FARS data, **68** motorcyclist fatalities were recorded, exceeding the benchmark. As a result, the 2025 performance benchmark was not met.
- ✱ **Prior-Year Contributions:**
 - Implemented educational programs promoting helmet use and safe riding practices.
 - Collaboration with motorcycle groups to support rider safety awareness efforts.

Strategy Adjustment

- ✱ **Adjustments Needed:** Puerto Rico will expand rider-focused education, strengthen enforcement of motorcycle safety laws, and utilize crash data to identify high-risk corridors and behaviors. Coordination with partner agencies will continue to support targeted safety interventions for motorcyclists.

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

Progress: **NO**

PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ✱ **Target Not Achieved:** For 2025, Puerto Rico established a benchmark of 28.4 unhelmeted motorcyclist fatalities for the 2021–2025 target period. FARS data indicate **30** unhelmeted motorcyclist fatalities, exceeding the benchmark. Consequently, the 2025 performance benchmark for this measure was not achieved.
- ✱ **Prior-Year Contributions:**
 - Public awareness campaigns emphasizing the lifesaving benefits of helmet use.
 - Partnerships with motorcycle organizations to promote helmet compliance through community outreach.

Strategy Adjustment

- ✱ **Adjustments Needed:** Puerto Rico will strengthen helmet-use education, support enforcement of helmet laws, and analyze crash data to identify locations and populations with higher rates of non-compliance. These efforts will inform targeted interventions aimed at reducing unhelmeted motorcyclist fatalities.

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:** For the 2021–2025 target period, Puerto Rico established a benchmark of 27.2 drivers aged 20 or younger involved in fatal crashes. According to FARS, **27** drivers were recorded, meeting the established benchmark. As a result, Puerto Rico achieved the performance benchmark for this measure.
- ✱ **Prior-Year Contributions:**
 - Targeted education and outreach initiatives for young drivers.
 - Increased enforcement of traffic laws in areas frequented by young drivers.
 - Collaboration with schools and community organizations to promote safe driving behaviors.

Strategy Adjustment

- ✱ **No Adjustments Needed:** Puerto Rico will continue implementing education and enforcement strategies aimed at maintaining safe driving behaviors among young drivers.

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

Progress: **YES**

PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ✱ **Target Achieved:** For the 2021–2025 target period, Puerto Rico established a benchmark of 86.4 pedestrian fatalities. FARS data indicate **79** pedestrian fatalities, remaining below the benchmark. Accordingly, the performance benchmark for this measure was met.
- ✱ **Prior-Year Contributions:**
 - High-visibility enforcement campaigns targeting pedestrian safety.
 - Public awareness initiatives directed at both drivers and pedestrians.
 - Partnerships with local organizations to support pedestrian safety efforts.

Strategy Adjustment

- ✱ **No Adjustments Needed:** Puerto Rico will continue sustaining enforcement, education, and safety initiatives to maintain and further enhance pedestrian safety outcomes.

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

Progress: **NO**



PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ✱ **Target Not Achieved:** For 2025, Puerto Rico established a benchmark of 9.5 bicyclist fatalities for the 2021–2025 target period. According to FARS, **11** bicyclist fatalities were recorded, exceeding the benchmark. Therefore, the 2025 performance benchmark was not met.
- ✱ **Prior-Year Contributions:**
 - Public education efforts promoting bicycle safety and driver awareness.

Strategy Adjustment

- ✱ **Adjustments Needed:** Puerto Rico will expand outreach efforts aimed at both drivers and bicyclists, enhance data-driven identification of high-risk locations, and support targeted safety countermeasures. Collaboration with local partners will continue to advance initiatives that improve bicyclist safety.

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

Progress: **YES**

PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ✱ **Target Achieved:** For the 2021–2025 target period, Puerto Rico established a benchmark of 18.2 youth impaired driving fatalities. Based on State data, **9** fatalities were recorded, remaining well below the benchmark. Therefore, Puerto Rico achieved the performance benchmark for this measure.
- ✱ **Prior-Year Contributions:**
 - Educational initiatives addressing underage drinking and impaired driving.
 - Partnerships with schools and community organizations to promote prevention efforts.

Strategy Adjustment

- ✱ **No Adjustments Needed:** Puerto Rico will continue current prevention, education, and enforcement efforts to sustain progress in reducing youth impaired driving fatalities.

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 established a benchmark of 92.26% observed seat belt use. According to the NHTSA Certified State Survey, the observed seat belt use rate was **91.32%**, falling below the established benchmark. Therefore, the performance benchmark for this measure was not met.
- ✱ **Prior-Year Contributions:**
 - Public awareness campaigns promoting seat belt use.
 - High-visibility enforcement initiatives, including Click It or Ticket.
 - Outreach efforts targeting populations and locations with lower seat belt compliance.

Strategy Adjustment

- ✱ **Adjustments Needed:** Puerto Rico will strengthen high-visibility enforcement, expand targeted education campaigns, and support focused outreach in areas with lower seat belt use to improve compliance.

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

Progress: **YES**

PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ✱ **Target Achieved:** For the reporting period, Puerto Rico established a benchmark of 38.30% for the percentage of people who reported making cell phone calls while driving. Based on the Distracted Driving Attitudinal Survey, the reported rate was 22.00%, remaining well below the established benchmark. As a result, the performance benchmark for this measure was achieved.
- ✱ **Prior-Year Contributions:**
 - Public awareness campaigns addressing distracted driving behaviors.
 - Enforcement of distracted driving laws.
 - Collaboration with community partners to promote safe driving practices.

Strategy Adjustment

- ✱ **No Adjustments Needed:** Puerto Rico will continue sustaining education and enforcement initiatives aimed at reducing distracted driving behaviors and will maintain the use of attitudinal survey data to monitor progress in future reporting periods.

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

Progress: **NO**



PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ✱ **Target Not Achieved:** Puerto Rico established a benchmark of 91.50% for crash records with no missing critical data elements. However, State data indicate a completion rate of 63.00%, which falls below the established benchmark. As a result, the performance benchmark for this measure was not achieved during the reporting period.

The lower completion rate is primarily attributable to administrative and operational changes within the project, which affected the timely and consistent entry of crash data into the CARE database. These changes impacted data workflows and delayed full compliance with established data quality standards.

- ✱ **Prior-Year Contributions:**
 - Continued efforts to improve crash reporting systems and data workflows.
 - Training and technical assistance provided to law enforcement agencies on crash report submission.
 - Ongoing monitoring of data quality to identify gaps and areas for improvement.

Strategy Adjustment

- ✱ **Adjustments Needed:** Puerto Rico is actively addressing the administrative challenges that affected data entry processes. Actions are underway to correct system workflows, improve coordination among participating agencies, and strengthen data quality controls to ensure crash records are entered accurately and in a timely manner. These efforts are expected to improve data completeness and support achievement of the benchmark in future reporting periods.

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

Progress: **YES**

PROGRAM-AREA-LEVEL REPORT

Assessment of Progress

- ✱ **Target Achieved:** Puerto Rico established a benchmark of 65.00% for validation of criminal records of impaired drivers. State data show a validation rate of 82.00%, exceeding the benchmark. Therefore, the performance benchmark for this measure was met.

- ✱ **Prior-Year Contributions:**
 - Enhanced coordination between partner agencies to validate records.
 - Process improvements within the PR-CJIS/RCI database.
 - Ongoing oversight to ensure data accuracy and completeness.

Strategy Adjustment

- ✱ **No Adjustments Needed:** Puerto Rico will continue current coordination and validation processes to sustain compliance and data integrity.



TRAFFIC SAFETY CORE PERFORMANCE MEASURES

Areas tracked but with no targets set						
Grant Funded Activity Measures	2021	2022	2023	2024	2025	
Seat Belt Citations	29,451	23,137	19,222	19,222	17,954	
DWI Arrests	435	685	463	463	656	
Speeding Citations	20,474	23,321	32,905	32,905	19,862	



REPORT OF ACTIVITIES BY PROGRAMMATIC AREA

PROGRAM AREA: IMPAIRED DRIVING

PROBLEM STATEMENT

This upward trend underscores the continued need to strengthen enforcement, prosecution, and public education strategies aimed at deterring impaired driving behaviors and reducing alcohol-related fatalities across Puerto Rico.

The Puerto Rico Impaired Driving Prevention Program plays a critical role in the strategic coordination of state agencies and partner organizations committed to reducing fatalities, injuries, and property damage caused by individuals who operate motor vehicles under the influence of alcohol, drugs, or controlled substances.

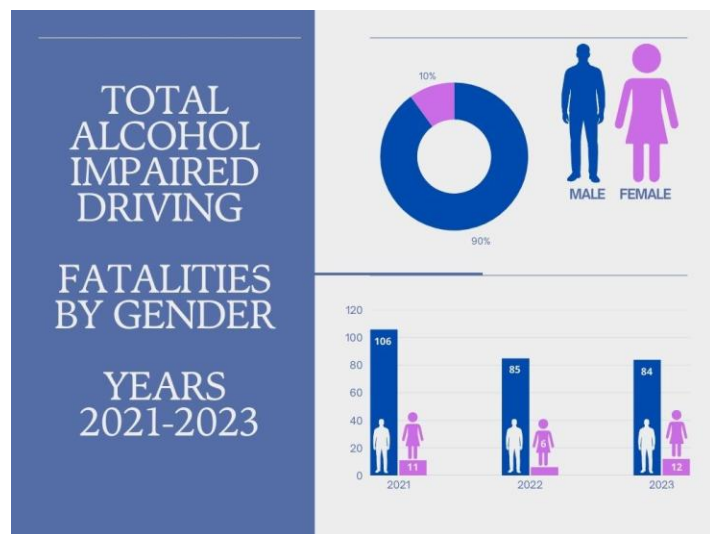
Through a unified approach that integrates law enforcement, prosecutorial efforts, and public education, the program strengthens its capacity to save lives and promote safer roadways for all users.

Between 2021 and 2023, Puerto Rico saw a 7.04% increase in fatalities linked to alcohol impaired driving. In addition, preliminary data from the Fatality Analysis Reporting System (FARS) show that 61 deaths related to alcohol impaired driving were recorded in 2024. These figures highlight the urgent need to enhance prevention, intervention, and awareness strategies across the island.

Impaired Driving Fatality Profile Years 2021-2023:

According to FARS and the PRPD, for the three-year period from 2021-2023, there were three hundred and four (304) alcohol impaired driving fatalities. A general profile of the people who died is listed below:

- ★ Gender data analysis for impaired driving fatalities in 2021-2023 reveals that 90% of fatalities were male and 10% 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 12% in the 50+ age group. Drivers with 63 years old and older accounted for 8% of the total impaired driving fatalities.



- ★ Nighttime, from 6:01PM to 6:00 AM, continues to be the riskiest and the most dangerous with 77% of total alcohol impaired fatalities.
- ★ Day of week shows Saturday with 29%, Sunday with 26% and Friday with 17%. Weekends continue to be the deadliest period.
- ★ Although deaths from driving under the influence of alcohol are reported throughout the year, during the period 2021-2023, some months show peaks: December with 13%, January and July with 11% and March and May with 10%.



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

- ★ 63% were drivers and 33% motorcyclists.
- ★ 89% had a BAC of .08%+.
- ★ 85% of impaired drivers who died were unrestrained.
- ★ 49% of impaired motorcycle riders killed were un-helmeted.
- ★ 56% alcohol impaired driving fatalities also presented a speeding factor.
- ★ for the four-year period from 2021 to 2024 in average, 52% of impaired driving fatality crashes occurred on primary roads, 38% in secondary roads and 10% in tertiary roads.

Injuries Crashes

A total of 1,990 injuries crashes with at least an alcohol impaired driving reported from 2021 to 2024. This represents a significant increase of 32% compared to the total number of such crashes reported from 2020 to 2023.

Important Note

- The 2024 data is preliminary; however, it already shows a worrying increase. If this trend is confirmed, the total number of crashes in 2024 will far exceed the figures for previous years.



Preliminary Impaired Driving Fatality Profile Year 2024:

Preliminary data for 2024 indicate that eighty-three (83) fatalities were attributed to alcohol-impaired driving. A preliminary fatality profile is presented below, reflecting patterns similar to those observed during the 2021–2023 period.

- ★ 86% of fatalities were male and 14% were female.



- ★ The age group with the most fatalities was 25-49 with 54%, followed by age group 50-62 with 19%, the age group 63 + accounted for 13% of the total impaired driving fatalities and 9% in the age group 16 to 24.
- ★ 83% of alcohol impaired driving fatalities occurred at nighttime from 6:01PM to 6:00 AM.
- ★ Sunday reported the highest number of alcohol impaired driving fatalities with 37%, followed by Saturday with 21% and Friday with 14%.
- ★ Impaired driving fatalities by month: March reported 14%, May 13% and August reported 11%.

Other relevant preliminary data for 2024:

- ★ 54% were drivers and 46% motorcyclists.
- ★ 85% had a BAC of .08%+.
- ★ 44% of impaired drivers who died were unrestrained.
- ★ 20% of impaired motorcycle riders killed were un-helmeted.
- ★ 40% alcohol impaired driving fatalities also presented a speeding factor.



Preliminary data for the year 2024 shows a total of thirteen (30) drug impaired driving fatalities:

- ★ All fatalities were men.
- ★ Fifteen (15) were drivers and four (15) motorcyclists.
- ★ Nine (9) drug impaired fatalities, 30% were also alcohol impaired.
- ★ Of the 30 drug impaired driving fatalities 40% tested positive for Cocaine and other drugs encountered were Fentanyl, Morphine, Opium or a combination of two or more (polydrug use).
- ★ 27% of fatalities were within the age group 37-49 followed by 25-36 years old with 23%.

PLANNED ACTIVITY

Overall, impaired driving activities were implemented as planned and focused on high-risk periods and populations. These efforts increased enforcement visibility and strengthened coordination among participating agencies.

25-01-01

IMPAIRED DRIVING OVERTIME ENFORCEMENT

For FY 2025, 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 November 22nd to December 1st, 2024.** Two units of PRPD-Traffic Police worked 10 nights for a total of 44 overtime hours, 24 interventions and 8 alcohol DWI arrests.

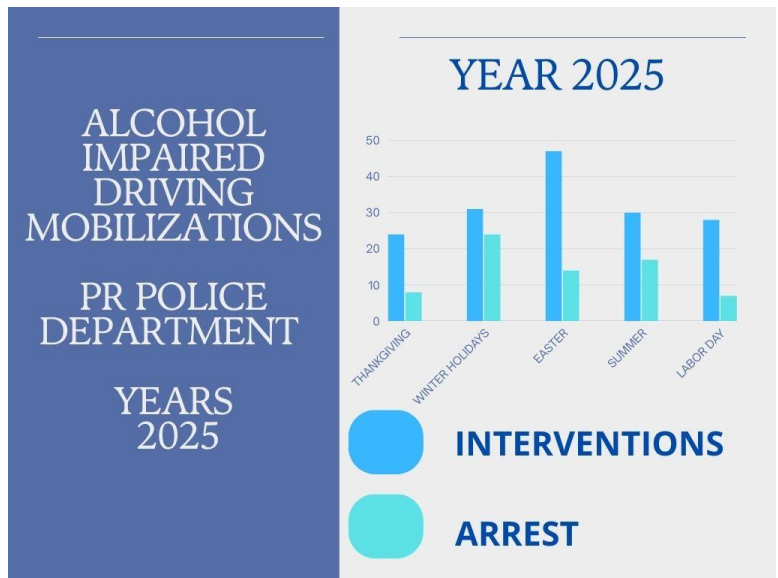
- ★ **Winter Holidays/Christmas - from December 19th, 2024, to January 1st, 2025.** Four units of PRPD-Traffic Police worked 14 nights for a total of 85.51 overtime hours, 31 interventions and 24 DWI arrests. A delay in the paperwork impacted on the start date and number of days available to work

- ★ **Easter Alcohol Impaired Driving Mobilization 2025 - From April 16 to 21, 2025.** - During this mobilization, five (5) units worked 94.58 overtime

hours and carried out 47 interventions related to cases of intoxication, in addition to making 14 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 2025 - from June 26th to July 7th, 2025** - four units of PRPD-Traffic Police worked 12 nights for a total of 64 overtime hours, 30 traffic interventions and 17 alcohol DWI arrests.

- ★ **Labor Day Alcohol Impaired Driving Mobilization 2025 - From August 15th to September 1st, 2025.** - Three units of PRPD-Traffic Police worked 15 nights for a total of 50 overtime hours, 28 traffic interventions and 7 alcohol DWI arrests.



25-01-XX

IMPAIRED DRIVING OVERTIME ENFORCEMENT

A total of 30 Municipal Police participated in five (5) mobilizations during the year 2025. During these efforts, they carried out 1,854 interventions and arrested 733 drivers for alcohol impaired driving. These numbers reflect steady work and a continuous effort to keep the roads safe.

Despite the financial limitations many Municipal Police departments face, their performance has remained solid. They have managed to maintain effective operations and respond to the needs of their communities, showing that with good organization and commitment, positive results can be achieved even with fewer resources.

25-01-06

PUERTO RICO DEPARTMENT OF JUSTICE-IMPAIRED DRIVING PROSECUTION UNIT

Interagency coordination supported timely case processing and reinforced consistent prosecution efforts related to impaired driving offenses.



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During federal FY 2025, the DWI Processing Improvement Unit operated with fourteen (14) special DWI prosecutors, four assistant prosecutors, one TSRP (Specialized Traffic Safety Representative), and office staff.

Unfortunately, the goal of increasing the number of prosecutors to 20 and investigators to 10 could not be achieved due to internal recruitment processes within the Department of Justice and the Government of Puerto Rico.

Throughout the year, the unit handled a total of 27,954 cases/matters. The work performed included: consultations with police officers, crash scene investigations, case investigations, authorizations and filing of criminal charges, preparation of discovery, responses to motions for

discovery, suppressions of evidence, witness interviews, motions, preliminary hearings, suppression hearings, trials, and sentencing hearings.

In addition, the assistants and special prosecutors carried out 18,080 tasks related to DWI case management, such as: preparing files, filing documents with the court, creating digital files in the Integrated Criminal Registry, filing motions, orders, and judgments, preparing documents according to Rule 95, and searching and filing records for the Courtrooms.

During the last quarter of the year, there was a change in the TSRP position; however, the unit's work continued without interruption. Between the previous Project Director and the new TSRP, they conducted 20 training sessions for state and municipal prosecutors and police officers, 17 workshops for external road safety projects, gave 28 media interviews, and participated in more than 43 meetings, including working groups, committees, and other activities.



25-01-13

PROGRAM AND SERVICES COORDINATION OFFICER (IMPAIRED DRIVING)

During FY 2025, the Program and Services Coordination Officer (Impaired Driving) of the PRTSC continued oversight of the Impaired Driving Program, which is structured into two primary modules: Impaired Driving and Youth Impaired Driving. The coordinator managed programmatic activities involving the PRPD, Municipal Police departments, FIESTA initiatives, and other executive agencies. Key responsibilities included the review



and evaluation of Quarterly Performance Reports, assessment and revision of Detailed Plans and Budgets, and implementation of required programmatic updates. In addition, the coordinator oversaw Annual Report preparation, Section 405(d) funding requests, and participation in task force meetings. The coordinator also remained an active member of the Strategic Highway Safety Plan (SHSP) committee, contributing to the impaired driving emphasis area.

To sum up activities conducted during FY 2025:

- ★ Eight Operational Plans and support documents were written for the alcohol impaired driving overtime mobilizations.
- ★ Over twenty-five (25) reports and modules were completed.
- ★ Forty-three (43) formal and informal meetings with LEL's.
- ★ Twenty-three (23) proposal evaluations with ten (10) technical assistance provided to improve action plans and budgets.
- ★ Nineteen Budget changes re
- ★ viewed.
- ★ Forty-five quarterly performance reports and nineteen annual projects reports were reviewed.
- ★ At least three meetings with the PRTSC Communications Division were conducted for campaign concept discussion, brainstorming, budgets, reports, and proposals.
- ★ Training course for FIESTA Projects was provided to discuss administrative, financial, and programmatic proposal components.
- ★ Nearly 300 technical assistance was provided by phone, email or in person.
- ★ Some twenty-five meetings with projects.
- ★ Coordinators participated in 6 webinars.

25-01-67

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

Victim Impact Panels complemented enforcement strategies by increasing offender awareness of the consequences of impaired driving and supporting behavior change efforts.

During FY 2025, the Project conducted a total of 37 panel sessions providing services to 191 alcohol DWI offenders referred to by the Courts System.

In addition, the Project conducted twenty-one (21) meetings for courts legal staff to explain the project and referral process and promoted program during six visits to different Courts System jurisdictions.

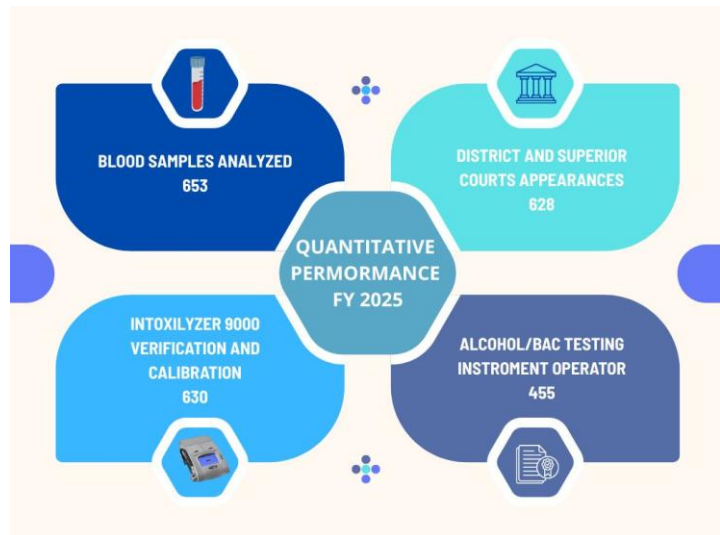
REGION	# PANEL SESSIONS	ATTENDEES
ARECIBO	15	106
FAJARDO	13	99
MAYAGÜEZ	4	30
MOCA	3	16
PONCE	3	5
SAN JUAN	2	8
TOTAL	40	264



25-01-72**PUERTO RICO DEPARTMENT OF HEALTH – ALCOHOL TOXICOLOGY LAB**

For FY 2025, 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.



25-01-92**DRUG IMPAIRED DRIVING SCREENING LAB**

The proposal was not completed for FY 2025.

25-01-82**DUI OFFENDERS EVIDENCE-BASED TREATMENT PROGRAM FOR DUI OFFENDERS**

Non feasible project proposal was received at PRTSC.



FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
25-01-01	DWI Patrol Unit - 0101	Pol de PR - 10	\$ 299,323.00	\$ 15,033.65	\$ 284,289.35
25-01-06	DWI Prosecutor Unit - 0106	Depto Justicia - 16	1,964,666.75	1,002,430.54	962,236.21
25-01-13	ID Coordinator - 0113	CST - 00	162,855.00	95,316.17	67,538.83
25-01-26	TE ID - 0126	Carolina - 94	23,440.86	13,792.24	9,648.62
25-01-27	TE ID - 0127	Arecibo - 116	9,413.00	3,585.60	5,827.40
25-01-28	TE ID - 0128	Bayamon - 011	10,120.28	8,870.36	1,249.92
25-01-28	TE ID - 0128	Bayamon - 011	24,181.20	20,453.50	3,727.70
25-01-36	TE ID - 0136	Guaynabo - 305	11,821.84	11,172.61	649.23
25-01-36	TE ID - 0136	Guaynabo - 305	36,631.12	30,965.37	5,665.75
25-01-36	TE ID - 0136	Guaynabo - 305	15,450.00	15,450.00	-
25-01-43	TE ID - 0143	Ponce - 74	5,910.96	5,239.27	671.69
25-01-43	TE ID - 0143	Ponce - 74	14,687.84	11,295.75	3,392.09
25-01-43	TE ID - 0143	Ponce - 74	8,060.40	7,724.56	335.84
25-01-45	TE ID - 0145	Hatillo - 115	5,554.00	4,433.22	1,120.78
25-01-45	TE ID - 0145	Hatillo - 115	14,511.00	11,866.70	2,644.30
25-01-45	TE ID - 0145	Hatillo - 115	7,641.00	6,179.64	1,461.36
25-01-47	TE ID - 0147	San Juan - 098	38,869.04	28,129.00	10,740.04
25-01-47	TE ID - 0147	San Juan - 098	35,824.00	33,437.67	2,386.33
25-01-47	TE ID - 0147	San Juan - 098	18,807.60	13,375.78	5,431.82
25-01-52	TE ID - 0152	Caguas - 66	11,653.20	9,232.92	2,420.28
25-01-53	TE ID - 0153	Yauco - 105	6,717.00	5,104.92	1,612.08
25-01-53	TE ID - 0153	Yauco - 105	11,642.80	11,060.66	582.14
25-01-67	Victims Impact Panel - 0167	ASSMCA - 122	69,560.00	30,909.00	38,651.00
25-01-68	TE ID - 0168	Vega Baja - 88	5,687.06	4,478.00	1,209.06
25-01-68	TE ID - 0168	Vega Baja - 88	22,837.80	18,761.03	4,076.77
25-01-68	TE ID - 0168	Vega Baja - 88	11,418.90	6,717.00	4,701.90
25-01-72	AL Toxicology Lab - 0172	Depto Salud - 18	532,133.50	516,465.72	15,667.78
Total 01 - Impaired Driving			\$ 3,379,419.15	\$ 1,941,480.88	\$ 1,437,938.27



PROGRAM AREA: YOUTH IMPAIRED DRIVING

FY 2025 youth impaired driving initiatives focused on prevention through education and peer engagement strategies. Activities were implemented as planned and targeted college-aged populations identified as high risk through crash and behavior data.

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 2021 to 2023, 50 youth alcohol impaired fatalities were reported. This represents a 3% increase. In addition, preliminary data for 2024 reported 4 fatalities involving youth alcohol impaired drivers.

Youth Impaired Driving Fatality Profile Year 2021 to 2023

Gender data analysis for impaired driving fatalities for the years 2021 - 2023 shows an average of 84% of male fatalities and 16% female fatalities.

- ★ Analysis by age group shows that 66% of youth impaired driving fatalities were in the age group 21-24, 30% in age groups 18-20.
- ★ 90% 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 36%, Saturday and Sunday reported 24% and Sunday had 16%.
- ★ Youth impaired driving fatalities by month reported December with 18 % and September, July and April with 12% each.

Other relevant information:

- ★ 70% were drivers and 30% motorcyclists.
- ★ 76% had a BAC of .08%+.
- ★ 69% of impaired drivers who died were unrestrained.
- ★ 60% of impaired motorcycle riders killed were un-helmeted.
- ★ 52% alcohol impaired driving fatalities also presented a speeding factor.

Preliminary Youth Impaired Driving Fatality Profile Year 2024

- ★ Gender data analysis for impaired driving fatalities for year 2024 shows an average of 100% of male fatalities and no female fatalities.
- ★ Analysis by age group for year 2024 shows that 75% of youth impaired driving fatalities were in the age group 21-24, 25% in age groups 18-20.



- ★ On year 2024, 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 Sunday reported the highest number with 100%.
- ★ Impaired driving fatalities by month for year 2024: August, May, September and April have 25% each.

Other relevant information:

- ★ 75% were drivers and 25% motorcyclists.
- ★ 100% had a BAC of .08%+.
- ★ 75% of impaired drivers who died were unrestrained.
- ★ 25% of impaired motorcycle riders killed were un-helmeted.
- ★ 50% alcohol impaired driving fatalities also presented a speeding factor.

Crashes with at least one alcohol impaired driver

A total of 1,442 injury plus fatal crashes were reported among this age group in the las four years.

Youth DUID

Preliminary data for 2024 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) 2025

The San Sebastián Street Festival (SANSE) 2025, the most vibrant and anticipated recreational event in Puerto Rico considered an extension of the holiday season was held from January 16 to 19, 2025, in Old San Juan. During SANSE 2025, more than 100,000 people were reached with PRTSC's alcohol and DWI prevention messages through a walking outreach conducted across the streets of Old San Juan. In collaboration with the FIESTA projects and Community Programs, PRTSC engaged with visitors throughout the four days of the festival.

2. Justas Interuniversitarias LAI (Intercollegiate Sports Competition 2024)

In FY 2025, the Interuniversity Games (*Justas Interuniversitarias*) were held from April 27 to May 4, 2025, in Mayagüez, Puerto Rico. During that week, educational materials were distributed across all sporting events, and every park or court was labeled with the message “Pasa la Llave” along with the iconic character Tico. Additionally, outreach efforts were conducted at various traffic lights throughout the municipality of Mayagüez to educate citizens traveling along the roadways.

It was undoubtedly an intense week marked by heat and hard work, during which the FIESTA Programs and Community Programs worked tirelessly. As a result of this



collective effort, approximately 1,000 people were reached, and it is gratifying to note that, according to reports from the Puerto Rico Police, there were no roadway fatalities or alcohol-impaired driving crashes during this period.

PLANNED ACTIVITY

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

The Puerto Rico Traffic Safety Commission funds nine (9) FIESTA Projects across the island: three in private universities and six on University of Puerto Rico campuses. These initiatives impact university students, adolescents, and young adults through prevention and educational strategies focused on the risks associated with alcohol and drug use while driving.

In addition to these university projects, there is a FIESTA Project that works directly with an alcohol and drug rehabilitation program (FIESTA CREATIVO) and its surrounding communities. This project provides educational sessions, prevention strategies, and outreach to participants in rehabilitation, reinforcing positive decision making and promoting healthy, substance-free lifestyles.

Separately, MADD Puerto Rico (Mothers Against Drunk Driving) also plays an essential role. MADD offers support and guidance to children, teenagers, and advocates for victims of DWI (Driving While Intoxicated). Their work centers on victim support, awareness, and community education, emphasizing the emotional, legal, and social consequences of impaired driving.

The FIESTA Projects are recognized for their peer-to-peer communication approach, which helps build genuine and effective connections with young people. These initiatives develop alcohol and impaired driving awareness campaigns mainly through social media and in person engagement. They also distribute educational materials and conduct workshops, orientations, research efforts, and surveys.

During major events such as sports games, festivals, and university gatherings the projects set up educational booths where information about alcohol, drugs, and impaired driving is shared. These stations often feature interactive games, live demonstrations, brochures, hands-on activities, and presentations designed to attract visitors and provide them with practical knowledge, valuable tools, and strategies for making responsible decisions.



25-02-02



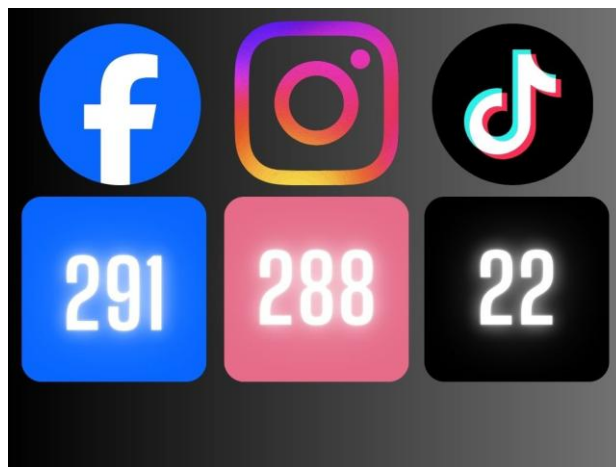
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FIESTA II – UNIVERSITY OF PUERTO RICO- RÍO PIEDRAS CAMPUS

During FY 2025, FIESTA II reached approximately 21,000 young adults, mostly college students fluctuating between the ages of 17-25 years. Very active on social media platforms, the project published approximately 601 posts.

Project conducted 103 alcohol and DWI prevention and education activities reaching some 50,000 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 65,000 people were indirectly reached during the whole year.



25-02-10

FIESTA- UNIVERSITY OF PUERTO RICO-CAYEY CAMPUS

During FY 2025, FIESTA VIII reached approximately 15,000 young adults, mostly college students fluctuating between the ages of 17-24 years. Project published 306 posts:

FIESTA VIII conducted DWI educational activities reaching nearly 18,000 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 27,000 people were indirectly reached during the whole year.



25-02-14

FIESTA- UNIVERSITY OF PUERTO RICO-PONCE CAMPUS

During FY 2025, FIESTA IX reached approximately 18,000 young adults, mostly college students fluctuating between the ages of 17-24 years. Project was very active on social media platforms; the project published 255 posts.

The project conducted 184 alcohol and DWI prevention and education activities, directly reaching nearly 23,000 people. Educational activities included workshops, live interviews (podcasts), trainings, "Commit to Life" campaigns (such as choosing a designated driver before going out), surveys, freshman orientations, information tables, "Share Love, Be a Designated Driver" events (with student pancake buffets, piña coladas, and mocktails



at friendly stands), campus website information, and large-scale events such as flash mobs, college sports rallies, and freshman open houses.

Additionally, the Halloween Haunted House was held, a special interactive activity designed to educate about the risks of alcohol in a fun and engaging way. A college community meeting was also held as part of the PRTSC Prevention, Promotion, and Education (PP&E) initiatives. Throughout the year, nearly 35,000 people were indirectly reached.



25-02-15

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 FY 2025, the project executed 1,001 educational activities focused on alcohol and impaired driving prevention. These initiatives directly impacted 9,923 individuals and indirectly reached 29,769. 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.

25-02-16

FIESTA-PONTIFICAL CATHOLIC UNIVERSITY OF PUERTO RICO

During FY 2025, FIESTA XII reached approximately 14,000 young adults, mostly college students fluctuating between the ages of 17-24 years. Very active on social media platforms, project published: the project published 253 posts in Facebook and Instagram

Project 88 alcohol and DWI prevention and education activities reaching approximately 20,000 people by conducting educational activities such as: workshops, educational tables, FIESTA one on one, bulletin boards, training,



student meetings, graduation safety campaign (Keep reaching, be a designated driver), and community schools' presentations.

Nearly 55,000 people were indirectly reached during the whole year.

25-02-21

FIESTA- UNIVERSITY OF PUERTO RICO- AGUADILLA CAMPUS

During FY 2025, the FIESTA XI project reached approximately 25,000 young adults, primarily college students aged 17 to 24. The Project made moderate use of social media, with 150 posts published mainly on Instagram.

A total of 187 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 5,000 people were indirectly reached throughout the year.

25-02-32

POLI-FIESTA- POLYTECHNIC UNIVERSITY

During FY 2025, Poli-FIESTA impacted 8,000 young adults, primarily college students between 17 and 24 years old. The project maintained a strong presence on social media, generating 303 posts across its platforms.

Throughout the year, the project carried out 86 prevention and educational initiatives focused on alcohol use and DWI awareness. These included informative DWI tables, workshops, activities in community schools, interactive educational sessions, distribution of printed materials in college parking areas, visits and one-on-one interactions in student dorms, as well as training and talks. Through these combined efforts, nearly 13,000 individuals were reached indirectly.



25-02-36

MADD- PUERTO RICO SAFE AND AWARE

The project continued implementing its Power of You(th) and Power of Parents and Communities DWI educational programs. MADD delivered 413 Power of You(th) workshops, benefiting 10,500 children and teens, and offered 29 Power of Parents sessions that reached 568 participants. The organization also took part in over 90 community activities, consistently promoting the importance of preventing impaired driving. Their social media presence remained strong, sharing 206 posts many highlighting support for victims of drunk driving. Additionally, MADD collaborated with law enforcement

and safety partners through 6 special events and presentations. Overall, the project had a direct impact on more than 70,000 individuals and an estimated indirect reach of approximately 200,000 people.



25-02-37

FIESTA – EDP UNIVERSITY, CAGUAS CAMPUS

During FY 2025, FIESTA EDP University successfully completed its first year of implementation, reaching approximately 10,000 young adults, primarily college students between the ages of 17 and 24. Despite being its inaugural year, the project demonstrated strong performance and meaningful impact within the college community.

As part of its outreach strategy, the project maintained an active social media presence, publishing at least 30 posts on Facebook throughout FY 2025. In addition, FIESTA EDP conducted no fewer than 50 alcohol and impaired driving prevention and education activities, directly reaching approximately 30,841 individuals.

These activities included informational tables, on-campus educational events, participation in the LAI University Games, and collaboration in activities conducted by other FIESTA projects and the Puerto Rico Traffic Safety Commission. Additionally, a college community meeting was held as part of the PRTSC Planning, Performance, and Evaluation (PP&E) process.

Overall, despite being its first year of operation, the project achieved substantial outreach, indirectly reaching nearly 60,000 individuals during FY 2025. These results reflect a successful and promising start toward advancing alcohol and impaired driving prevention and education goals.



FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
25-02-02	FIESTA UPR Rio Piedras - 0202	UPR Rio Piedras - 24	\$ 280,427.00	\$ 269,671.66	\$ 10,755.34
25-02-10	FIESTA UPR Cayey - 0210	UPR Cayey - 120	105,566.90	82,543.28	23,023.62
25-02-14	FIESTA UPR Ponce - 0214	UPR Ponce - 114	127,251.00	126,529.66	721.34
25-02-15	FIESTA Creativo - 0215	Hog. Crea - 129	78,345.00	76,449.50	1,895.50
25-02-16	FIESTA Católica Ponce - 0216	Católica Ponce - 33	142,950.00	106,028.99	36,921.01
25-02-21	FIESTA UPR Aguadilla - 0221	UPR Aguadilla - 29	150,974.32	147,870.08	3,104.24
25-02-32	FIESTA Univ Politécnica - 0232	Univ Politécnica - 232	64,335.00	51,343.32	12,991.68
25-02-36	PR Safe and Aware - 0236	MADD - 233	271,210.24	257,911.49	13,298.75
25-02-37	FIESTA EDP Caguas - 0237	EDP Caguas - 237	33,396.00	27,870.60	5,525.40
Total 02 - Youth Impaired Driving			\$ 1,254,455.46	\$ 1,146,218.58	\$ 108,236.88



PROGRAM AREA: POLICE TRAFFIC SERVICES

Police Traffic Services activities strengthened enforcement capacity through coordination, training, and mobilization efforts. These actions supported statewide traffic safety priorities and enhanced law enforcement presence during high-risk periods.

PROBLEM STATEMENT

The Puerto Rico Traffic Safety Commission, in collaboration with the Puerto Rico Police Department and Municipal Police Corps across the island, aims to reduce crash-related traffic 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 307 fatalities in 2023, including 116 speeding-related fatalities or 38%, along with 192,690 crashes and 18,273 injuries resulting from crashes. This reflects a 24.2% increase in fatalities compared to 2022, when 271 fatalities, 166,096 crashes, and 17,167 crash-related injuries were reported.

Speeding and aggressive driving continue to be major traffic safety concerns. In 2024, speeding was a contributing factor in 75 fatalities, accounting for 26% of all reported fatalities. That year, Puerto Rico experienced 288 fatalities, 208,837 crashes, and 18,851 crash-related injuries. Preliminary data for 2025 indicates that 65 fatalities were speed-related.

Speeding-Related Fatalities from 2021 to 2024

A visual representation of the alarming statistics on fatalities caused by speeding on our roads over the past four years.

Fatality Trends Overview

2021: 112 fatalities

2022: 88 fatalities

2023: 116 fatalities

2024: 76 fatalities

112

Fatalities related to speeding in 2021, a concerning figure.

76

Fatalities related to speeding in 2024, showing a decline.

Key Data Insights:

- ★ **Gender Distribution:** 83% of speeding-related fatalities involved males, while 17% involved females.
- ★ **Age Groups:** 66.6% of fatalities occurred among individuals aged 25-49, 29.3% among those aged 16-24, and 2% among individuals aged 50 and older.
- ★ **Time of Day:** 78.6% of speeding-related fatalities occurred during nighttime, between 6:00 PM and 6:00 AM.
- ★ **Day of the Week:** Sundays 28% and Saturdays 18.6% reported the highest percentage of speeding-related fatalities (46.6% in weekends), followed by Tuesdays (17.3%) and Mondays (12%).



- ★ **Monthly Trends:** May registered the highest percentage of speeding-related fatalities (17.3%), followed by March with (16%), June (13.3% each) and December (12%).
- ★ **Type of Road Users:** 50.6% of speeding-related fatalities involved drivers, and 30.6% involved motorcyclists, 16% involved passengers and pedestrians .026%.
- ★ **Alcohol Impairment:** 37.3% 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
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
*2025	90,155	5,530	4,022	45,938	984	26,431	480,629

*data preliminary

Municipal Police Efforts							
YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
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	24,080	1,144	591	7,609	93	11,956	41,098
*2025	24,946	2,021	733	8,696	49	7,578	30,011

*data preliminary



PLANNED ACTIVITY

25-03-03

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 PRISC staff in evaluating equipment acquired for State and Municipal Police to ensure compliance with operational standards.

★ **Field Visits and Oversight:**

- Conducted approximately 400 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.

25-03-78

TRAFFIC ENFORCEMENT COORDINATOR

The Program Services and Coordination Officer (formerly known as the Traffic Enforcement Coordinator) and the PRISC focus their efforts on 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 PRTSC 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 FY 2025, and the Annual Report for FY 2025 2023.



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

25-03-XX

SPEED ENFORCEMENT MOBILIZATION

The Speed Enforcement Mobilization was successfully conducted from July 14 to 31, 2025, as part of efforts to enhance road safety and reduce speeding crashes.

Key Highlights:

★ Participation:

- A total of 19 municipal police departments actively participated in the mobilization.
- The PRPD Traffic Bureau contributed 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 **19,862 speeding tickets** were issued during the mobilization:
 - **15,309 tickets** were issued by municipal police departments.
 - **4,553 tickets** were issued by the PRPD.

★ PRPD Resource Utilization:

- The PRPD utilized only 54% of the hours assigned for this mobilization.

The mobilization showcased 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.

25-03-19

SPEED ENFORCEMENT MOBILIZATION, TRAINING AND EQUIPMENT

This project was approved solely for the Speed Enforcement Mobilization conducted from July 14 to July 31, 2025. The training component and the purchase of equipment were not approved for this FY 2025.

As part of the mobilization efforts, a total of 4,553 citations were issued by the Puerto Rico Police Department, reflecting active enforcement actions aimed at reducing speeding-related crashes.

In terms of resource utilization, the PRPB used 54% of the total overtime hours allocated for this mobilization.



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

The PRTSC contracted AGENTES & CONSULTORES, 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 a 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 $\pm 0.28\%$ with a 6.61% confidence level.

IMPAIRED DRIVING ATTITUDINAL SURVEY SUMMARY

- 70% of respondents reported having heard messaging or public service announcements related to impaired driving prevention.
- Television was identified as the media platform with the highest visibility, reported by 75% of respondents.
- 59% of respondents did not recall a specific slogan from the educational campaign; among those who did, 28.8% reported having seen or heard the slogan "*Pasa la llave*".
- 72% indicated that the campaign was effective.
- 74% reported that the campaign message influences behavior change.
- 60% indicated that the most effective campaigns include crash imagery and testimonial-based messages.

SPEED AND AGGRESSIVE ATTITUDINAL SURVEY

- 31% of respondents aged 25–34 reported engaging in speeding behavior at higher rates than other age groups.
- The metropolitan area reported the highest proportion of speeding-related crashes at 34%, with San Juan identified as the municipality with the highest incidence.
- 55% of respondents reported perceived effectiveness of the campaign.
- Television was identified as the media platform with the highest message exposure, reported by 75% of respondents.
- The most frequently recalled campaign message was "*Que la prisa no termine en desgracia*", recalled by 84% of respondents.
- 66% of respondents reported awareness of traffic laws related to speeding.

DISTRACTED DRIVING OBSERVATIONAL SURVEY



- 73% of respondents did not recall any specific campaign message from the educational campaign.
- Television was identified as the media platform with the highest message exposure, reported by 68% of respondents.
- 43% of respondents aged 25–34 reported engaging in distracted driving behaviors at higher rates than other age groups.
- 94% of respondents reported awareness that texting while driving is illegal.
- The metropolitan area reported the highest proportion of distracted-driving-related crashes at 30%.

Distracted Driving Rate	Standard Error	95 Percent Confidence Interval	
6.07%	0.28%	5.53%	6.61%

n=7,380 (Total observations excluding unknowns)

FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
25-03-03	LEL - 0303	CST - 00	\$ 155,000.00	\$ 148,712.00	\$ 6,288.00
25-03-04	TE Speed - 0304	San Juan - 098	27,629.44	24,032.28	3,597.16
25-03-05	TE Speed - 0305	Guaynabo - 305	29,562.83	25,234.90	4,327.93
25-03-06	TE Speed - 0306	Toa Baja - 154	17,666.21	13,292.93	4,373.28
25-03-09	TE Speed - 0309	Bayamón - 011	18,235.22	16,648.03	1,587.19
25-03-12	TE Speed - 0312	Isabela - 84	10,848.01	5,116.85	5,731.16
25-03-13	TE Speed - 0313	Morovis - 313	3,134.28	2,929.65	204.63
25-03-17	TE Speed - 0317	Vega Baja - 88	10,274.39	9,104.05	1,170.34
25-03-19	TE Speed - 0319	Policia - 10	129,998.00	59,914.05	70,083.95
25-03-26	TE Speed - 0326	Carolina - 94	17,961.78	14,711.26	3,250.52
25-03-37	Driving Behavior and Attitudinal Surveys	CST - 00	99,000.00	99,000.00	-
25-03-39	TE Speed - 0339	Quebradillas - 104	9,188.05	8,264.41	923.64
25-03-40	TE Speed - 0340	Yauco - 105	8,441.65	3,751.85	4,689.80
25-03-48	TE Speed - 0348	Hatillo - 115	10,856.00	10,552.15	303.85
25-03-60	TE Speed - 0360	Ponce - 74	7,695.84	6,837.22	858.62
25-03-61	TE Speed - 0361	Utuado - 101	9,026.23	2,541.80	6,484.43
25-03-69	TE Speed - 0369	Toa Alta - 55	7,728.75	5,579.54	2,149.21
25-03-71	TE Speed - 0371	Humacao - 125	10,482.40	9,465.09	1,017.31
25-03-74	TE Speed - 0374	Barceloneta - 126	14,332.68	13,805.02	527.66
25-03-78	TE Coordinator - 0378	CST - 00	51,154.00	44,152.55	7,001.45
25-03-84	TE Speed - 0384	Salinas - 158	6,128.17	4,364.26	1,763.91
25-03-94	TE Speed - 0394	Corozal - 167	5,194.73	3,498.23	1,696.50
25-03-95	TE Speed - 0395	Guayama - 70	3,234.00	2,463.29	770.71
Total 03 - Police Traffic Services			\$ 662,772.66	\$ 533,971.41	\$ 128,801.25



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.

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, the Office of the Inspector General and Puerto Rico Innovations and Technology Service "PRITS". 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:

- ★ **Third Phase of Facility Remodeling:** The Commission is finished about a 75% of these phase in FY 2025. We projected to finish this project at the end of FY 2026. This facility remodeling was finances with State funds.
- ★ **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 efforts to improve administrative efficiency, optimize resources and comply with the control and supervision standards established by the relevant entities.

PERFORMANCE MEASURE

During Fiscal Year 2025, and as one of the permanent goals of the PRTSC, 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.

The Administration area will continue to support all areas to ensure all divisions have the resources needed to achieve their objectives. Also, there will be coordinating training courses to ensure that all employees are updated in knowledge according to their functions.

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 severe penalties on drivers who violate current and recently approved laws.

PLANNED ACTIVITY

25-04-03 & 25-04-09 ADMINISTER PROGRAM

All areas, both programmatic and administrative, converge to generate a final product and to achieve our goals. The monitoring, planning and coordination, finances and communication areas 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 and all subrecipients 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, fringe 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 2025, funding for this program will be divided between sections 402PA (51%) and 154PA (49%).

Federally funded travel abroad:

- Annual "Lifesavers Conference on Roadway Safety 2025" in Long Beach, California – March 7-12, 2025.
- "GHSA 2025 Annual Meeting " in Philadelphia – August 23-27, 2025.



25-04-02 & 25-04-12

EVALUATE HSP TASKS (MONITORING SPECIALISTS)

In FY 2025, funds were allocated for the hiring of two 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 FY 2025	25-04-02 Omayra	25-04-12 Luz
Requests for funds worked	263	244
Monitored records	80	607
Field visits	21	9
Changes Approved Proposal	24	37
Quarterly reports worked on	63	73
Revised proposals	20	29



25-04-07**EVALUATE HSP TASKS (DUI MONITORING SPECIALISTS)**

In FY 2025, funds were allocated for the hiring of two 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 FY 2025	Elika Rivera	France Díaz
Requests for funds worked	147	134
Monitored records	17	155
Field visits	9	13
Changes Approved Proposal	9	22
Quarterly reports worked on	27	31
Revised proposals	10	11

25-04-13 & 25-04-14ID**FEDERAL PROGRAM MANAGER**

The Federal Funds Development and Compliance Officer has demonstrated outstanding performance in ensuring compliance with federal and state regulations, directly contributing to the achievement of the goals and objectives of the PRTSC, in accordance with established procedures and policies.

In carrying out assigned duties, the officer collaborated effectively with administration in the planning and implementation of educational campaigns aimed at preventing impaired driving, speeding, and improving occupant protection, including the proper use of seat belts and child safety seats. The officer also promoted safety initiatives for non-motorized road users, such as pedestrians and cyclists, as well as for motorcyclists. In addition, the officer actively participated in educational events and outreach activities designed to increase public awareness and community engagement in traffic safety initiatives. These efforts, complemented by the execution of nine enforcement overtime



campaigns, strengthened PRISC's proactive and strategic approach to reducing crashes and fatalities.

Throughout FY 2025, the officer maintained consistent collaboration with partner agencies through participation in meetings and coordination efforts with projects from the Department of Health, Department of Justice, Puerto Rico Police Bureau, and the Institute of Forensic Sciences. The officer also took part in the opening of the 5th Specialized Academy for the Effective Prosecution of Impaired Drivers, further supporting interagency cooperation and strengthening enforcement and judicial strategies related to impaired driving prevention.



During the same FY 2025, the officer demonstrated leadership through active involvement in key committees and initiatives, including the Strategic Highway Safety Plan Committee, the Traffic Records Committee, and the Impaired Driving Task Force. The officer distinguished themselves through the timely preparation and submission of the Section 405 Grants, the Annual Grant Application, and the Fiscal Year 2024 Annual Report, consistently meeting federal requirements and established deadlines.

Additionally, the officer conducted quarterly, semiannual, and annual program report reviews, analyzed detailed work plan modifications, and evaluated more than fifty (50) project proposals for FY 2025 2026, providing continuous technical assistance to PRISC projects and management. Coordination with the PRISC Communications Team further ensured the alignment of strategies and maximized the impact of educational outreach efforts.

The officer also enhanced professional development and organizational contribution through participation in national and international initiatives, including the NHTSA Peer Exchange, where they served as a speaker on the topic "Engagement Outcomes" in November 2024, as well as the ATSP 2025 Traffic Records Forum held in Boston, Massachusetts, in July 2025.

Overall, the officer's performance reflects a high level of commitment, leadership, regulatory compliance, collaboration, community engagement, and analytical capability, making a significant contribution to strengthening PRISC's traffic safety programs and meeting federal requirements.

HOW THE PLANNED ACTIVITY CONTRIBUTED TO MEETING THE TARGET:

PRISC developed the Annual Grant Application FY 2025 2026 and submitted it on August 1st, 2025. The AGA FY 2025 received NHTSA approval on September 18, 2025, 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.

25-04-16

COMMUNICATIONS PLANNING AND ADMINISTRATION

This project was not approved for FY 2025.

FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
25-04-02	Evaluate HSP - 0402	CST - 00	\$ 61,871.00	\$ 60,128.91	\$ 1,742.09
25-04-03	Administer Program - 0403	CST - 00	138,425.81	107,811.50	30,614.31
25-04-07	Evaluate HSP - 0407	CST - 00	108,973.50	107,088.72	1,884.78
25-04-09	AL Administer - 0409	CST - 00	117,850.99	90,954.70	26,896.29
25-04-12	Evaluate HSP - 0412	CST - 00	62,871.00	58,481.25	4,389.75
25-04-13	Federal Program Manager - 0413	CST - 00	58,902.00	47,174.57	11,727.43
25-04-14	Federal Program Manager - 0414	CST - 00	54,993.00	45,308.17	9,684.83
Total 04 - Planning and Administration			\$ 603,887.30	\$ 516,947.82	\$ 86,939.48



PROGRAM AREA: OCCUPANT PROTECTION

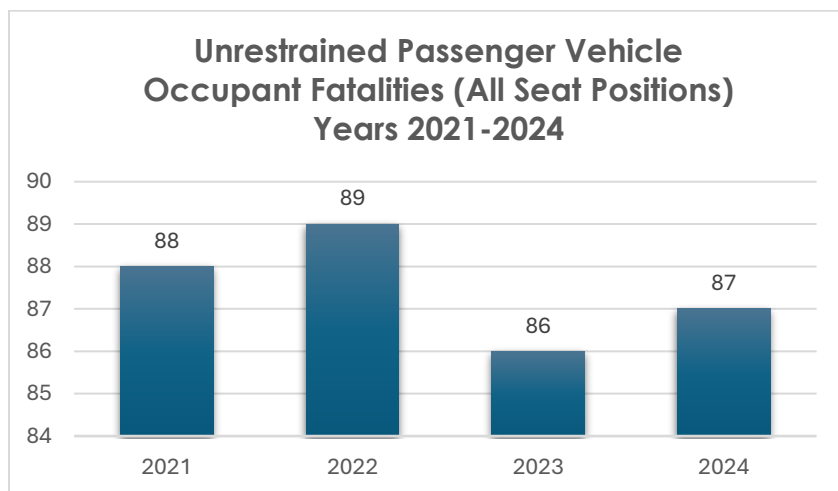
Occupant Protection initiatives during FY 2025 emphasized enforcement, education, and data-driven strategies to increase seat belt and child restraint use across Puerto Rico.

PROBLEM STATEMENT

The Occupant Protection Program seeks to increase seat belt and child restraint use through public education initiatives combined with high-visibility law enforcement efforts to enforce occupant protection laws in Puerto Rico. According to data from the Fatality Analysis Reporting System (FARS), between calendar years 2021 and 2024, Puerto Rico recorded a total of 1,203 traffic crash fatalities, of which 377 were attributed to the non-use of seat belts.

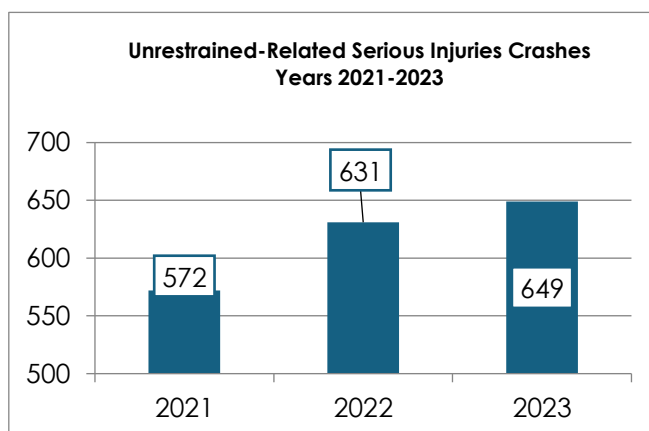
In 2024, 31 percent of the 288 vehicle occupants fatally injured on Puerto Rico's roadways were unrestrained at the time of the crash. Unrestrained passenger vehicle occupant fatalities have remained consistently high over the four-year period, with 88 fatalities in 2021, 89 in 2022, a decrease to 86 in 2023, and a subsequent increase to 87 fatalities in 2024 across all seat positions.

These data underscore the persistent risk associated with seat belt non-use and reinforce the continued need for targeted occupant protection education and enforcement strategies statewide.



Between 2021 and 2023, a total of 2,225 individuals were injured in traffic crashes, with 1,852 cases involving unrestrained passengers suffering serious injuries.

In FY 2025, 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 contributed to the reported observational seat belt usage rate of 91.3%.



	2021	2022	2023	2024	2025
Seat Belt	88.24%	91.77%	90.60%	86.30%	91.32%
Child Safety Seat	90.20%	90.50%	87.30%	74.40%	74.40%

Child restraint seat usage dropped to 74.40% in 2025. 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 2025 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 one National Child Passenger Safety Technician (CPST) Certification Training Courses in FY 2025. For FY 2026, the PRTSC plans to resume these courses.

PLANNED ACTIVITY

25-05-29

OCCUPANT PROTECTION OBSERVATIONAL SURVEYS

During FY 2025, 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 7,380 observed vehicles and 9,111 occupants (7,380 drivers and 1,731 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 91.32%, with a standard error of 0.29%.



Additionally, an Observational Survey of Car Seat Use was conducted in FY 2025. This study covered 17 counties and included 7,380 vehicle observations across 68 segments (four road segments in each county selected). 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, 2025.

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 3.00%.

25-05-43

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.



FY 2025 Activities and Achievements:

- ★ **Orientations/Inspections at Fire Stations:**
6,185
- ★ **Educational Activities:** 50
- ★ **Conferences:** 11
- ★ **TV/Radio Program Interviews:** 3
- ★ **Coordination and Operation of Checkup Events:** 8
- ★ **Participation in Checkup Events Held by PRTSC:** 4
- ★ **Participation in Checkup Events Held by Community Programs:** 9

Participation in educational events in Hospitals: 3



25-05-27

INCREASE CHILD PROTECTION & EDUCATION

During FY 2025, the PRTSC conducted fourteen (10) large-scale Child Safety Seat Checkpoints, resulting in the inspection and certification of 120 child safety seats by certified Child Safety Seat Technicians from the Fire Department and Community Programs.

As part of the National Seat Check Scheduled 2025, held in Cidra, Puerto Rico, a total of 19 child safety seats were inspected and certified by trained Child Safety Seat Technicians.



In support of low-income families, PRTSC acquired 374 child safety seats for the loan program “*Préstame un asiento*” during FY 2025.

To strengthen expertise in child passenger safety, PRTSC conducted one (1) certification training course, certifying 9 new Child Safety Seat Technicians. Among these, 6 were from the Puerto Rico Fire Department (PRFD), 1 from Carolina Municipal Fire Department, 1 from Guaynabo Police Department and 1 from PESET. This training course was delivered by two certified instructors from PRTSC, including the Occupant Protection Coordinator and the Community Programs Coordinator.



25-05-03

PROGRAM AND SERVICES COORDINATION OFFICER (OCCUPANT PROTECTION RESTRAINT)

The Program and Services Coordination Officer (Occupant Protection Restraint) 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 FY 2025.



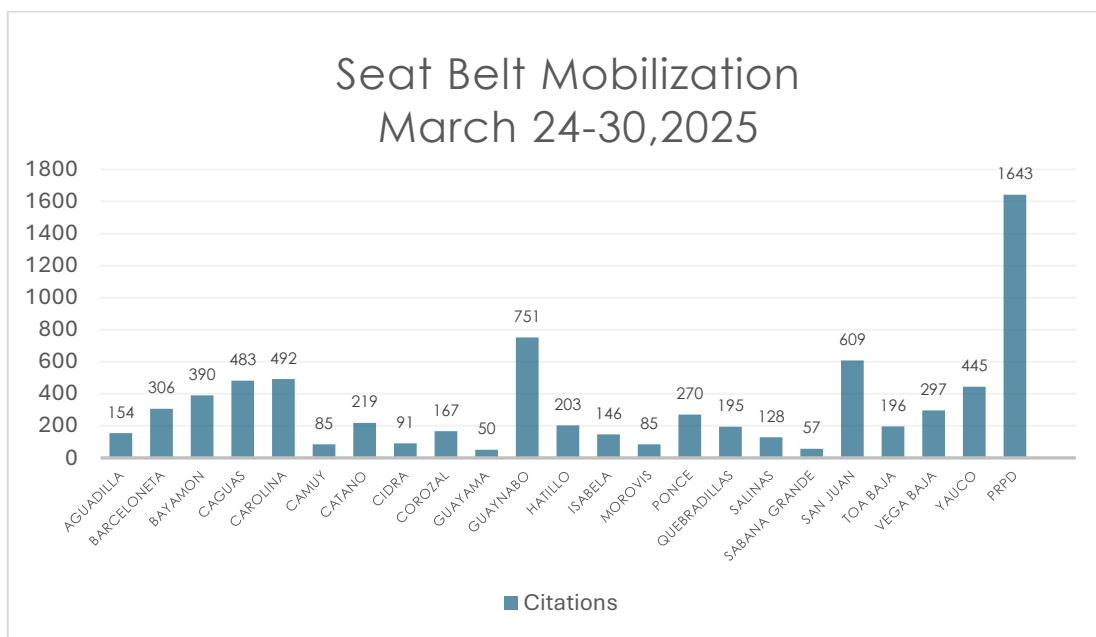
As a Certified Instructor, the OP Coordinator was responsible for recertifying and renewing licenses for technicians whose certifications expired during FY 2025.

During FY 2025, 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 2025 in Long Beach, California.

25-05-XX

SEAT BELT & CIOT ENFORCEMENT MOBILIZATION

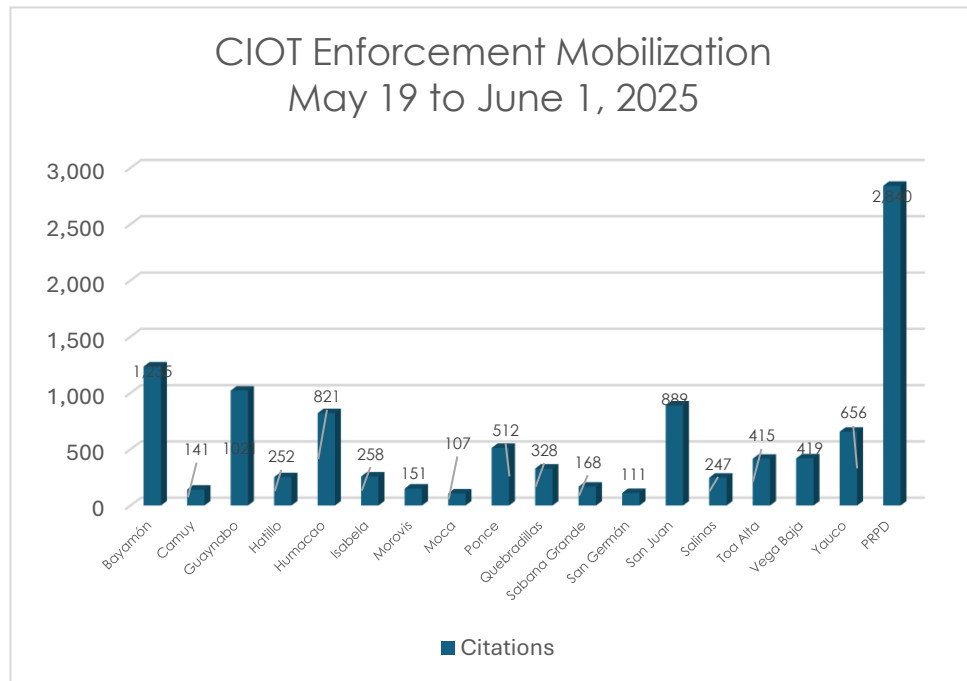
As in previous years, the PRTSC provided overtime funding to the PRPD and the Municipal Police Corps. This mobilization took place from March 24-30, 2025, during the hours of 2:00 PM to 10:00 PM, based on statistical data indicating that fatalities related to the non-use of seat belts are most likely to occur during this time frame.



Participating in Municipalities and PRPD = 23
Total citations (seat belt/child restraint) = 7,437



This mobilization took place from May 19 to June 1, 2025, 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 = 18
 Total citations (seat belt/child restraint) = 10,571



FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
25-05-03	OP Coordinator - 0503	CST - 00	\$ 52,000.00	\$ 51,670.34	\$ 329.66
25-05-09	TE Seat Belt - 0509	Guaynabo - 305	49,005.35	44,991.38	4,013.97
25-05-10	TE Seat Belt - 0510	Cidra - 135	2,680.71	2,017.01	663.70
25-05-12	TE Seat Belt - 0512	Vega Baja - 88	13,826.38	12,475.37	1,351.01
25-05-14	TE Seat Belt - 0514	Aguadilla - 157	9,021.65	3,079.42	5,942.23
25-05-15	TE Seat Belt - 0515	Ponce - 74	8,714.22	7,662.89	1,051.33
25-05-16	TE Seat Belt - 0516	Morovis - 313	3,703.61	3,336.44	367.17
25-05-17	TE Seat Belt - 0517	San Juan - 098	19,984.59	15,010.11	4,974.48
25-05-17	TE Seat Belt - 0517	San Juan - 098	9,303.66	7,751.95	1,551.71
25-05-18	TE Seat Belt - 0518	Bayamon - 011	25,443.57	20,970.38	4,473.19
25-05-19	TE Seat Belt - 0519	Toa Baja - 154	5,474.27	3,918.29	1,555.98
25-05-27	Increase Child Protection - 0527	CST - 00	68,790.00	56,956.51	11,833.49
25-05-27	- 0527	CST - 00	2,965.00	2,965.00	-
25-05-29	OP Survey - 0529	CST - 00	81,438.69	81,438.69	-
25-05-29	OP Survey - 0529	CST - 00	50,561.31	50,561.31	-
25-05-43	Fitting Station - 0543	Bomberos de PR - 35	16,000.00	-	16,000.00
25-05-45	TE Seat Belt - 0545	San Germán - 628	2,645.15	1,702.18	942.97
25-05-46	TE Seat Belt - 0546	Moca - 112	2,364.18	1,860.32	503.86
25-05-47	TE Seat Belt - 0547	Yauco - 105	11,734.46	11,358.66	375.80
25-05-47	TE Seat Belt - 0547	Yauco - 105	5,206.99	5,094.34	112.65
25-05-48	TE Seat Belt - 0548	Toa Alta - 55	5,976.90	3,961.98	2,014.92
25-05-50	TE Seat Belt - 0550	Pol. De PR - 10	79,990.00	43,898.69	36,091.31
25-05-50	TE Seat Belt - 0550	Pol de PR - 10	79,990.00	36,927.78	43,062.22
25-05-51	TE Seat Belt - 0551	Guayama - 70	1,316.88	1,078.66	238.22
25-05-52	TE Seat Belt - 0552	Barceloneta - 126	3,038.52	2,347.85	690.67
25-05-53	TE Seat Belt - 0553	Hatillo - 115	10,337.00	10,016.64	320.36
25-05-54	TE Seat Belt - 0554	Caguas - 66	6,032.97	4,795.78	1,237.19
25-05-58	TE Seat Belt - 0558	Carolina - 94	4,973.03	3,676.95	1,296.08
25-05-61	TE Seat Belt - 0561	Camuy - 388	9,629.56	4,483.87	5,145.69
25-05-69	TE Seat Belt - 0569	Isabela - 84	12,568.43	7,504.94	5,063.49
25-05-73	TE Seat Belt - 0573	Quebradillas - 104	11,865.71	9,789.72	2,075.99
25-05-74	TE Seat Belt - 0574	Salinas - 158	4,545.75	-	4,545.75
25-05-74	TE Seat Belt - 0574	Salinas - 158	2,543.67	2,334.93	208.74
25-05-75	TE Seat Belt - 0575	Corozal - 167	1,997.97	1,703.16	294.81
25-05-78	TE Seat Belt - 0578	Cataño - 145	4,169.57	3,397.10	772.47
25-05-79	TE Seat Belt - 0579	Humacao - 125	8,210.83	7,735.56	475.27
25-05-82	TE Seat Belt - 0582	Sabana Grande - 131	2,489.73	2,413.62	76.11
Total 05-Occupant Protection			\$ 690,540.31	\$ 530,887.82	\$ 159,652.49



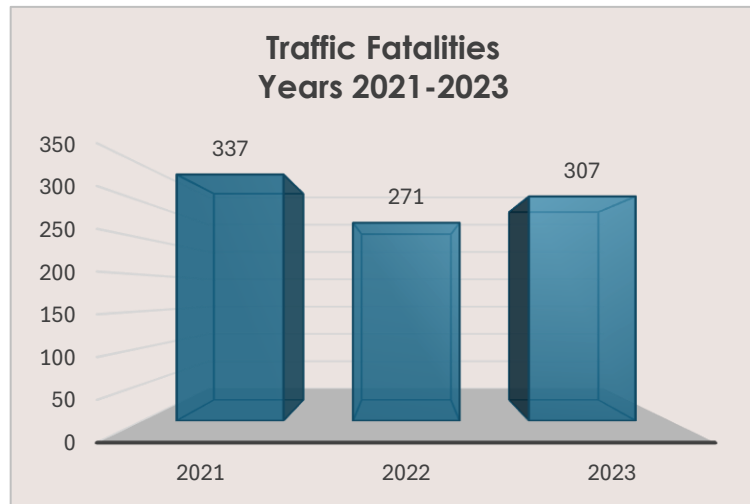
PROGRAM AREA: COMMUNITY TRAFFIC SAFETY PROGRAM

Community Traffic Safety Programs supported local-level engagement and education, fostering partnerships that enhanced awareness and promoted safer roadway behaviors within participating communities.

PROBLEM STATEMENT

To address traffic fatalities and injuries, the PRTSC has established Community Traffic Safety Programs (CTSPs). These programs operate at the municipal level and focus on protecting road users most at risk of injury or death in traffic crashes. CTSPs educate and employ specific strategies aligned with key PRTSC program areas, including:

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

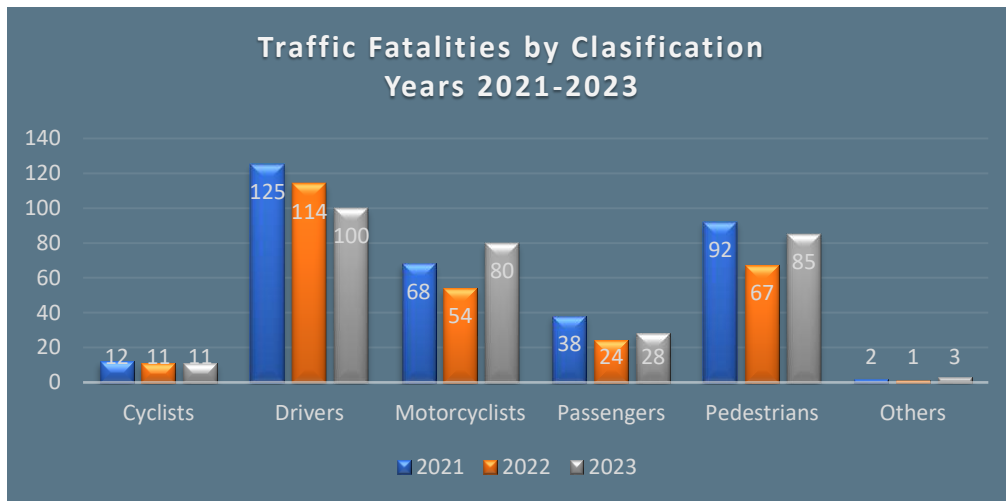


According to data provided by the Fatality Analysis Reporting System (FARS), Puerto Rico recorded a total of 915 traffic fatalities over the three-year period from 2021 to 2023.

- ★ 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 fatalities during this period.

Data from 2021 to 2023 highlight several worrying trends in road traffic fatalities. Drivers, pedestrians, and motorcyclists remain the most vulnerable groups, and driving under the influence of alcohol, speed, or drugs continues to play a significant role in road traffic fatalities. Speeding, responsible for more than a third of all fatalities, further underscores the need for targeted enforcement and education campaigns.

To change behaviors, the PRTSC will continue implementing specific strategies to educate the public in order to reduce drunk driving, protect vulnerable road users, and combat speeding. Strengthening partnerships with law enforcement, improving public education, and expanding community participation will be fundamental to reducing fatalities and improving road safety across the island.



Projections for 2024 indicated a possible reduction, with 10 fatalities recorded as of December 31, 2024. However, we ended 2024 with 288 fatalities on our roads.

According to the data obtained, the time with the highest number of pedestrian fatalities is 6:00 p.m. to 11:59 p.m. with 113 fatalities, followed by the time from 12:00 a.m. to 5:59 a.m. with 89 fatalities.

Sunday were the day with the highest number of fatalities, with a total of 66 fatalities in 2024, followed by Saturdays with 57 fatalities each. (81%) Eighty-one percent of the fatalities were men, in the 63+ age group with 68, followed by the 25-36 age group with 61 fatalities during that time period.

The municipalities with the highest number of fatalities in 2024 were undoubtedly San Juan, with (35) thirty-five fatalities, followed by Bayamón with (16) sixteen fatalities, Carolina with (11) eleven fatalities, and the municipalities of Arecibo and Caguas with (10) ten fatalities each.

The months with the highest number of fatalities in 2024 were July with 35 deaths, May with 30 deaths, and March and December, which ended the year with 28 fatalities each.

Of the 288 fatalities, 116 involved alcohol related.

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.

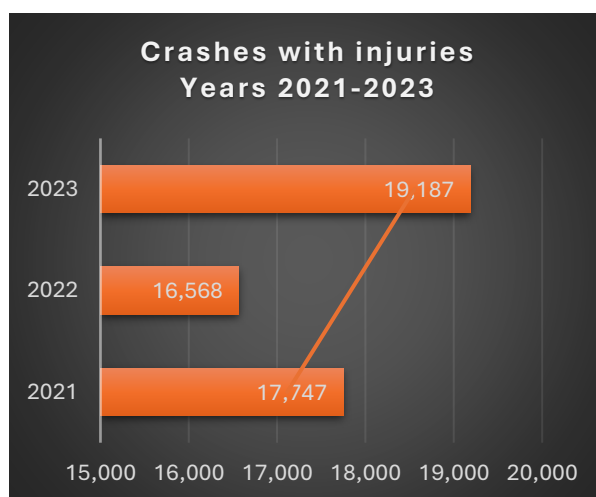
- ★ **2023 Injury Crashes:** 19,187 (highest in the three-year period)

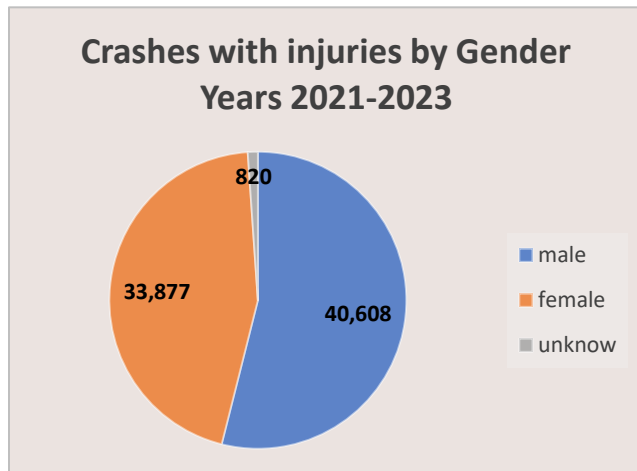
- ★ **Year-over-Year Comparison:**

- **+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.



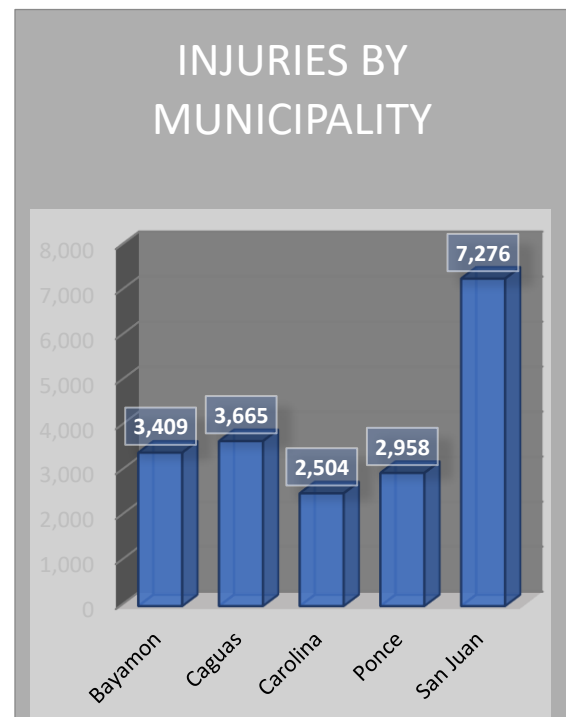


During this period, it was observed that men were involved in 40,608 traffic crashes, compared to 33,877 crashes involving women, resulting in 6,731 more crashes among men than among women. These data reveal a notable disparity in the number of crashes sustained by male and female road users.

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 crashes 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 been creating Community Traffic Safety Programs (CTSPs) since 1989 to reduce traffic crashes through prevention, education, and outreach initiatives. These programs leverage their direct knowledge of local areas to target specific high-risk groups at relevant locations and events. CTSPs also serve as a vital link between the PRTSC and communities, collaborating with local leaders, civic organizations, nonprofits, and law enforcement 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 fundamental in mobilizing police and community resources for national campaigns and enforcement measures, thereby strengthening road safety initiatives across the island. They also act as certified technicians in child safety seats and educate the public on their correct use.

The CTSPs collaborated closely with the PRTSC and held quarterly meetings to analyze data, plan campaigns, and report on progress. Directors coordinated municipal police training, child restraint system inspections, and other safety-related activities. Each program identified problem areas within its jurisdiction by analyzing fatal and injury crash data, and these initiatives were strategically aligned with the most pressing road safety issues.

Currently, PRTSC supports nine community programs that serve 72 municipalities, covering 93.9% of the island's population. For FY 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

25-06-XX

COMMUNITY TRAFFIC SAFETY PROGRAMS

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 2021 - 2023 period we averaged 305 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.



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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 PRSTC's safety programs.



These programs are: Barceloneta, Cataño, Ceiba, Guaynabo, Guayama, Isabela, Naranjito, Sabana Grande, San German and PESET. In addition, all these programs in their offices function as Child Safety Seat Inspection Centers, with 13 certified child safety seat technicians providing service during FY 2025. 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.

25-06-15

BARCELONETA COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycl e Safety	Distracted Driving
66	66	66	66	P-66 C- 66	66	66
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
72	13	101	47	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycl e Safety	Distracted Driving
8,583	12,142	12,142	18,843	Pedestrians: 12,533	9,916	10,091



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				Cyclist: 11,199		
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Total of people impacted

Directly: **96,015**

Indirectly: **288,045**

View on social networks) **861,819**

25-06-46

CATAÑO COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
70	62	62	62	P.70 C.70	70	62
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
305	3	27	37	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
1,552	1485	1,867	3,305	P.3,144 C.	1,753	1,935

Total of people impacted

Directly: **26,636**

Indirectly: **79,908**

25-06-47

CEIBA COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
45	45	45	45	p.49 c.49	45	45
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
31	20	131	28	0	0	



Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
7,448	7,178	7,010	7,445	p.8,708 c. 7,271	11,241	6,360

Total of people impacted

Directly: **33,667**

Indirectly: **101,001**

Post Facebook: **28**

Followers **399**

View on Social Network

25-06-11

GUAYAMA COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
54	54	54	54	p.54 c.54	54	54
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
20	7	82	30	0	3	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
2,700	2,650	3,050	12,850	P. 6,700 C. 2,550	2,650	2,600

Total of people impacted

Directly: **48,431**

Indirectly: **145,293**

Social Media: N/A



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COMMISSION**

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25-06-52
GUAYNABO COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
43	24	24	24	P43/ C43	43	24
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
121	3	5	23	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
4,110	1,910	3,450	10,250	P. 11,050	4,550	5,800
				C. 4,350		

Total of people impacted

Directly: **52,000**

Indirectly: **156,000**

25-06-21
ISABELA COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
38	38	38	38	p.42 c.42	38	38
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
174	3	18	20	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
4,650	3,512	3,550	6,050	p.6,141 c.6,088	5,850	3,700

Total of people impacted



Directly: **34,953**
Indirectly: **104,859**

Social Media

Post **64**

Followers **345**

Facebook page: (**40,621** view on social networks)

25-06-29

NARANJITO COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
47	47	47	47	P. 51 C.47	47	47
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
145	5	39	42	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
7,103	7,369	7,265	9869	P. 11,363 C. 7,013	7,199	7,940

Total of people impacted

Directly: **41,059**

Indirectly: **123,177**

Social Media

Post **82**

Followers **1,359**

Facebook page: (**63,583** view on social networks)

25-06-22

SABANA GRANDE COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
42	43	43	43	P= 45	43	43



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				C= 43		
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
61	8	45	21	7	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
467	5,269	4,864	9,314	P. 4,906 C. 5,214	5,364	4,804

Total of people impacted

Directly: **123,464**

Indirectly: **370,392**

Post Facebook: **138** publications (**44,531** view on social networks)

25-06-28

SAN GERMÁN COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
36	36	30	30	P. 37 C. 32	29	30
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
93	4	34	61	8	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
13,130	11,706	9,792	21,017	P. 14,827 C. 13,383	14,225	11,461

Total of people impacted

Directly: **44,945**

Indirectly: **226,455**

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



25-06-50

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 FY 2025 we offered our services to 175 institutions out of these: 41 were Public Schools, 17 Private Schools, 4 Head Start Centers and 160 Independents Groups, 7 Summer Camps.

Visitors	FY 2023	FY2024	FY 2025
	4,665	5,225	3,838

		FY 2023	FY 2024	FY 2025
Highway Educational offered at PESET	Safety Talks	459	397	396
Highway Educational Outside of the Park	Safety Talks	2	6	4

CESCO workshop	FY 2023	FY 2024	FY 2025
	381	737	787

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.



25-06-31

PROGRAM AND SERVICES COORDINATION OFFICER (COMMUNITY PROGRAMS)

During Fiscal Year 2025 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 FY 2025:

CTSP conducted observational surveys on seatbelt use and distracted driving at two high-traffic intersections in the municipalities with the highest number of fatalities, where the municipal police participated in our demonstrations. The objective was to meet with the municipal police and provide information on the most problematic areas. This would allow the police to implement safety measures to minimize crashes, injuries, and fatalities in their respective areas.

In addition, these were carried out:

- ★ 28 formal meetings were held.
- ★ 2 virtual meeting with all programs.
- ★ 2 virtual ones to help keep project performance at the highest level.
- ★ 6 monitoring and follow-up visits were conducted.
- ★ 22 changes were made to the approved proposals.
- ★ 40 quarterly reports, 2 semiannual communication report, and 10 annual reports were evaluated.
- ★ 15 proposals were evaluated.

During Fiscal Year 2025 in the months of march, 13 to 16 training were conducted to certify new child restraint technicians. Participated in child restraint checkpoint activities with Community Programs during FY 2025 for a total of 1,504 child restraint inspections conducted at events and in the office among all Community Programs.

The Community Programs Coordinator held 32 informal, formal and virtual meetings with Community Programs, including PESET. I participated in various road safety education activities.



FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
25-06-11	Community Program - 0611	Guayama - 70	\$ 73,828.00	\$ 67,979.65	\$ 5,848.35
25-06-15	Community Program - 0615	Barceloneta - 126	77,157.98	69,160.93	7,997.05
25-06-21	Community Program - 0621	Isabela - 84	74,578.20	65,037.52	9,540.68
25-06-22	Community Program - 0622	Sabana Grande - 131	82,905.40	77,152.90	5,752.50
25-06-28	Community Program - 0628	San Germán - 628	74,096.00	68,777.02	5,318.98
25-06-29	Community Program - 0629	Naranjito - 629	68,962.80	63,915.16	5,047.64
25-06-31	CP Coordinator - 0631	CST - 00	49,711.00	45,152.27	4,558.73
25-06-46	Community Program - 0646	Cataño - 145	67,421.20	55,104.28	12,316.92
25-06-47	Community Program - 0647	Ceiba - 109	68,647.00	62,053.79	6,593.21
25-06-50	PESET - 0650	CST - 00	269,242.00	210,986.44	58,255.56
25-06-52	Community Program - 0652	Guaynabo - 305	108,053.00	63,217.15	44,835.85
Total 06 - Community Traffic Safety Programs			\$ 1,014,602.58	\$ 848,537.11	\$ 166,065.47



PROGRAM AREA: TRAFFIC RECORDS

Traffic Records activities focused on improving the timeliness, accuracy, and integration of crash and citation data to support evidence-based traffic safety decision-making.

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 FARS, Puerto Rico reported 1,203 traffic fatalities from 2021 to 2024 and approximately 728,624 traffic crashes according to databases PR SAFETY and Puerto Rico Road Safety Observatory Databases. 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, 99% 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 FY 2025 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.

25-07-01

TRAFFIC RECORDS COORDINATOR



During FY 2025, 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 PRTRCC 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 2026 and 405c grants.

Program Coordinator, Federal Program Manager (now Federal Funds Development and Compliance Official) and Executive Director participated in the 50th ATSIP 2025 Traffic Records Forum Boston, CA, July 6-9, 2025. 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 3 meetings with IT Consultant.
- ★ A total of 18 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 8 project proposals.
- ★ Approximately 2 changes to Project's Detailed Plans.
- ★ Twenty-two project reimbursement claims.
- ★ Six project visits.
- ★ Approximately 210 technical assistances provided (email and phone).

25-07-13

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.
- ★ Modify the data dashboard to satisfy at least 65% of the modification requested submitted by registered users.
- ★ At least seven workshops and Trainings in the use of the portal.
- ★ Deploy and provide 100% access to PCRs.
- ★ 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.
- ★ Integration of The new Municipal Dashboard

25-07-17

STRENGTHENING THE PROSECUTOR'S CASE MANAGEMENT SYSTEM

For FY 2025, 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 FY 2025:

- Strengthen the Integrated Criminal Registry (RCI) OF THE Criminal Justice Information System by updating and validating 4,000 criminal records of the cases of the Drunk Driving Processing Unit. From October 1st, 2024, to September 30th, 2025, they have managed to update a total of 4,057 records, surpassing their goal. They developed a statistical module on drunk drivers. This module has been a great help because it provides data in an immediate and reliable manner.

25-07-18

SUMAC TRAFFIC CASE ELECTRONIC PROJECT

The SUMAC Transito project has been a project that we have been trying to implement since 2023. In 2025, the project proposal 25-07-18 was approved under Traffic Records 405c funds. However, the project could not be started since the Office of Court Administration 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.

FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
25-07-01	TR Coordinator - 0701	CST - 00	\$ 108,811.00	\$ 66,524.43	\$ 42,286.57
25-07-13	Crash Data - 0713	CST - 00	419,924.66	275,223.56	144,701.10
25-07-13	Crash Data - 0713	CST - 00	50,575.34	50,575.34	-
25-07-17	Strengthening Prosecutors' Case MS - 07	Depto Justicia - 16	101,191.00	93,995.41	7,195.59
25-07-18	SUMAC - 0718	Adm Tribunales - 20	150,000.00	-	150,000.00
Total 07 - Traffic Records			830,502.00	486,318.74	344,183.26



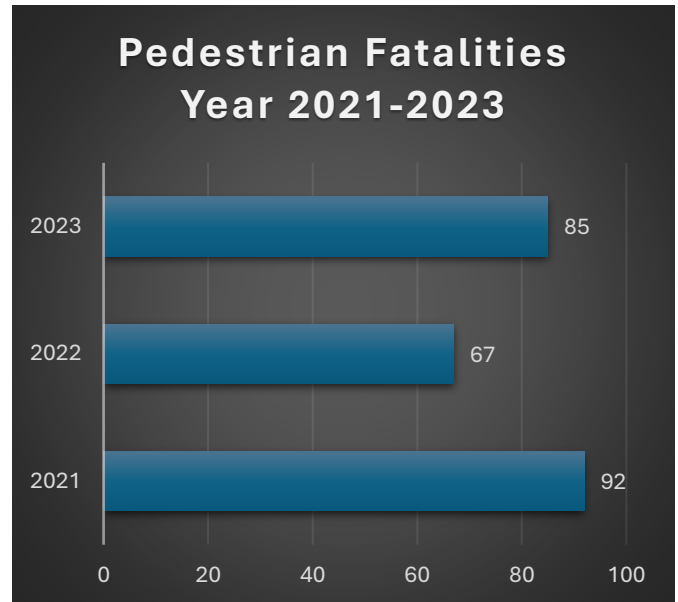
PROGRAM AREA: NON-MOTORIZED (PEDESTRIAN AND BICYCLIST)

Non-motorized safety efforts addressed the vulnerability of pedestrians and bicyclists through education, awareness, and data-informed strategies aimed at reducing fatalities and serious injuries.

PROBLEM STATEMENT

During the period from 2021 to 2023, Puerto Rico reported 915 traffic fatalities. Of these, 244 fatalities (26.7%) were pedestrians. An analysis of the profile of pedestrian fatalities 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:

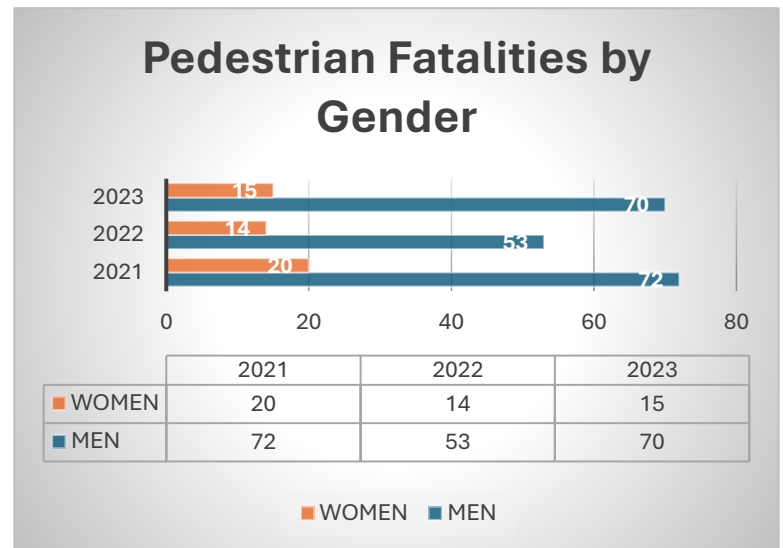
- ★ **2021:** 1,243 pedestrian crashes out of 158,311 total crashes
- ★ **2022:** 1,097 pedestrian crashes out of 166,096 total crashes
- ★ **2023:** 1,173 pedestrian crashes out of 194,446 total crashes



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.

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%)

Projections for 2024 initially suggested a potential reduction in pedestrian fatalities; however, final data indicate that a total of 74 pedestrian deaths were recorded by December 31, 2024. In comparison, preliminary 2025 data reflect an increase, with 79 pedestrian fatalities reported.

- ★ Analysis of crash timing shows that the highest concentration of pedestrian fatalities in 2024 occurred between 6:00 p.m. and 11:59 p.m., accounting for 32 fatalities, followed by the early morning hours of 12:00 a.m. to 5:59 a.m., with 24 fatalities.
- ★ Tuesdays recorded the highest number of pedestrian fatalities in 2024, with a total of 13 deaths, followed by Wednesdays and Saturdays, each with 12 fatalities. Males accounted for 81 percent of all pedestrian fatalities, with the highest impact observed among individuals aged 63 and older (28 fatalities), followed by the 50–62 age group (19 fatalities).
- ★ The municipalities reporting the highest number of pedestrian fatalities in 2024 were San Juan with 18 deaths, followed by Bayamón with five fatalities. The



municipalities of Aguada, Caguas, Camuy, Cidra, Hatillo, and Río Grande each reported three pedestrian fatalities.

- ★ The months with the highest number of pedestrian deaths in 2024 were August (11 fatalities), October (10 fatalities), and July and December, each with eight fatalities. Of the 74 pedestrian fatalities recorded in 2024, 24 were alcohol related.

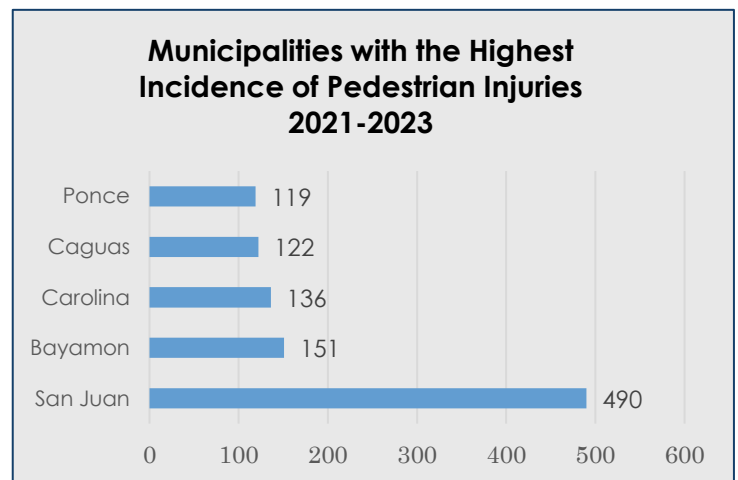
Pedestrian Injuries (2021-2023)

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 injuries were:
 - Friday: 541 injuries
 - Monday: 533 injuries
 - Wednesday: 532 injuries

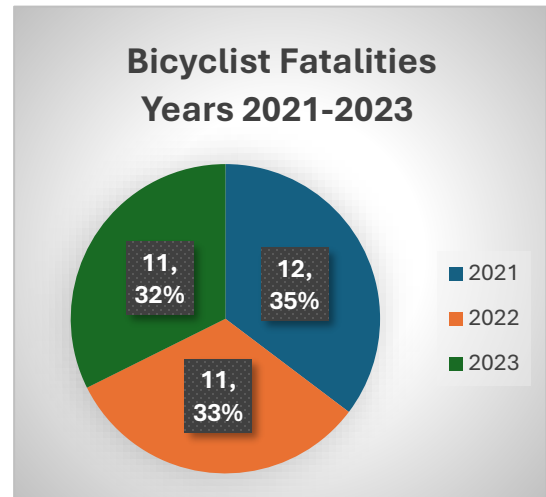
Bicyclist Fatalities & Injury Crashes

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.



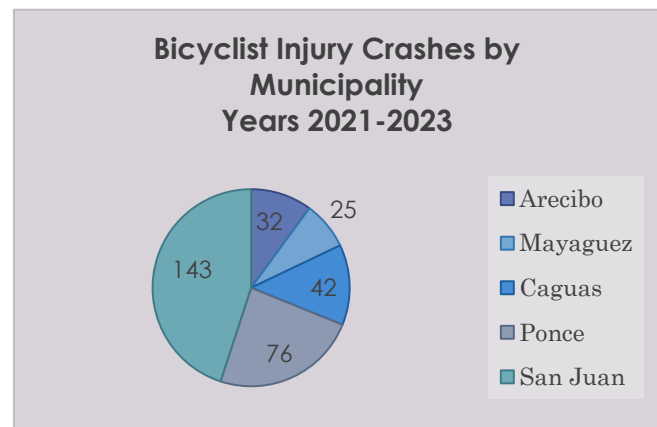
★ **Time and Day of Fatalities:**

- 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 fatalities) 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%)



- ★ An analysis of cyclist fatalities at the end of 2024 indicates that six (6) cyclist deaths were recorded during the year, representing approximately 2.1 percent of the 288 total traffic fatalities reported in 2024.
- ★ The time period with the highest number of cyclist fatalities occurred between 6:00 p.m. and 11:59 p.m. Saturdays recorded the highest number of cyclist fatalities, followed by Thursdays.
- ★ All cyclist fatalities in 2024 involved male victims. The age group most affected was individuals aged 50 and older, who accounted for the majority of cyclist deaths during the year.



- ★ The municipality with the highest number of cyclist fatalities in 2024 was Humacao, with two fatalities. The remaining cyclist deaths were distributed across several municipalities, each reporting one fatality.
- ★ The month with the highest number of cyclist fatalities in 2024 was June, followed by August.

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

25-08-01

PROGRAM AND SERVICES COORDINATION OFFICER (NON-MOTORIZED)

The Program and Services Coordination Officer (Non-Motorized) continues to lead efforts to promote pedestrian and cyclist safety through comprehensive educational programs throughout Puerto Rico. These programs include initiatives such as pedestrian and cyclist safety zones, community programs, collaborations with state and municipal police, cycling organizations, and PESET. The coordinator's primary role is to ensure programmatic and administrative compliance for all related projects while fostering partnerships and strategies that address road safety for vulnerable users.

During FY 2025, the coordinator maintained active collaboration with the SHSP committee, contributing to its areas of interest. Regular formal and informal meetings were held with the advisory group, which included Metric Engineering, the Highway Authority, the Federal Highway, and the PRTSC. These meetings were essential for tracking project progress and aligning efforts toward common goals. In addition, the coordinator worked closely with municipalities to identify funding opportunities that would effectively address pedestrian and cyclist safety deficiencies.

The two Pedestrian and Cyclist Safety Zones projects are designed to educate the public about pedestrian and cyclist safety, as well as driver responsibilities. Meetings with



municipal representatives from Canovanas and Camuy focused on addressing administrative challenges and implementing safety strategies tailored to the specific needs of their communities.

Outreach initiatives extended to senior centres, where specific safety and education needs were identified and addressed. In addition, the coordinator prioritized citizen participation in safety initiatives 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 existing initiatives. Meetings were also held to plan the logistics of large-scale road safety events and to work with the PRTSC communications director on strategies for educational campaigns.

Evaluation and reporting played a key role in ensuring the program's effectiveness. During FY 2025, two semi-annual media reports focusing on pedestrian and cyclist safety were reviewed, along with eight quarterly reports from the pedestrian and cyclist safety zone programs and two comprehensive annual reports. In addition, 18 project proposals and one media proposal related to the non-motorized vehicle program were evaluated. The coordinator also prepared an operational plan for a police mobilization carried out from January 20 to 26. Following this mobilization, performance reports from PPR traffic units and municipal police units were evaluated, and audits of fines issued were conducted to ensure compliance with mobilization objectives.

Federal funding has been instrumental in achieving these milestones. Without such funding, it would not have been possible to carry out education and mobilization initiatives throughout Puerto Rico. These initiatives have been instrumental in raising public awareness of the risks associated with unsafe behaviors, such as stopping on sidewalks or crosswalks, and have contributed significantly to reducing the number of 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.

25-08-29

MUN. CAMUY, PEDESTRIAN AND BICYCLIST SAFETY ZONE

The Pedestrian and Cyclist Safety Zone program in the municipality of Camuy was created to guide and protect the safety of vulnerable users of public roads. The program aims to educate drivers, pedestrians, cyclists, and the general public about the dangers of breaking traffic laws, with a specific focus on protecting pedestrians and cyclists, who are the most vulnerable users of public roads. This program conducts educational talks in schools, universities, public and private entities, and other organizations. It also participates in community events, educational campaigns, and various activities to promote road safety awareness, in addition to training law enforcement officers to ensure that interventions are effective and that they can also educate when intervening.

Presentations or Virtual Presentations			
Pedestrian 5-15	Pedestrian 16-24	Pedestrian 25-49	Pedestrian 50+
13	14	4	4
Bicyclist 5-15	Bicyclist 16-24	Bicyclist 25-49	Bicyclist 50+
13	14	4	4
Other Activities			
Educational Fairs	Radio Programs	Press Conference	
11	0	0	
Distribution of Educational Material			
Pedestrian	Bicyclist	Training	
16,110	16,110	2 (38pol.)	

Total Impact

The program had broad reach, impacting a of individuals:

- ★ **Directly Impacted:** 16,943 individual
- ★ **Exposure to the message:** 50,829 population

Social Media Engagement

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

- ★ **Followers:** 553
- ★ **Posts:** 513
- ★ **Views:** 20,268

25-08-30

MUN. CANÓVANAS, PEDESTRIAN AND BICYCLIST SAFETY ZONE

The Pedestrian and Bicycle Safety Zone program in the municipality of Canovanas 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 5-15	Pedestrian 16-24	Pedestrian 25-49	Pedestrian 50+
17	18	17	14
Bicyclist 5-15	Bicyclist 16-24	Bicyclist 25-49	Bicyclist 50+
17	18	17	14
Other Activities			
Educational Fairs	Radio Programs	Press Conference	
5	15	0	
Distribution of Educational Material			
Pedestrian	Bicyclist	Training	Agents
19,571	19,571	4	102

Social Media Engagement

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

- **Posts:** 100
- **Followers:** 377
- **Social Media Views:** 540

Total Impact

- **Directly Impacted:** 20,033 individuals
- ★ **Exposure to the message:** 60,099 population

The Need for Increased Efforts

The program emphasizes the importance of maintaining and increasing educational efforts. According to data from 2024, there were 15 cyclist fatalities recorded throughout the year, exceeding the previous year's total by 4 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.

PEDESTRIAN ENFORCEMENT MOBILIZATION

From January 20 to 26, 2025, 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 8 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 491 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.

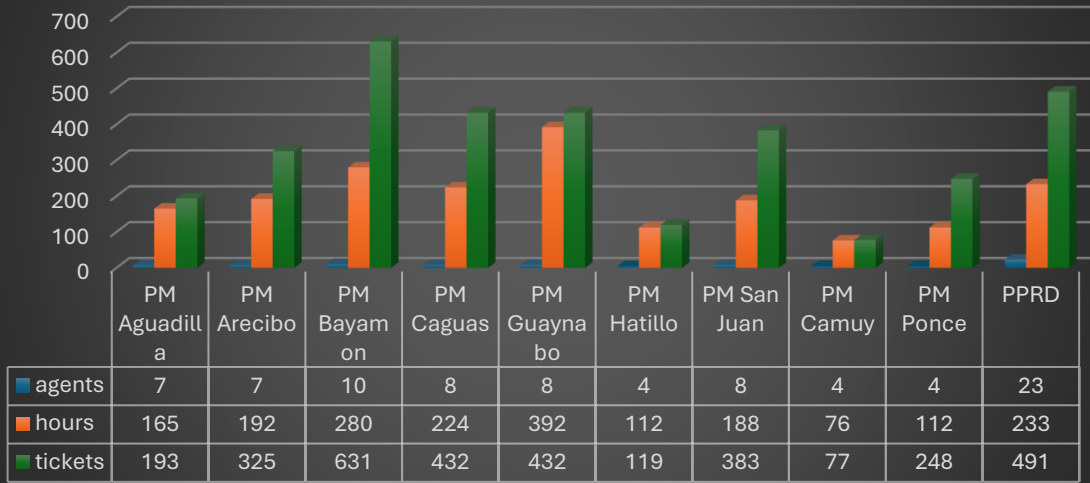
Key Achievements

- ★ Combined enforcement and educational efforts successfully addressed critical issues like crosswalk violations and pedestrian safety awareness.
- ★ **3,579 tickets issued**, highlighting the effectiveness of the enforcement phase.

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.



Pedestrian Enforcement Mobilization January 20 to 26, 2025



FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
25-08-01	PS Coordinator - 0801	CST - 00	\$ 25,163.00	\$ 19,489.15	\$ 5,673.85
25-08-19	TE PS - 0819	Pol de PR - 10	59,983.01	6,164.80	53,818.21
25-08-20	TE PS - 0820	San Juan - 098	5,638.65	4,970.56	668.09
25-08-22	TE PS - 0822	Bayamon - 011	9,144.74	8,160.04	984.70
25-08-23	TE PS - 0823	Guaynabo - 305	13,356.09	11,328.66	2,027.43
25-08-24	TE PS - 0824	Hatillo - 115	3,164.00	2,904.51	259.49
25-08-25	TE PS - 0825	Aguadilla - 157	6,140.99	4,145.92	1,995.07
25-08-28	TE PS- 0828	Ponce-74	2,920.89	2,449.68	471.21
25-08-29	Camuy Safety Roads - 0829	Camuy - 388	70,173.00	69,595.97	577.03
25-08-30	Canóvanas Safety Road - 0830	Canóvanas - 161	68,839.00	57,071.97	11,767.03
25-08-31	TE PS- 0831	Camuy - 388	2,507.35	1,621.66	885.69
25-08-33	TE PS - 0833	Arecibo - 116	4,676.00	4,285.51	390.49
25-08-34	TE PS - 0834	Caguas - 66	5,980.27	5,543.32	436.95
Total 08 -Non-Motorized			\$ 277,686.99	\$ 197,731.75	\$ 79,955.24



PROGRAM AREA: MEDIA

Media activities supported traffic safety program areas by amplifying enforcement efforts, increasing public awareness, and reinforcing key safety messages during critical periods.

PROBLEM STATEMENT

Puerto Rico is an archipelago located in the Caribbean with an estimated population of approximately 3.2 million residents in 2025. Population density is concentrated primarily in the San Juan, Carolina, Bayamón, Caguas and Metropolitan Region, which accounts for nearly one third of the Island's total population. This concentration results in sustained demand on the roadway network, elevated traffic volumes, and recurring congestion within major arterial and collector corridors.



The transportation system in Puerto Rico remains predominantly automobile dependent, driven by limited public transportation coverage and persistent public reliance on private vehicles. Major urban centers, including San Juan, Bayamón, Carolina, Caguas, Ponce, and Mayagüez, generate

significant commuter and commercial traffic. Daily travel patterns, particularly within the Metropolitan Statistical Area (MSA), contribute to peak-period congestion and increased exposure to crash risk.

Puerto Rico's geographic location increases its vulnerability to extreme weather events, including hurricanes, tropical storms, and heavy rainfall, as well as seismic activity. These environmental factors accelerate roadway deterioration, affect pavement conditions, drainage systems, and roadway signage, and increase the likelihood of hazardous driving conditions. Infrastructure resilience and maintenance remain critical components of traffic safety planning.

Traffic safety challenges on the Island are driven by a combination of high-risk driving behaviors and systemic factors. Primary contributing factors include alcohol and drug-impaired driving, excessive speed, aggressive driving, distracted driving, and low compliance with occupant protection requirements. Additionally, noncompliance with traffic laws related to commercial motor vehicles, pedestrians, bicyclists, and motorcyclists continues to elevate crash and fatality risk among vulnerable road users. Limitations in enforcement capacity further affect compliance levels and roadway user behavior.

Socioeconomic and labor dynamics also influence traffic exposure. The San Juan, Carolina and Caguas MSA supports a workforce exceeding 800,000 individuals, resulting in high daily commuter volumes. Census-based mobility data and transportation studies indicate that a substantial proportion of employed residents commute primarily by private vehicle, with average travel times approaching 30 minutes per trip. These conditions contribute to increased vehicle miles traveled (VMT) and prolonged exposure to crash risk.



An analysis of traffic fatalities from 2021 through 2025, based on final and preliminary data, reveals significant annual fluctuations. Following a peak in 2021, fatalities declined substantially in 2022, increased again in 2023, and subsequently decreased in 2024. Preliminary data for 2025 indicates a continued downward trend.

Despite recent reductions, the variability across years underscores the persistent challenges in achieving sustained fatality reductions and reinforces the importance of comprehensive, data-driven strategies focused on behavioral change, enforcement efforts, and infrastructure improvements.

Enforcement activity remains a critical component of Puerto Rico's highway safety program. Law enforcement agencies issue hundreds of thousands of traffic citations annually, and police-reported crash data continues to reflect a significant number of crashes involving injuries and fatalities. Persistent noncompliance with the Puerto Rico Vehicle and Traffic Act (Act No. 22-2000) remains a contributing factor to traffic-related deaths and serious injuries.

To address these challenges, Puerto Rico's Highway Safety Program continues to implement a comprehensive, evidence-based approach grounded in the Four E's:

Engineering: Enhancing roadway design, maintenance, signage, and traffic control devices to mitigate crash risk.

Enforcement: Strengthening high-visibility enforcement and interagency coordination to improve compliance with traffic laws.

Education: Delivering targeted, data-driven public education and outreach campaigns focused on high-risk behaviors and priority populations.

Emergency Medical Services (EMS): Supporting timely and effective post-crash response to reduce fatalities and injury severity.

This integrated framework supports the overarching goal of reducing traffic fatalities and serious injuries and aligns with NHTSA's emphasis on data-driven decision-making, continuous evaluation, and strategic investment of highway safety funds.



PRTSC Communications Office: Combined Efforts and Integration

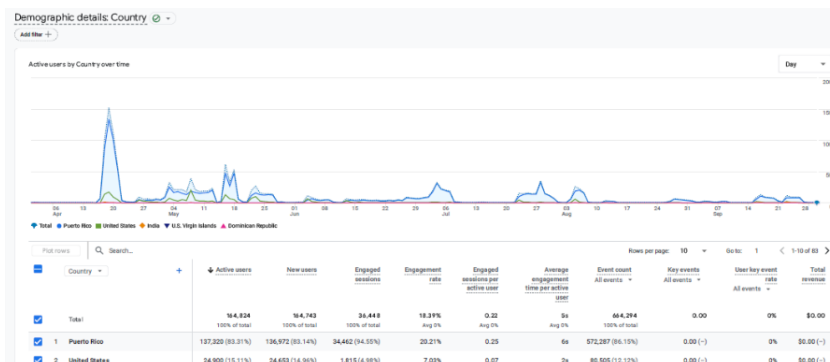
PRTSC-Owned Media Platforms

Road and vehicle safety educational content was disseminated through posts across all PRTSC owned social media platforms. The following summary reflects the performance obtained through organic publications during the year. A total of 3,044 posts were published, generating 21,723 likes/views and achieving 45,220,701 reach and engagements across platforms. In addition, cumulative organic impressions reached 92,395,269, demonstrating a strong reception of awareness, educational, and preventive messages through PRTSC's owned digital channels and exceeding the overall engagement objectives programmed for the year.

PRTSC Owned Media Summary		
Posts	Likes / Views	Reach/ Engagements
932	11,408	44,935,632
1,000	709	285,069
863	1,977	0
249	7,629	0
3,044	21,723	45,220,701
92,395,269		

Through the dissemination of this program's educational message via the website, a total of 165,710 users and 164,743 new users were reached during this semester. Below is the table showing the demographic breakdown by country:

Regarding the results obtained through exposure of the PRTSC website, the established goal was 225,546 impressions, of which 165,710 were achieved, representing approximately 73.5% compliance. Among the main factors that prevented achieving the goal was the fact that the website contract was approved in May 2025, which limited the time available for promotion and dissemination. Additionally, this delay reduced opportunities for planning and execution of exposure strategies, as well as overall reach during the initial months of the evaluated period.



As part of the communication strategy implemented during FY 2025, the PRTSC expanded the use of Out-of-Home (OOH) media, including digital screens, cinema placements, and high-impact live events, to promote traffic safety awareness, prevention, and educational messages. This integrated approach maximized message visibility and extended reach across high-traffic and high-engagement environments.



Within the digital OOH component, 40 digital screens were deployed over a 16-day period, generating an average estimated traffic exposure of 2,880,065. The screens were

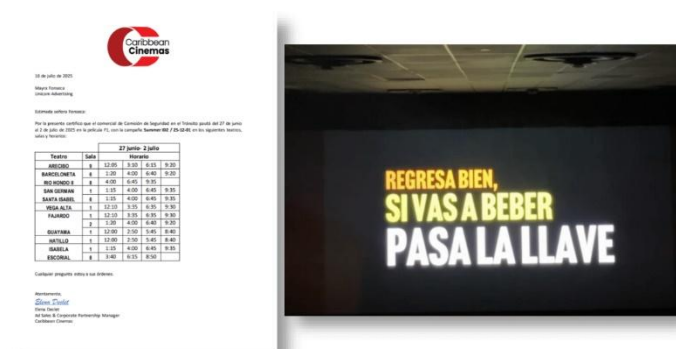


strategically located at key intersections, roadways, and high-volume transportation corridors, with geographic coverage extending from San Juan to Yauco, ensuring consistent exposure to drivers and passengers along major travel routes. The combination of reach, frequency, and high-impact visuals reinforced the effectiveness of this preventive communication tactic.

Complementing the OOH strategy, traffic safety messages were also displayed in movie theaters, where content was shown prior to film screenings. This channel provided access to captive audiences in a controlled, high-attention environment, strengthening message recall and expanding outreach beyond the traditional roadway setting.

Additionally, the integration of traffic safety messaging into high-impact live events, such as concerts and large-scale gatherings, further enhanced institutional visibility and facilitated positive and memorable engagement with target audiences.

Collectively, this integrated strategy—combining OOH media, cinema placements, and live event integration-supported broader campaign reach and message effectiveness, contributed to positive behavioral influence, and reinforced the PRISC leadership in implementing a modern, data-driven, and preventive communication strategy during FY 2025.



Other Mass Impact Activities (2025)

During 2025, the PRISC delivered road safety messaging through more than 100 mass-impact activities conducted across Puerto Rico, including large-scale public events, educational activations, and seasonal mobilizations. Key efforts included PRISC activations during the residency of urban music artist Bad Bunny at the José Miguel Agrelot Coliseum of Puerto Rico, educational initiatives implemented during the Intercollegiate Athletics Games of Puerto Rico Inter-University Athletic League, (Justas de la LAI), and islandwide outreach through the Summer Tour, which brought prevention messages to coastal and high-traffic recreational areas. These activities increased the visibility of traffic safety messaging and supported PRISC's preventive strategy to reduce traffic related crashes, injuries, and fatalities across Puerto Rico.



Government, Private Sector, and Non-Profit Partnerships (2025)

Throughout 2025, the PRISC strengthened strategic partnerships with private sector entities, media organizations, municipal governments, and community-based partners to expand the reach of traffic safety education and prevention efforts across Puerto Rico.



PRISC collaborated with Uber Puerto Rico to promote safe transportation alternatives during high-risk periods and major public events, reinforcing impaired driving prevention through educational messaging and advance planning. In parallel, PRISC maintained an agreement with the United Center of Retailers (CUD, by its Spanish acronym) to integrate traffic safety and responsible consumption messaging within

commercial environments.

Through a strategic media partnership with SBS Puerto Rico, PRISC amplified prevention campaigns via radio, digital, and social media platforms, including high-visibility initiatives such as the Summer Tour. Additional collaborations with Fundación MAPFRE Puerto Rico, municipal governments, and the Office for the Elderly Affairs (OPPEA, by its Spanish acronym) supported community-based education, pedestrian safety, and safe mobility initiatives, impacting diverse populations statewide.



Collectively, these partnerships enhanced coordination, maximized resources, and reinforced a unified, data-driven approach to advancing traffic safety and reducing roadway injuries and fatalities across Puerto Rico.

PLANNED ACTIVITY

25-12-01

ALCOHOL IMPAIRED DRIVING MEDIA CAMPAIGN

During the reporting period, the Alcohol Impaired Driving Media Campaign implemented a comprehensive set of education and awareness strategies aimed at reducing alcohol-impaired driving through consistent, multi-platform messaging. Activities were executed in alignment with the approved work plan and focused on periods of increased vehicular travel.

A total of thirty (30) educational pieces were produced, reproduced, edited and/or adapted to support the campaign's preventive message. These materials were disseminated through television, radio, digital platforms and Out Of Home media,

ensuring message consistency and broad public exposure.



A new institutional campaign was conceptualized and developed during FY 2025. This effort included creative development, production of campaign artwork, storyboards for television and digital media, Out of Home materials and web assets. In total, thirty-four (34) campaign artworks were produced, including twenty-two (22) Out of Home pieces and twelve (12) print and digital adaptations.



Seasonal public education campaigns were executed during high-risk travel periods, including Easter, Pre-Summer, Summer and Labor Day.

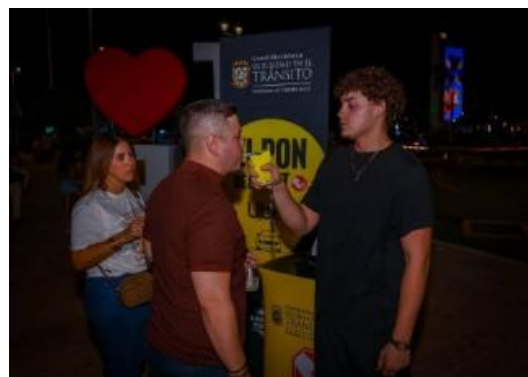
These efforts included live television and radio mentions, digital advertising, print media placements and extensive Out of Home exposure across Puerto Rico. Billboard placements ranged from thirty-four (34) to fifty-one (51) locations per campaign period, providing continuous 24/7 visibility.



An innovative educational initiative was implemented during a high-attendance event held from July 11 to September 14, 2025, at the José Miguel Agrelot Coliseum of Puerto Rico. An on-site educational booth, After Party Bar & Lounge, was developed to engage attendees through an interactive preventive experience. As a result, 15,699 individuals were directly impacted, and 448,767 individuals were indirectly impacted. Complementary strategies included voluntary alcohol testing and an alternative transportation initiative, through which 192 ride-share discounts were distributed and 128 were redeemed.



Throughout the summer and holiday periods, the campaign maintained sustained presence through digital platforms, radio stations, cinema mentions and print publications, reinforcing prevention messages and promoting responsible decision-making. All activities were completed as planned, and supporting documentation is maintained on file to demonstrate programmatic compliance.





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

To distribute at least 30,000 flyers with the alcohol-impaired driving message by the end of FY 2025.

As part of this strategy, educational materials containing the alcohol-impaired driving preventive message were distributed through multiple channels and partner entities. During the reporting semester, a total of 20,000 brochures were distributed, specifically targeting the primary audience of men between the ages of 25 and 36. These materials were disseminated through PRTSC Community Programs, the Puerto Rico Police Bureau, Municipal Police, public and private school personnel, educators, public and private sector institutions, and through direct distribution in public spaces. This distribution fulfills the activities planned for this semester, achieving 100% completion of the strategy.

Inventario de Piezas Educativas	Alcohol Impaired Driving	
	Folleto	Afiches
Número de Proyecto	12-01	
Despachado 2 ^{do} semestre	20,000	
Total Despachado	30,250	0
Balance	0	
Entregados	30,250	

Publication of the educational campaigns for this project in the country's media outlets.

For this year, the media plans and flowcharts for four (4) alcohol preventive campaigns Easter, Pre-Summer, Summer, and Labor Day were received, reviewed, and approved at 100%. All four flowcharts were fully evaluated and approved, confirming full compliance with the strategy programmed for this reporting period. This process ensured that all campaigns scheduled for the year had properly validated media plans aligned with the project objectives. The summary table below presents the published campaigns with the programmed budget by media platform.

Alcohol Impaired Driving Media Campaign						
Inversión Planificada para la Publicación de Pauta						
Plataforma de Medio	Por Ciento	Alcohol Impaired Driving Media Campaign	Easter Campaign 17-20 abril 2025	Pre-Summer AP&E Effort Jun 7-9, 13-16 - Jun 20-27, 2024	Summer Campaign Jun 28 - Jul 7, 2024	Labor Day Campaign Aug 27 - Sep 2, 2024
TV	33%	\$ 491,741.50	6,364.71	96,792.63	162,365.63	76,948.51
Radio	20%	291,737.75	3,294.40	79,133.31	93,196.55	35,689.96
Print	7%	97,839.86		14,537.10	45,941.66	7,102.03
Internet	17%	244,058.41	60,755.00	27,650.37	61,948.22	35,953.72
Out Of Home	24%	346,172.01	26,680.00	73,168.46	117,798.07	46,306.53
Project 12-01	100%	\$ 1,471,549.53	\$ 97,094.11	\$ 291,281.87	\$ 481,250.13	\$ 202,000.75

Discussion and approval of 100% of the post-buy reports

The four post-campaign reports, which include detailed information on the published media placements, were discussed and approved at 100%. This indicates that the programmed strategy was fully accomplished. Below is a summary of the publication results for the alcohol prevention campaigns Easter, Pre-Summer, Summer, and Labor Day by media platform. Each table represents the results obtained per campaign.



Alcohol Impaired Driving Media Campaign				
Post-Campaigns Publishing Results				
Media Platform	Spots	Impressions	Cost	Percent
TV	1,679	1,270,386	337,821.94	30%
Radio	2,296	933,898	180,508.58	16%
Print	21	1,438,286	49,787.88	4%
Internet	250	63,717,447	304,056.04	27%
Out Of Home	1,965	5,293,290	243,635.00	22%
Proyecto 12-01	6,211	72,653,307	\$ 1,115,809.44	100%

Strategies for preventing alcohol-impaired driving

During the reporting year, the PRTSC implemented alcohol-impaired driving prevention strategies focused on education and awareness during high-risk travel periods, in accordance with the approved work plan.

Thirty (30) educational pieces were produced, reproduced and edited, including fifteen (15) during this semester, and disseminated through television, radio, digital platforms and Out of Home media. A new preventive campaign, *SUMA*, was developed, including creative concepts, campaign artwork, storyboards and web assets.

Seasonal prevention campaigns were executed during Easter, Pre-Summer, Summer and Labor Day, utilizing consistent preventive messaging across traditional and digital media, with continuous Out of Home exposure island wide.

An on-site educational initiative implemented during a high-attendance event at the José Miguel Agrelot Coliseum of Puerto Rico resulted in 15,699 direct impacts and 448,767 indirect impacts. Complementary strategies included voluntary alcohol testing and alternative transportation incentives.

All programmed strategies were completed successfully, with supporting documentation maintained on file.

To obtain at least 2+ frequency in exposing the Alcohol Impaired Driving prevention message through traditional media

To reinforce message exposure through television and radio using Target Rating Points (TRP) as a key performance metric to measure audience reach and interest.

The results obtained through the Alcohol Impaired Driving Media Campaign (Project 12-01) indicate that a frequency of 2 was achieved, with a combined TRP of 609 across traditional media platforms. Television generated a TRP of 420, while radio achieved a frequency of 2 with a TRP of 189. These results demonstrate effective exposure of the prevention message through broadcast media. The following table presents the frequency and Target Rating Points (TRP) obtained per media platform, a metric used to evaluate audience reach, interest, and overall program performance on television and radio.

Alcohol Impaired Driving Media Campaign		
Proyecto 12-01		
Frecuencia y Target Rating Point Report		
Plataforma de Medio	Frecuencia	TRP
TV	0	420
Radio	2	189
Alcohol Impaired Driving	2	609

To promote Owned Media Platforms

To promote the alcohol impaired driving prevention message through social media platforms and engage the target audience. A total of 65 posts were published across Facebook, X, Instagram, and YouTube, generating 737 likes/views and achieving 444,556 reach and engagements. Additionally, the campaign obtained 11,017,269 impressions across digital platforms. These results demonstrate effective dissemination of the prevention message and confirm that the programmed social media strategy was successfully implemented.

Plataforma	12-10		
	Posts	Likes / Views	Reach/ Engagements
Facebook	7	78	434,656
X	7	25	9,900
Instagram	7	55	
YouTube	44	579	
Total	65	737	444,556
Impresiones	11,017,269		

Public Relations

To the alcohol impaired driving prevention message through traditional media platforms by obtaining interviews and media coverage. As a result of campaign promotion and Communications Assistance efforts, a total of 79 interviews and media placements were achieved. This outcome indicates that the planned public relations strategy was successfully implemented.

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

To promote and publish the alcohol impaired driving 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 in the press release. **This strategy was completed 100%.**

Alcohol Impaired Driving Media Campaign					
Resultados de Entrevistas de Servicio Público y Coberturas Medáticas					
Mes	Pautas	RSI*	Pautas	Publicity	
octubre-24	1	3,000.00			
noviembre-24	10	162,660.00			
diciembre-24	11	\$ 602,954.16			
enero-25					
febrero-25					
marzo-25					
abril-25	20	59,761.24			
mayo-25					
junio-25					
julio-25					
agosto-25	16	32,600.00	13	46,620.00	
septiembre-25	1	18,000.00	7	60,592.00	
Total	59	\$ 878,975.40	20	\$ 107,212.00	
* Retorno Sobre la Inversión					
		Publicaciones	79		
		Retorno Sobre la Inversión	\$986,187.40		

Publicity

To gain at least \$100,000 on earned media from promoting alcohol impaired driving prevention content. **A total of \$986,187.40 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:

Massive Impact Event(s)

To participate in and/or develop mass impact activities aimed at broadcasting and promoting awareness, prevention, and educational messages related to alcohol impaired driving. Under Project 12-01, the PRTSC participated in a total of 81 mass impact events, impacting 923,730 individuals across the evaluated period. These activities were implemented throughout the year, with participation distributed by quarter as detailed in the accompanying table. Overall, the results demonstrate broad outreach and effective

Alcohol Impaired Driving		
Participación en Impactos Masivos		
Trimestre	Eventos	Personas Impactadas
oct-dic	4	1,800
ene-mar	16	912,810
abr-jun	37	5,970
jul-sep	24	3,150
Proyecto 12-01	81	923,730



dissemination of the prevention message. In summary, the strategy programmed for this project was successfully completed.

The objective for this project, Objective #1, was to disseminate the youth impaired driving awareness, prevention, and educational message through multiple media strategies to maximize impressions. Based on the results obtained, a total of 165,048,576 impressions were achieved for the Alcohol Impaired Driving Media Campaigns.

These results were generated through an integrated media approach that included 72,653,307 impressions from paid media (Media Buy) and 92,395,269 impressions from owned media platforms. The following table presents the impressions obtained through each program strategy, demonstrating the overall reach and effectiveness of the youth impaired driving media efforts.

Media Strategy	Alcohol Impaired Media Campaigns 12-01
Media Buy	72,653,307
Owned Media Platforms	92,395,269
Total	165,048,576

25-12-02

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:

To Produce/Reproduce/Edit Educational Pieces

To produce/reproduce/edit at least 20 educational pieces with the Youth Impaired 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 89 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:

Youth Impaired Driving Media Campaign
Producción / Reproducción / Edición y Adaptación
de Piezas

Pieza	Justas	Verano	Total por Pieza
Folleto		1	1
Logo			0
Video	1		1
Audio	2		2
Menciones			0
Prensa			0
Internet	16	9	25
Fuera de Casa	39	21	60
Proyecto 12-02	58	31	89

New Educational Piece Production

An educational fan-shaped piece with an alcohol prevention message was produced in April and later reprinted in June with 5,000 units to reinforce summer outreach activities targeting youth ages 16–24. This reproduction had a total cost of \$1,144.25, with the corresponding estimate included as supporting documentation.



By the end of July, a new 5" x 7" brochure/postcard aligned with the current alcohol prevention campaign was produced, incorporating the slogan "Si vas a beber, pasa la llave" and the project logo "Si guías borracho, serás detenido." The editing, adaptation, and printing of 5,000 units had a total cost of \$1,256.17, with supporting documentation attached.





In April 2024, a youth alcohol prevention campaign featuring the PRTC mascot “Tico” was developed to engage individuals ages 16–24 and reinforce the message “Que no te pase como a Tico, si vas a beber, pasa la llave.” This campaign included multiple creative assets for television, digital, radio, social media, and event integrations and was produced at a total cost of \$92,000, including conceptualization, production, and approved creative materials.



Additional materials were produced for integration at the Athletics Games of Puerto Rico Inter-University Athletic League, (Justas de la LAI), including branded logos for screen integrations, educational fan pieces, an 8' x 10' backdrop, banners, and interactive props to encourage participant engagement and social media sharing.



To distribute at least 14,750 flyers with the Youth Impaired Driving 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 34,238 educational pieces were distributed, which indicates that strategy was accomplished.**

Inventario de Piezas Educativas	Youth Impaired Driving		
	Folleto	Door Hangers	Abanicos de Mano
Número de Proyecto	12-02		
Balance Anterior	500	0	0
Recibido*	15,000		15,000
Despachado	15,500		14,750
Balance	0	0	250
Entregados	12-02 14,750		

Media Buy Plans Publication

To review and publish 100% the educational Youth Impaired Driving campaign (2 during the year). **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 programed budget by media platform:

Inversión Planificada para la Publicación de Pauta				
Plataforma de Medio	Por Ciento	Driving Media Campaign	Fest AP&E Effort Jan 15-	Sports Competitions
TV	0%	\$ -		
Radio	9%	9,130.00		9,130.00
Print	0%	-		
Internet	35%	34,700.00		34,700.00
Out Of Home	56%	54,848.53	30,000.00	24,848.53
Proyecto 12-02	100%	\$ 98,678.53	\$ 30,000.00	\$ 68,678.53

To discuss and approve 100% final report data and Media Buy results for all Youth Impaired Driving Campaigns. **All 2 post campaigns reports were received, evaluated, discussed and approved 100%, which indicates that the strategy was completed.** Below is a summary of the results of the publication of the alcohol prevention campaigns:



Youth Impaired Driving Media Campaign				
Post-Campaigns Publishing Results				
Media Platform	Spots	Impressions	Cost	Percent
TV	0	0	-	0%
Radio	82	5,436	9,130.00	10%
Print	0	0	-	0%
Internet	63	5,335,085	34,700.00	36%
Out Of Home	249	801,200	51,848.53	54%
Proyecto 12-02	394	6,141,721	95,678.53	100%

**Si vas a beber,
#PasaLaLlave**

To obtain at least 2+ frequency in exposing the Youth Impaired Driving prevention message. To reinforce message exposure through traditional media and AP&E efforts.

Results from the Youth Impaired Driving Media Campaign show a total frequency of 8, with TV and radio each achieving a frequency of 4, exceeding the minimum 2+ frequency objective. Additional AP&E efforts further reinforced message exposure.

To promote Owned Media Platforms

To promote the Youth Impaired Driving prevention message to engage target market and obtain at least 100 posts through all social media platforms. **A total of 519 posts were obtained**, and 92,395,269 million impressions were achieved through social media, which indicates that planned strategy was completed.

Media Platform	Posts	12-02 Likes / Views	Reach/ Engagements
Facebook	164	1,102	22,049,901
X	162	55	28,000
Instagram	163	155	
YouTube	30	738	
Total	519	2,050	22,077,901
Impressions		92,395,269	

Public Relations

To reinforce Youth Impaired Driving prevention message through all media platforms to obtain 15 interviews and/or media coverage. Out of this effort and campaign promotion and publishing, **6 interviews/media coverage were achieved**.

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

To promote and publish Youth Impaired Driving prevention message in all media platforms in 100% Police Enforcement Itinerary and Workplan. Although this strategy was not originally planned for this semester, multiple high-traffic intersections were impacted with the program's alcohol prevention educational materials, reaching drivers directly. Most of these intersections led to the stadiums where the Athletics Games of Puerto Rico Inter-University Athletic League, (Justas de la LAI) were held and were located near hotels, inns, lodging facilities, and entertainment centers. This effort was carried out in collaboration with the Puerto Rico Police Bureau, Traffic Division, and the municipal police departments of Mayagüez, San Germán, and Hormigueros.



Publicity

To gain at least \$10,000 on earned media from promoting the Youth Impaired Driving Prevention content. **A total of \$52,230.00 was obtained 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 the media earned results.

Youth Impaired Driving Media Campaign				
Resultados de Entrevistas de Servicio Público y Coberturas Mediáticas				
Mes	Pautas	PSE*	Pautas	Publicity
octubre-24				
noviembre-24				
diciembre-24	1	3,130.00		
enero-25				
febrero-25				
marzo-25				
abril-25			1	3,500.00
mayo-25			3	43,000.00
junio-25				
julio-25				
agosto-25				
septiembre-25			1	2,600.00
Total	1	\$ 3,130.00	5	\$ 49,100.00
* Retorno Sobre la Inversión				
Proyecto 12-02				
Publicaciones 5				
Retorno Sobre la Inversión: \$52,230.00				

Massive Impact Event(s)

To participate in and/or develop mass impact activities aimed at broadcasting and promoting awareness, prevention, and educational messages related to youth impaired driving. Under Project 12-02, the PRISC participated in a total of 101 mass impact events, impacting 930,387 individuals during the evaluated period. These activities were carried out throughout the year, with participation distributed by quarter as detailed in the accompanying table. In summary, the strategy programmed for this project was successfully achieved.

Youth Impaired Driving		
Participación en Impactos Masivos		
Trimestre	Eventos	Personas Impactadas
oct-dic	27	7,357
ene-mar	15	912,810
abr-jun	39	7,770
jul-sep	20	2,450
Proyecto 12-02	101	930,387

The objective for this project, Objective #1, was to disseminate the youth impaired driving awareness, prevention, and educational message through multiple media strategies. Based on the results obtained, a total of 98,536,990 impressions were achieved for the Youth Impaired Media Campaigns. These results were generated through an integrated media approach that included 6,141,721 impressions from paid media (Media Buy) and 92,395,269 impressions from owned media platforms. The following table presents the impressions obtained through each program strategy, demonstrating the effectiveness of the youth impaired driving media efforts.

Obtained Impressions	
Strategy	Youth Impaired Media Campaigns
Media Buy	6,141,721
Owned Media Platforms	92,395,269
Total	98,536,990

25-12-03

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 follows:

To Produce/Reproduce/Edit Educational Pieces

To Produce/Reproduce/edit at least 55 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 375 pieces were produced, reproduced, edited and/or adapted with this project awareness, preventive and educational message. **Strategy**

Producción / Reproducción / Edición y Adaptación de Piezas			
Pieza	Velocidad	Agresividad	Total por Pieza
Folleto	3	3	6
Logo	3	2	5
Video	6	5	11
Audio	19	21	40
Menciones	10	9	19
Prensa	9	2	11
Internet	16	7	23
Fuera de Casa	214	46	260
Proyecto 12-03	280	95	375



was completed. The table represents pieces production, preproduction, editing and adaptation by type.

The Speed Prevention Campaign, under the slogan “¡Cógelo suave!”, continued during the reporting period to reinforce awareness and prevention messages related to speeding. The cost estimate and approved creative materials are included as supporting documentation. The campaign included live television and radio mentions, digital placements across multiple platforms, digital press coverage, outdoor advertising through billboards, cinema advertising, and print newspaper advertisements.



Additionally, the Aggressive Driving Prevention Campaign, under the slogan “Contrólate, haz la diferencia”, was implemented to promote responsible driving behavior. This campaign incorporated live television and radio mentions, digital and digital press placements, outdoor advertising, and print media. Supporting documentation, including cost estimates and approved creative materials, is included as evidence of the strategies implemented.

To distribute at least 8,000 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 49,650 educational materials featuring the preventive message of this speed and aggressive driving project were distributed. This indicates that the programmed strategy was achieved 100%.

Inventario de Piezas Educativas	Speed & Aggressive Driving	
	Velocidad	Agresividad
Número de Proyecto	12-03	
Balance Anterior	1,050	8,500
Total Despachado	21,050	28,500
Balance	0	0
Entregados	12-03	49,650

Media Buy Plans Publication

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:

Speed and Aggressive Driving Media Campaign				
Inversión Planificada para la Publicación de Pauta				
Plataforma de Medio	Por Ciento	Speed and Aggressive Driving Media Campaign	Speed Driving Campaign Jul 23-31, 2025	Aggressive Driving AP&E Effort Aug 5-7, 2025
TV	32%	\$ 120,170.98	78,155.73	42,015.25
Radio	19%	69,492.21	49,484.22	20,007.99
Print	5%	18,492.49	13,784.57	4,707.92
Internet	26%	98,926.24	60,273.12	38,653.12
Out Of Home	18%	68,123.41	48,573.41	19,550.00
Project 12-03	100%	\$ 375,205.33	\$ 250,271.05	\$ 124,934.28

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To discuss and approve 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.**

Speed and Aggressive Driving Post-Campaigns Publishing Results				
Media Platform	Spots	Impressions	Cost	Percent
TV	364	0	120,170.98	32%
Radio	957	25,044	69,492.21	19%
Print	26	976,000	18,492.49	5%
Internet	9	14,071,137	98,926.24	26%
Out Of Home	954	1,417,400	68,123.41	18%
Proyecto 12-03	2,310	16,489,581	\$ 375,205.33	100%

To obtain at least 2+ frequency in exposing the speed and aggressive driving prevention message through traditional media. To reinforce message exposure through television and radio using Target Rating Points (TRP) as a key performance metric. The results obtained through the Speed and Aggressive Driving Media Campaign indicate that a frequency of 2 was achieved, with a combined TRP of 369. Radio contributed a frequency of 2 with a TRP of 188, while television generated a TRP of 182. These results confirm that the programmed frequency objective was achieved.

Speed and Aggressive Driving Project 12-03 Frecuencia y Target Rating Point Report		
Plataforma de Medio	Frecuencia	TRP
TV	0	182
Radio	2	188
Speed and Aggressive Driving	2	369

To promote Owned Media Platforms

To promote the speed and aggressive driving message to engage target market and obtain at least 40 posts through all social media platforms. **A total of 211 posts were obtained**, and 92,395,269 million impressions were achieved through social media, which indicates that planned strategy was accomplished.

Media Platform	12-03		
	Posts	Likes / Views	Reach/ Engagements
Facebook	64	1,238	878,688
X	64	442	18,757
Instagram	64	155	
YouTube	19	344	
Total	211	2,179	897,445
Impressions			92,395,269

Public Relations

To reinforce the speed and aggressive driving message through all media platforms to obtain 13 interviews and/or media coverage. Out of this effort and campaign promotion and publishing, **38 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 \$137,740.00 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.

Speed and Aggressive Driving Media Campaign Resultados de Entrevistas de Servicio Público y Coberturas Mediáticas				
Mes	Postes	R\$*	Postes	Publicity
octubre-24	1	30,000.00		
noviembre-24				
diciembre-24	3	41,500.00		
enero-25				
febrero-25				
marzo-25				
abril-25				
mayo-25				
junio-25				
julio-25				
agosto-25	21	46,500.00	13	48,800.00
septiembre-25				
Total	25	\$ 91,120.00	13	\$ 48,800.00
* Retorno Sobre la Inversión				
Publicaciones: 38				
Retorno Sobre la Inversión: \$137,740.00				



Massive Impact Event(s)

To participate and/or develop at least 6 Mass Impact Activity to influence target market and to broadcast and promote awareness, prevention, and educational message for this project. The PRISC participated in 59 mass impact events reaching approximately 48,520 target market, men, ages 25-34. The following table shows the results by program. In summary, **the strategy programmed for this semester was fulfilled.**

Speed and Aggressive Driving			
Participación en Impactos Masivos			
Trimestre	Eventos		Personas Impactadas
	Velocidad	Agresividad	
oct-dic	25	19	4,725
ene-mar	14	14	2,510
abr-jun	38	38	6,070
jul-sep	21	20	42,450
Proyecto 12-03	59	58	48,520

Objective #1 for this project to publish two (2) educational campaigns was successfully achieved. Through campaign media publishing, a total of 108,884,850 impressions were obtained across all program strategies for the Speed and Aggressive Media Campaigns.

These results were generated through an integrated media approach that included 16,489,581 impressions from paid media (Media Buy) and 92,395,269 impressions from owned media platforms. The following table summarizes the impressions achieved through each strategy, demonstrating the effectiveness of the media efforts in disseminating speed and aggressive driving awareness, preventive, and educational messages.

Obtained Impressions	
Strategy	Speed and Aggressive Media Campaigns
Media Buy	16,489,581
Owned Media Platforms	92,395,269
Total	108,884,850

25-12-07

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:

To Produce/Reproduce/Edit Educational Pieces

To Produce/Reproduce/edit at least 25 educational pieces with the occupant protection message. For this report, piece edition refers to creative development and dimension size adjustments, including adaptations requested by specific media platforms. A total of 227 pieces were produced, reproduced, edited, and/or adapted as part of this project to disseminate the heatstroke awareness, preventive, and educational message. These results indicate that the established strategy was successfully achieved.

Occupant Protection Media Campaign				
Producción / Reproducción / Edición y Adaptación de Piezas				
Pieza	Cinturón	Asiento Protector	Calor Extremo	Total por Pieza
Folleto	1	1	2	4
Logo				0
Video	8	5	4	17
Audio	20	28	8	56
Menciones	3	5	1	9
Prensa			2	2
Internet	7	6	6	19
Fuera de Casa	28	35	57	120
Proyecto 12-07	67	80	80	227





In addition, a new Heatstroke (Extreme Heat) awareness campaign was developed and implemented during this period, with a total cost of \$90,805. An estimate is attached for reference, detailing the scope of work completed as part of this initiative. The campaign included creative concept and design development, storyboards for television and digital media, printing of two (2) original art pieces, printing and adaptation of eight (8) additional art pieces, two (2) Out of Home artworks, and seven (7) web platform designs.



Furthermore, as part of ongoing efforts to update and strengthen preventive messaging, the seat belt use campaign was redesigned and produced at a cost of \$17,000. An estimate is attached for reference of the work completed.

Similarly, the child safety campaign was redesigned and produced at a cost of \$20,500. An estimate is also attached as reference for the work completed.

To distribute at least 20,000 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 83,965 educational pieces were distributed, completing the strategy in 100%.** The table reflects the inventory by program.

Inventario de Piezas Educativas	Occupant Protection			
	Cinturón	Asiento Protector	Calor Extremo	Afiches Calor Extremo
Número de Proyecto	12-07			
Balance Anterior	1,250	13,200	8,500	615
Total Despachado	21,250	33,200	28,500	915
Balance	0	0	0	0
Entregados **	12-07 83,965 **			

Media Buy Plans Publication

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:



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

Occupant Protection Media Campaign					
Inversión Planificada para la Publicación de Pauta					
Plataforma de Medio	Por Ciento	Occupant Protection Media Campaign	Heatstroke AP&E Effort May 1-7, 2025	Seatbelt CIOT Campaign May 21-27, 2025	Child Restraint AP&E Effort Sep 23-26, 2025
TV	40%	\$ 195,989.98	38,375.00	105,330.23	52,284.75
Radio	14%	69,525.10	12,420.00	40,316.94	16,788.16
Print	1%	5,117.30	5,117.30		
Internet	31%	155,332.10	60,625.00	56,550.10	38,157.00
Out Of Home	14%	69,916.20	8,462.50	44,436.00	17,017.70
Project 12-07	100%	\$ 495,880.68	\$ 124,999.80	\$ 246,633.27	\$ 124,247.61

Occupant Protection Post-Campaigns Publishing Results				
Media Platform	Spots	Impressions	Cost	Percent
TV	617	42,800	195,989.98	32%
Radio	960	25,574	69,525.04	11%
Print	2	240,000	5,117.30	1%
Internet	67	38,357,165	158,368.10	26%
Out Of Home	537	902,890	176,116.70	29%
Proyecto 12-07	2,183	39,568,429	\$ 605,117.12	100%



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achieved. Below is a summary of the results of the publication of the speed and aggressive driving prevention campaigns:

To obtain at least 2+ frequency in exposing the occupant protection message.

To reach at least 50% of the target market composed of men and women ages 25–34, through the Seatbelt and Child Restraint campaigns, delivering prevention messages, consequences, and legal outcomes for noncompliance with Act 22-2000 (as amended).

The results obtained through the publication of the preventive campaigns under Project 12-07 confirm that the programmed strategy was accomplished. The Seatbelt CIOT Campaign achieved a 3+ frequency with a total of 777 Target Rating Points (TRPs) among men ages 25–34, generated through radio exposure (frequency 3 / 260 TRPs) and television exposure (517 TRPs).

In addition, the Child Restraint AP&E effort reached a 2+ frequency with a total of 237 TRPs among women ages 25–34, supported by radio exposure (frequency 2 / 98 TRPs) and television exposure (139 TRPs). The table below presents the frequency and Target Rating Points (TRP) obtained through traditional media platforms for each campaign. TRP is a metric used to measure audience exposure and interest in television and radio programming and serves as an indicator of campaign performance and effectiveness.

Occupant Protection Obtained Frequency & TRP		
Proyecto 12-07		
Frecuencia y Target Rating Point Report		
Plataforma de Medio	Frecuencia	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 A P & Effort	1	282
Hombres, edades 25-34		
Plataforma de Medio	Frecuencia	TRP
TV	0	517
Radio	3	260
Total	3	777
Mujeres, edades 25-34		
Plataforma de Medio	Frecuencia	TRP
TV	0	139
Radio	2	98
Total	2	237

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 490 posts were obtained**, and 92,395,269 million impressions were achieved through social media, which indicates that planned strategy was accomplished.

Media Platform	12-07		
	Posts	Likes / Views	Reach/ Engagements
Facebook	121	1,126	978,589
X	213	31	27,912
Instagram	121	114	
YouTube	35	855	
Total	490	2,126	1,006,501
Impressions	92,395,269		

Public Relations

To reinforce the occupant protection message through all media platforms to obtain 20 interviews and/or media coverage. Out of this effort and campaign promotion and publishing, **25 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 2025. **This represents that this strategy was achieved.**

Occupant Protection Media Campaign				
Resultados de Entrevistas de Servicio Público y Coberturas Medititán				
Mes	Puntos	RSI*	Puntos	Publicity
octubre-24	1	3,000.00		
noviembre-24				
diciembre-24	2	36,530.00		
enero-25				
febrero-25				
marzo-25				
abril-25	5	5,850.00		
mayo-25				
junio-25				
julio-25				
agosto-25				
septiembre-25	14	25,800.00	3	1,000.00
Total	22	\$ 71,180.00	3	\$ 1,000.00
* Retorno Sobre la Inversión				
Publicaciones 25				
Retorno Sobre la Inversión \$72,680.00				



Publicity

To gain at least \$100,000 on earned media from promoting the occupant protection content. **A total of \$72,680.00 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.

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 62 mass impact events reaching approximately 40,560 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.**

Occupant Protection Participación en Impactos Masivos				
Trimestre	Eventos			Personas Impactadas
	Cinturón	Asiento Protector	Calor Extremo	
oct-dic	29	29	30	7,957
ene-mar	14	15	15	2,810
abr-jun	41	41	41	37,960
jul-sep	21	26	21	2,600
Proyecto 12-07	62	67	62	40,560

The objective for this project, Objective #1—to publish three (3) educational campaigns following the approved budget and proposal revisions, was successfully accomplished. Through campaign media publishing, a total of 131,963,698 impressions were obtained across all program strategies for the Occupant Protection Media Campaigns.

Obtained Impressions	
Strategy	Occupant Protection Media Campaigns
Media Buy	39,568,429
Owned Media Platforms	92,395,269
Total	131,963,698

These results were achieved through an integrated media approach that generated 39,568,429 impressions through paid media (Media Buy) and 92,395,269 impressions through owned media platforms. The following table summarizes the impressions obtained through each strategy, demonstrating the effectiveness of occupant protection awareness, preventive, and educational messaging.

25-12-10

NON-MOTORIZED MEDIA CAMPAIGN

The strategies for the Non-Motorized 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:

To Produce/Reproduce/Edit Educational Pieces

To Produce/Reproduce/edit at least 30 educational pieces with the non-motorized vehicle safety message. A total of 227 pieces conveying the motor vehicle occupant safety message were reproduced, achieving 100% completion of the programmed strategy.

Producción / Reproducción / Edición y Adaptación de Piezas

Pieza	Cinturón	Asiento Protector	Calor Extremo	Total por Pieza
Folleto	1	1	2	4
Logo				0
Video	8	5	4	17
Audio	20	28	8	56
Menciones	3	5	1	9
Prensa				2
Internet	7	6	6	19
Fuera de Casa	28	35	57	120
Proyecto 12-07	67	80	80	227

During this period, the Cyclist Safety Campaign and the Sober Pedestrian Campaign were redesigned, edited, adapted, and produced at estimated costs of \$17,600 and \$20,000, respectively.



The project's four (4) 5x7 educational materials were redesigned, edited, and reproduced through multiple print runs during the semester, totaling 20,000 units, with all corresponding estimates included as supporting documentation.



Additionally, new Safe Pedestrian campaigns were produced, including a general campaign under the slogan “si no te ven, te llevan enredao” and a digital campaign targeting senior pedestrians,

“ahora te toca a ti”. These campaigns included audiovisual, print, digital, and Out-of-Home materials. The estimated cost to produce these campaigns was \$118,100.95, with estimates attached as evidence of the work completed.



To distribute at least 25,000 educational pieces with this project prevention message to PR TSC 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 129,250 educational pieces were distributed, accomplishing the strategy 100%.**

Inventario de Piezas Educativas	Non-Motorized Vehicle Safety		
	Peatón - Conductor	Peatón - Alcohol	Ciclista
Número de Proyecto	12-10		
Balance Anterior	7,500	16,000	12,000
Total Despachado	27,500	36,000	32,000
Balance	0	0	0
Entregados	12-10	129,250	

Media Buy Plans Publication



During this semester, three (3) campaigns corresponding to this project were implemented and published. These campaigns include the Cyclist Campaign, the Pedestrian-Alcohol Campaign, and

the Responsible Pedestrian Campaign. The publication of these campaigns represents full (100%) compliance with the strategy established in the semester's approved proposals. Following is the summary table for all published campaigns with a programmed budget by media platform: strategy established in the approved proposals.

Non-Motorized Safety Media Campaign					
Inversión Planificada para la Publicación de Pauta					
Plataforma de Medio	Por Ciento	Non-Motorized Safety Media Campaign	Bicyclist Safety AP&E Effort 16 al 18 de mayo 2025	Pedestrian - Alcohol AP&E Effort 4 al 9 de junio 2025	Pedestrian Safety AP&E Effort 12 al 14 de agosto 2025
TV	39%	\$ 106,633.18	28,277.93	32,918.75	45,436.50
Radio	14%	37,802.61	15,794.45	3,556.81	18,451.35
Print	5%	13,700.72			13,700.72
Internet	29%	80,666.07	27,186.00	25,392.00	28,088.07
Out Of Home	14%	37,892.50	7,820.00	13,340.00	16,732.50
Proyecto 12-10	100%	\$ 276,695.08	\$ 79,078.38	\$ 75,207.56	\$ 122,409.14

The three (3) post-campaign reports, which include detailed information on the published materials, were reviewed, discussed, and approved in full (100%). This confirms that the planned strategy was successfully implemented. Below are the details of each campaign published under this non-motorized safety project.

Non-motorized Vehicle Safety				
Post-Campaigns Publishing Results				
Media Platform	Spots	Impressions	Cost	Percent
TV	300	782,169	104,936.93	6%
Radio	554	263,671	1,601,452.96	87%
Print	17	31,877,104	13,700.72	1%
Internet	173	9,021,515	80,666.07	4%
Out Of Home	421	702,100	37,892.50	2%
Proyecto 12-10	1,465	42,646,559	1,838,649.18	100%

To obtain at least 2+ frequency in exposing the non-motorized safety message.

As part of the Non-motorized Vehicle Safety Media Campaign (Project 12-10), the frequency and Target Rating Point (TRP) results obtained through traditional media demonstrate that the programmed exposure objectives were achieved.



Overall, the campaign reached a total frequency of 4 with 2,399 TRPs, generated through television exposure (frequency 2 / 1,453 TRPs) and radio exposure (frequency 2 / 946 TRPs).

At the program level, the Pedestrian–Driver Campaign achieved the highest exposure, reaching a frequency of 9 with a total of 8,600 TRPs, supported by television (5,314 TRPs) and radio (3,286 TRPs). The Pedestrian Safety Campaign reached a frequency of 2 with 742 TRPs, generated through television and radio exposure.

Similarly, the Bicyclist Safety Campaign achieved a frequency of 2 with 99 TRPs, while the Pedestrian–Alcohol Campaign reached a frequency of 2 with 157 TRPs, both primarily driven by radio exposure.

Non-motorized Vehicle Safety		
Proyecto 12-10		
Frecuencia y Target Rating Point Report		
Plataforma de Medio	Frecuencia	TRP
TV	2	1,453
Radio	2	946
Total	4	2,399
TV	9	5,314
Radio	2	3,286
Pedestrian-Driver Campaign	9	8,600
TV		483
Radio	2	258
Pedestrian Safety	2	742
TV		16
Radio	2	83
Bicyclist Safety	2	99
TV		
Radio	2	157
Pedestrian-Alcohol	2	157

These results confirm that the non-motorized vehicle safety messages including pedestrian, bicyclist, and pedestrian-alcohol prevention were consistently exposed to the target audience through television and radio, supporting the effectiveness of the media strategy implemented under this project.

To promote Owned Media Platforms

The following table presents the content published on PRTSC's social media channels. To promote the non-motorized safety message to engage target market and obtain a total of 511 posts were published, generating 3,874 likes/visits across the platforms, which indicates 100% compliance with the planned strategy. Additionally, 92,395,269 impressions were achieved through social media, which indicates that planned strategy was accomplished.

Media Platform	12-10		
	Posts	Likes / Views	Reach/ Engagements
Facebook	156	1,123	896,656
X	145	52	22,400
Instagram	156	120	
YouTube	54	2,579	
Total	511	3,874	919,056
Impressions	92,395,269		

Public Relations. Achieving 20 interviews in national advertising media

Coverage was achieved through 84 exposures via public service interviews and media coverage to educate citizens on non-motorized safety, specifically targeting pedestrians and cyclists. The following table presents the results, which also indicate 100% compliance with the established strategy.

To gain at least \$10,000 on earned media from promoting the non-motorized awareness content. A total of \$152,224.00 was obtained during the year. Although campaign was not published, the educational message was spread throughout earned media.

Non-motorized Safety Media Campaign				
Resultados de Entrevistas de Servicio Público y Coberturas Medios				
Mes	Puntos	RTI*	Puntos	Publicity
octubre-24	1	\$ 3,000.00		
noviembre-24				
diciembre-24	2	\$ 6,700.00		
enero-25				
febrero-25				
marzo-25				
abril-25				
mayo-25				
junio-25				
julio-25				
agosto-25	70	\$ 123,000.00	8	\$ 19,194.00
septiembre-25				
Total	76	\$ 133,000.00	8	\$ 19,194.00
* Retorno Sobre la Inversión				
		Publicidad	84	
		Retorno Sobre la Inversión: \$152,224.00		

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 111 mass impact events reaching approximately 22,787 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.

Non-Motorized Safety					
Participación en Impactos Masivos					
Trimestre	Eventos				Personas Impactadas
	Peatón	Peatón - Conductor	Peatón - Alcohol	Ciclista	
oct-dic	28	25	1	26	7,457
ene-mar	15	15	14	15	2,810
abr-jun	40	40	40	40	8,120
jul-sep	28	28	28	28	4,400
Proyecto 12-10	111	108	83	109	22,787

The objective for this project, Objective #1—to publish four (4) educational campaigns following the approved proposal revisions—was successfully accomplished. Through campaign media publishing, a total of 135,041,828 impressions were obtained across all program strategies for the Non-Motorized Media Campaigns.

Obtained Impressions	
Strategy	Non-Motorized Media Campaigns
Media Buy	42,646,559
Owned Media Platforms	92,395,269
Total	135,041,828

These results were achieved through an integrated media approach that generated 42,646,559 impressions through paid media (Media Buy) and 92,395,269 impressions through owned media platforms. The following table summarizes the impressions obtained through each strategy, demonstrating the effectiveness of the non-motorized awareness, preventive, and educational messaging.

25-12-13

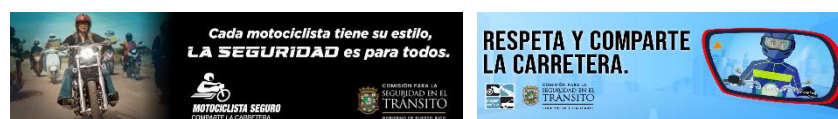
MOTORCYCLE SAFEY MEDIA CAMPAIGN

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 follows:

To Produce/Reproduce/Edit Educational Pieces

To produce, reproduce, and/or edit at least fifty-five (55) educational pieces conveying the motorcycle safety message. For reporting purposes, piece edition refers to creative aspects and dimension size adjustments, including adaptations requested by media platforms. A total of 260 pieces were produced, reproduced, edited, and/or adapted as part of this project's awareness, preventive, and educational messaging, confirming that the established strategy was successfully completed.

As part of these efforts, the motorcycle safety campaign and the Share the Road campaign were redesigned, edited, adapted, and reproduced at estimated costs of \$20,500 and \$18,000, respectively. These redesign efforts were not invoiced, as project funds were allocated exclusively for editing, adaptation, reproduction, and printing of educational materials. Additionally, the project's two (2) 5x7 educational pieces were edited and reproduced through multiple print runs during the semester.



To produce, reproduce, edit, and distribute educational print materials conveying the motorcycle safety prevention message to PRTSC programs, community initiatives, law enforcement agencies, educational institutions, public and private organizations, and the general public.

According to the Educational Pieces Inventory for Project 12-13, a total of 49,800 educational pieces were distributed and delivered, including 24,700 pieces for the "Share the Road" motorcycle safety message and 25,100 pieces for the general motorcycle safety message. As a result of these distributions, the project inventory balance was reduced to zero (0), confirming that all available materials were successfully dispatched and delivered.

Inventario de Piezas Educativas	Motorcycle Safety	
	Share The Road	Seguridad
Número de Proyecto	12-13	
Balance Anterior	4,700	5,100
Total Despachado	24,700	25,100
Balance	0	0
Entregados	12-13	49,800

These results demonstrate that the educational material distribution strategy for this project was fully accomplished.

Media Buy Plans Publication

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.

Motorcycle Safety Media Campaign				
Inversión Planificada para la Publicación de Pauta				
Plataforma de Medio	Por Ciento	Motorcycle Safety Media Campaign	Motorcycle Safety 8 al 13 mayo 2025	Share The Road 4 al 9 septiembre 2025
TV	28%	\$ 62,368.13	42,282.63	10,085.50
Radio	13%	24,643.58	14,458.72	10,184.86
Print	3%	6,228.79	6,228.79	
Internet	42%	80,333.70	48,110.25	32,223.45
Out Of Home	14%	25,737.00	13,685.00	12,052.00
Project 12-13	100%	\$ 189,311.20	\$ 124,765.39	\$ 64,545.81

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:

Motorcycle Safety Media Campaign				
Post-Campaigns Publishing Results				
Media Platform	Spots	Impressions	Cost	Percent
TV	247	0	52,368	28%
Radio	273	14,609	24,644	13%
Print	2	240,000	6,229	3%
Internet	8	5,213,518	80,334	42%
Out Of Home	126	387,600	25,737	14%
Project 12-13	656	5,855,727	189,311.20	100%

To obtain at least 2+ frequency in exposing the motorcycle safety message. To expose the motorcycle safety message, including prevention, consequences, and legal outcomes for noncompliance with Act 22-2000 (as amended), through traditional media platforms.

The results obtained through the publication of the preventive campaigns under Project 12-13 confirm that the programmed strategy was accomplished. Overall, the campaign achieved a total frequency of 3.00 and 90 Target Rating Points (TRPs) through combined television and radio exposure.

Motorcycle Safety Media Campaign		
Proyecto 12-13		
Frecuencia y Target Rating Point Report		
Plataforma de Medio	Frecuencia	TRP
TV	1.50	45
Radio	1.50	45
Total	3.00	90
TV	1.00	10
Radio	1.00	10
Motorcycle Safety	2.00	20
TV	2.00	80
Radio	2.00	80
Share The Road	4.00	160

Specifically, the Motorcycle Safety campaign obtained a 2.00 frequency with 20 TRPs, generated equally through television and radio exposure (1.00 frequency and 10 TRPs each). In addition, the Share the Road campaign achieved a 4.00 frequency with 160



TRPs, supported by television exposure (2.00 frequency / 80 TRPs) and radio exposure (2.00 frequency / 80 TRPs).

The following table presents the frequency and Target Rating Points (TRP) obtained through traditional media platforms for each campaign. TRP is a standard metric used to evaluate audience exposure and interest in television and radio programming and serves as an indicator of campaign performance and effectiveness.

To promote Owned Media Platforms

To promote the motorcycle safety message to engage target market and obtain at least 20 posts through all social media platforms. **A total of 89 posts were obtained**, and 92,395,269 million impressions were achieved through social media, which indicates that planned strategy was accomplished.

Media Platform	12-13		
	Posts	Likes / Views	Reach/ Engagements
Facebook	28	653	25,788
X	24	9	300
Instagram	25	31	
YouTube	12	108	
Total	89	801	26,088
Impressions	92,395,269		

Public Relations

To reinforce the motorcycle safety message through all media platforms to obtain 12 interviews and/or media coverage. Out of this effort and campaign promotion and publishing, **92 interviews/media coverage were achieved**, which indicates that planned strategy was achieved.

Publicity

To gain at least \$25,000 on earned media from promoting the motorcycle safety content. **A total of \$558,001.08 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.

Motorcycle Safety Media Campaign				
Resultados de Emisiones de Servicios Públicos y Colecciones Multimedios				
Mes	Postes	RTS*	Postes	Publicity
octubre-24	1	3,000.00		
noviembre-24				
diciembre-24	1	3,130.00		
enero-25				
febrero-25				
marzo-25				
abril-25	1	110,000.00		
mayo-25				
junio-25				
julio-25				
agosto-25	1	2,748.00	12	62,990.18
septiembre-25	54	220,045.00	22	156,089.50
Total	68	\$ 338,821.00	34	\$ 219,080.08
* Retorno Sobre la Inversión				
		Publicaciones	92	
		Retorno Sobre la Inversión	\$558,001.08	

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 82 mass impact events reaching approximately 14,200 target market, men, ages 25-34. The following table shows the results by program. In summary, **the strategy programmed for this semester was fulfilled**.

Motorcycle Safety			
Participación en Impactos Masivos			
Trimestre	Eventos		Personas Impactadas
	Share The Road	Seguridad	
oct-dic	11	20	4,165
ene-mar	13	13	1,510
abr-jun	37	37	5,970
jul-sep	21	21	2,555
Proyecto 12-13	82	91	14,200



The objective for this project, Objective #1—to publish the motorcycle safety educational campaign was successfully accomplished. Through campaign media publishing, a total of 98,250,996 impressions were obtained across all program strategies for the Motorcycle Safety Media Campaigns.

These results were achieved through an integrated media approach that generated 5,855,727 impressions through paid media (Media Buy) and 92,395,269 impressions through owned media platforms. The following table summarizes the impressions obtained through each strategy, demonstrating the effectiveness of the motorcycle safety awareness, preventive, and educational messaging.

Obtained Impressions	
Strategy	Motorcycle Safety Media Campaigns
Media Buy	5,855,727
Owned Media Platforms	92,395,269
Total	98,250,996

25-12-14

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 follows:

To Produce/Reproduce/Edit Educational Pieces

A total of 45 educational pieces conveying the distracted driving prevention message were produced, reproduced, edited, adapted, and distributed as part of this project. This represents 100% completion of the programmed strategy. The table details the pieces obtained by type.



Distracted Driving Media Campaign
Producción / Reproducción / Edición y
Adaptación de Piezas

Pieza	Distracción	Total por Pieza
Folleto	1	1
Logo		0
Video		0
Audio		0
Menciones		0
Prensa	1	1
Internet	43	43
Fuera de Casa		0
Proyecto 12-14	45	45

The educational pieces were redesigned, edited, adapted, and reproduced at a cost of \$9,750. In addition, the project's 5x7 educational materials were edited and reproduced through multiple print runs during this year.

To produce/reproduce/edit and distribute at least 8,000 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 25,950 educational pieces were distributed, completing the strategy 100%.** The table reflects the inventory by program.

Inventario de Piezas Educativas	Distracted Driving
Número de Proyecto	12-14
Balance Anterior	5,850
Total Despachado	25,850
Balance	0
Entregados	25,950

Media Buy Plans Publication

The lack of a contract with an advertising agency to provide advisory services for the development and publication of public outreach strategies, as well as for the negotiation and purchase of media space, prevented the fulfillment of these strategies. Nevertheless,



the target market continued to be educated through high-impact activities and the PRTSC's social media platforms. There were no results to present because the campaign was not published.

To promote Owned Media Platforms

To promote the distracted driving message and engage the target market through social media platforms. A total of 48 posts were published across Facebook, X, Instagram, and YouTube, generating 914 likes/views and 43,000 reach/engagements. In addition, 92,395,269 impressions were obtained through owned media platforms.

Media Platform	25-12-14		
	Posts	Likes / Views	Reach/ Engagements
Facebook	10	450	40,000
X	10	9	3,000
Instagram	10	6	
YouTube	18	449	
Total	48	914	43,000
Impressions	92,395,269		

The following table summarizes the social media activity and results achieved through each platform, reflecting the level of engagement and reach obtained through this digital dissemination strategy.

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, **3 interviews/media coverage were achieved.**

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

To promote and publish distracted driving message in all media platforms in 100% Police Enforcement Itinerary and Workplan. Part of our partnership strategy was to publicize the police plan to issue citations to drivers who use their cell phones while driving. Since the advertising campaign was not published, it was not possible to include this information in our communications.

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 19,355 target market, men, ages 16-24. The following table shows the results by program. In summary, **the strategy programmed for this semester has been completed.**

Distracted Driving Participación en Impactos Masivos		
Mass Impacts Participation		
Trimestre	Eventos	Personas Impactadas
oct-dic	25	6,925
ene-mar	14	2,810
abr-jun	37	5,970
jul-sep	25	3,650
Proyecto 12-14	101	19,355

The objective for this project, Objective #1—to publish the distracted driving educational campaign, was not achieved, as the campaign was not published through paid media. As a result, no impressions were generated through Media Buy. Nevertheless, through owned media platforms, a total of 92,395,269 impressions were obtained for the Distracted Driving Media Campaigns. The following table summarizes the impressions achieved through the program strategies implemented,

Obtained Impressions	
Strategy	Distracted Driving Media Campaigns
Media Buy	
Owned Media Platforms	92,395,269
Total	92,395,269



demonstrating that the distracted driving awareness, preventive, and educational message was disseminated through alternative communication channels.

25-12-15

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 follows:

To Produce/Reproduce/Edit Educational Pieces

To produce, reproduce, and/or edit at least eighteen (18) educational pieces with the PESET promotional message. For reporting purposes, piece edition refers to creative development and dimension size adjustments requested by media platforms. A total of 120 pieces were produced, reproduced, edited, and/or adapted, confirming that the strategy was successfully completed. During this period, the project's 5x7 educational materials were redesigned, edited, and reproduced through two print runs totaling 10,000 units. Estimates are included as evidence of the work completed.

Additionally, a new PESET campaign, "Diviértete Aprendiendo en PESET", was developed at an estimated cost of \$111,931.75, including creative concept, audiovisual pieces, digital, print, and Out-of-Home materials. Media-requested adaptations were also completed at an estimated cost of \$8,125. Supporting estimates and approved materials are included.

Producción / Reproducción / Edición y Adaptación de Piezas

Pieza	PESET	Total por Pieza
Folleto	1	1
Logo	4	4
Video	7	7
Audio	1	1
Menciones		0
Prensa	2	2
Internet	54	54
Fuera de Casa	51	51
Proyecto 12-15	120	120



To produce, reproduce, edit, and distribute educational print materials conveying the PESET prevention message to PRTSC programs, community initiatives, law enforcement agencies, educational institutions, public and private agencies, and the general public. According to the Educational Pieces Inventory for Project 12-15, a total of 37,300 educational pieces were distributed and delivered, consisting of 17,250 brochures (Folleto) and 20,050 activity books (Libro de Actividad). As a result of this distribution, the project inventory reflects a zero (0) balance, confirming that all available materials were fully dispatched. These results demonstrate that the distribution strategy for educational materials was successfully accomplished.

Inventario de Piezas Educativas	PESET	
	Folleto	Libro de Actividad
Número de Proyecto	12-15	
Balance Anterior	7,250	20,050
Total Despachado	17,250	20,050
Balance	0	0
Entregados	12-15	37,300

Media Buy Plans Publication

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 campaigns with programed budget by media platform:

PESET Promotional Media Campaign				
Inversión Planificada para la Publicación de Pauta				
Plataforma de Medio	Por Ciento	PESET Promotional Media Campaign	Fecha de Publicación	16 al 20 septiembre 2025
TV	39%	\$ 48,664.55	48,664.55	
Radio	8%	9,560.64	9,560.64	
Print	9%	3,624.62	3,624.62	
Internet	30%	36,741.82	36,741.82	
Out Of Home	20%	25,092.08	25,092.08	
Proyecto 12-15	100%	\$ 123,683.71	\$ 123,683.71	



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 promotional campaign.

PESET Promotional Media Campaign				
Post-Campaigns Publishing Results				
Media Platform	Spots	Impressions	Cost	Percent
TV	241	37,022	48,664.55	39%
Radio	211	10,700	15,102.72	12%
Print	2	177,000	3,624.62	3%
Internet	7	4,688,756	36,741.82	30%
Out Of Home	156	196,879	19,550.00	16%
Proyecto 12-14	617	5,110,357	\$ 123,683.71	100%

To obtain at least 2+ frequency in exposing the PESET promotional message. To expose the PESET promotional message through traditional media platforms.

The results obtained through the publication of the PESET Promotional Media Campaign under Project 12-15 confirm that the programmed strategy was successfully accomplished. The campaign achieved a total frequency of 2 with 688 Target Rating Points (TRPs) through traditional media.

PESET Promotional Media Campaign		
Proyecto 12-15		
Frecuencia y Target Rating Point Report		
Plataforma de Medio	Frecuencia	TRP
TV		346
Radio	2	342
Total	2	688

Specifically, exposure was generated through radio, achieving a frequency of 2 and 342 TRPs, and through television, contributing 346 TRPs.

The following table presents the frequency and Target Rating Points (TRP) obtained per media platform. TRP is a standard metric used to measure audience exposure and interest in television and radio programming and serves as an indicator of campaign performance and effectiveness.

To promote Owned Media Platforms

To promote the PESET promotional message to engage target market and obtain at least 24 posts through all social media platforms. **A total of 55 posts were obtained**, and 92,395,269 million impressions were achieved through social media, **which indicates that planned strategy was accomplished 100%.**

Media Platform	12-16		
	Posts	Likes / Views	Reach/ Engagements
Facebook	16	150	10,000
X	16	3	25,000
Instagram	16	10	
YouTube	7	71	
Total	55	234	35,000
Impressions			92,395,269

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, **32 interviews/media coverage were achieved**, which indicates that planned strategy was achieved.

Publicity

To gain at least \$50,000 on earned media from promoting the PESET promotional content. **A total of \$47,080.00 was gained during the year.** Which means that the media buy investment for this project was regained through the earned media.

PESET Promotional Media Campaign				
Resultados de Entrevistas de Servicio Público y Cobertura Medial				
Mes	Puntos	RSI*	Puntos	Publicity
octubre-24	1	500.00		
noviembre-24				
diciembre-24	1	3,130.00		
enero-25				
febrero-25				
marzo-25				
abril-25				
mayo-25				
junio-25				
julio-25				
agosto-25	10	10,000.00		
septiembre-25	10	25,000.00	4	2,000.00
Total	28	48,000.00	4	2,000.00
* Retorno Sobre la Inversión				
Publicaciones: 32				
Inversión Sobre la Inversión: \$47,080.00				

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 102 mass impact events reaching approximately 18,437 target market, women, ages 25-34. The following table shows the results by program. In summary, **the strategy programmed for this semester was fulfilled.**

PESET Promotional Media		
Participación en Impactos Masivos		
Trimestre	Eventos	Personas Impactadas
abr-jun	39	7,920
jul-sep	20	250
Proyecto 12-15	102	18,437

The objective for this project, Objective #1—to publish the PESET promotional educational campaign—was successfully accomplished. Through campaign media publishing, a total of 97,505,626 impressions were obtained across all program strategies for the PESET Promotional Media Campaigns.

Obtained Impressions	
Strategy	PESET Promotional Media Campaigns
Media Buy	5,110,357
Owned Media Platforms	92,395,269
Total	97,505,626

These results were achieved through an integrated media approach that generated 5,110,357 impressions through paid media (Media Buy) and 92,395,269 impressions through owned media platforms. The following table summarizes the impressions obtained through each strategy, demonstrating the effectiveness of the PESET promotional awareness, preventive, and educational messaging.

25-12-16

DRUG IMPAIRED DRIVING MEDIA CAMPAIGN

The strategies for the Drug 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:

To Produce / Reproduce / Edit Educational Pieces

To produce, reproduce, edit, adapt, and distribute educational pieces conveying the drug-impaired driving (DUID) prevention message. A total of 142 pieces were produced, reproduced, edited, adapted, and distributed as part of this project's awareness, preventive, and educational messaging, resulting in 100% completion of the programmed strategy. The table details the work completed by piece.

Producción / Reproducción / Edición y Adaptación de Piezas

Pieza	Druga	Total por Pieza
Folleto		0
Logo	4	4
Video		0
Audio		0
Menciones	7	7
Prensa	3	3
Internet	50	50
Fuera de Casa	78	78
Proyecto 12-16	142	142

As part of this effort, a new 4/20 campaign was developed, focused on preventing driving under the influence of drugs or other controlled substances. This initiative aligns with guidance supported by the National Highway Traffic Safety Administration (NHTSA) and targets April 20th, a date associated with increased cannabis consumption and heightened crash risk.

The campaign, developed by the Communications Office under the slogan "Este 4/20 no guíes arrebatá'o," was produced at an estimated cost of \$31,000 and included creative concept and storyboard development, one (1) video for television



and digital media, one (1) audio for radio and streaming, eighteen (18) digital and social media artworks, one (1) half-page full-color print ad, and eight (8) Out-of-Home artworks.

In addition, during the month of May, new adaptations were produced to remove the “4/20” reference and allow year-round use of the materials. These adaptations were completed at an estimated cost of \$19,725 and included thirty-two (32) digital and social media artworks and one (1) half-page full-color print ad. Supporting estimates, and approved materials are included as evidence of the work completed.

Inventario de Piezas Educativas	Drug Impaired Driving
Número de Proyecto	12-16
Balance Anterior	300
Recibido*	
Despachado	300
Balance	0
Entregados	300

To distribute at least 6,000 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. The established goal for the period was the distribution of 6,000 informational pieces as part of an outreach campaign scheduled for the month of April. However, during the second semester, a total of 300 pieces were distributed.

This situation occurred because, during this year, the educational material was not edited or redesigned, and efforts were instead focused on the national launch of the 4/20 Day campaign. Since the campaign was centered on this specific date, the 5x7 educational brochure for distribution was not developed.



Nevertheless, efforts were made to disseminate the material through the PRTSC social media platforms, ensuring continuity of the preventive message. The need to have the required operational resources available in a timely manner is acknowledged; therefore, it is projected that the educational brochure will be developed as part of the 2026 proposal.

Media Buy Plans Publication

To review and publish 100% the educational Drug Impaired Driving Media Campaign. During the current year, the drug-impaired driving prevention campaign was published and disseminated from April 18 to April 21. Through the implementation of this initiative, the flowchart was reviewed and approved, resulting in 100% compliance with the established strategy. The flowchart is included as evidence of the planned media buy.

Drug Impaired Driving Media Campaign			
Inversión Planificada para la Publicación de Pauta			
Plataforma de Medio	Por Ciento	Drug Impaired Driving Media Campaign	Publicado
TV	5%	\$ 6,023.53	18 al 21 abril 2023
Radio	2%	2,946.75	\$ 6,023.53
Print	0%		2,946.75
Internet	74%	98,680.00	98,680.00
Out Of Home	19%	25,880.00	25,880.00
Project 12-16	100%	\$ 133,530.28	\$ 133,530.28

To discuss and approve 100% final report data and Media Buy results for all Drug Impaired Driving Media Campaign. The post-campaign report, which includes a detailed breakdown of the materials published, was reviewed and approved at 100%, confirming that the programmed strategy was successfully fulfilled. The results included four live television mentions (T11 AM, T11 – PR en Vivo, T11 – Poder del Pueblo, and T2 – Día a Día), ten live radio mentions (KQ105 – La Tendencia, SalSoul – Bello y La Bestia, Hot 96 – Shaggy, La X – La Terapia, and La X – El Relajo),



participation by influencer Keropi Sánchez, digital coverage through InDiario, Facebook, Metro, Telemundo, and TeleOnce, and the placement of 52 billboard images displayed 24/7 throughout the campaign period.

Drug Impaired Driving Post-Campaigns Publishing Results				
Media Platform	Spots	Impressions	Cost	Percent
TV	4	350,873	6,023.53	5%
Radio	10	93,566	2,946.75	2%
Print				0%
Internet	9	19,362	98,680.00	74%
Out Of Home	208	356,000	25,880.00	19%
Proyecto 12-16	231	819,801	\$ 133,530.28	100%

To obtain at least 2+ frequency in exposing Drug Impaired Driving message. As part of the Drug Impaired Driving Media Campaign the Frequency and Target Rating Point (TRP) results obtained through traditional media indicate that the campaign achieved a total frequency of 1 with 1,586 TRPs.

Drug Impaired Driving Media Campaign Proyecto 12-16 Frecuencia y Target Rating Point Report		
Plataforma de Medio	Frecuencia	TRP
TV	1	1,582
Radio	0	4
Total	1	1,586

Exposure was generated primarily through television, reaching a frequency of 1 with 1,582 TRPs, while radio reflected 0 frequency with 4 TRPs. The following table summarizes the frequency and TRP obtained by media platform, confirming the level of exposure achieved for the drug-impaired driving awareness, preventive, and educational message.

To promote Owned Media Platforms

To promote the Drug Impaired Driving prevention message to engage target market and obtain at least 26 posts through all social media platforms. **A total of 55 images were posted**, and 92,395,269 million impressions were achieved through social media, which indicates that **planned strategy was completed**.

Media Platform	12-16		
	Posts	Likes / Views	Reach/ Engagements
Facebook	16	150	10,000
X	16	3	25,000
Instagram	16	10	
YouTube	7	71	
Total	55	234	35,000
Impressions	92,395,269		

Public Relations

To reinforce Drug Impaired Driving prevention message through all media platforms to obtain 6 interviews and/or media coverage. Out of this effort and campaign promotion and publishing, **9 interviews/media coverage were achieved**, which indicates that planned strategy was completed.

Drug Impaired Driving Media Campaign Resultados de Entrevistas de Servicios Públicos y Colaboraciones Médicas				
Mes	Puntos	FSR*	Puntos	Publicity
octubre-24				
noviembre-24	1	0,130.00		
diciembre-24				
enero-25				
febrero-25				
marzo-25				
abril-25	8	16,062.12		
mayo-25				
junio-25				
julio-25				
agosto-25				
septiembre-25				
Total	9	\$ 16,192.12	0	\$
* Retorno Sobre la Inversión				
Publicaciones 9				
Retorno Sobre la Inversión \$10,192.49				

To generate at least \$25,000 in earned media through the promotion of Drug-Impaired Driving Prevention content. A total of \$19,192.12 was obtained during the FY 2025 . Although the campaign was not formally published, the educational message was disseminated through various earned media outlets.

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 72 mass impact events reaching approximately 920,930 target market, men, ages 25-34. The table shows the results by program. In summary, **the strategy programmed for this semester was achieved**. For the development

Drug Impaired Driving Participación en Impactos Masivos		
Trimestre	Eventos	Personas Impactadas
oct-dic	1	1,000
ene-mar	14	911,510
abr-jun	37	5,970
jul-sep	20	2,450
Proyecto 12-16	72	920,930



of this campaign, a digital and social media strategy was implemented, with the collaboration of influencer Keropi Sánchez, to expand the reach of the preventive message and encourage audience engagement. Through this approach, the campaign generated 7,845 likes and was shared 249 times, demonstrating a high level of interaction and effective dissemination of the message, while ensuring continuity of awareness and prevention efforts in the absence of in-person events.

The objective for this project, Objective #1—to publish the drug-impaired driving educational campaign was not achieved through paid media, as the campaign did not publish under Media Buy as originally planned.

Nevertheless, through the implementation of owned media platforms, a total of 93,215,070 impressions were obtained for the Drug Impaired Media Campaigns. These results include 819,801 impressions generated through Media Buy efforts and 92,395,269 impressions through owned media platforms. The following table summarizes the impressions obtained through each strategy, demonstrating that the drug-impaired driving awareness, preventive, and educational message was disseminated through alternative communication channels.

Obtained Impressions	
Strategy	Drug Impaired Media Campaigns
Media Buy	819,801
Owned Media Platforms	92,395,269
Total	93,215,070

PRTSC Communications Office Summary

Paid Media Versus Publicity

The creative concept and strategic positioning of the PRTSC campaigns have been outstanding. Interviews, press releases, news coverage, and public exposure generated as a result of the paid media investment produced exceptional earned media results.

The table below reflects the remarkable work of the PRTSC communications team, along with agency personnel, contractors, non-profit organizations, and government partners who share a strong commitment to road safety.

Based on the data presented, a paid media investment of \$3,164,534.34 generated \$2,095,864.60 in earned media exposure, representing a 66% return in earned exposure relative to the media buy investment

Summary Results		
Paid Media	Earned Exposure	
	Quantity	Percent
\$ 3,164,534.34	\$ 2,095,864.60	66%

Obtained Impressions

Impressions gained through all program strategies have been without precedent. A total of 281,680,751 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	
Media Strategy	Total
Media Buy	189,285,482
Owned Media Platforms	92,395,269
Total	281,680,751



FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
25-12-01	ID Media Campaign - 1201	CST - 00	\$ 4,500.00	\$ 2,145.54	\$ 2,354.46
25-12-01	AL Media Campaign - 1201	CST - 00	979,060.72	909,110.71	69,950.01
25-12-01	ID Media Campaign - 1201	CST - 00	777,157.70	776,437.73	719.97
25-12-02	Youth AL Media Campaign - 1202	CST - 00	273,559.00	217,932.32	55,626.68
25-12-03	Speed, Aggressive and DD PM - 1203	CST - 00	400,776.00	392,458.29	8,317.71
25-12-07	PM Occupant protection - 1207	CST - 00	319,000.00	293,767.87	25,232.13
25-12-07	PM Occupant protection - 1207 UNATTD	CST - 00	110,000.00	81,072.21	28,927.79
25-12-07	OP PM - 1207	CST - 00	115,366.13	115,366.13	-
25-12-07	OP Media Campaign - 1207	CST - 00	1,000.00	-	1,000.00
25-12-07	OP Media Campaign - 1207 UNATTD	CST - 00	125,000.00	125,000.00	-
25-12-07	OP Media Campaign - 1207	CST - 00	9,633.87	9,633.87	-
25-12-10	PM pedestrian - 1210	CST - 00	385,000.00	356,022.69	28,977.31
25-12-10	PM Pedestrian - 1210	CST - 00	80,000.00	79,747.08	252.92
25-12-12	MC Safety Media Campaign - 1212	CST - 00	1,967.70		1,967.70
25-12-13	MC Media Campaign - 1213	CST - 00	230,050.00	224,311.40	5,738.60
25-12-14	DD Media Campaign - 1214	CST - 00	196,008.00	13,953.29	182,054.71
25-12-15	PESET Educational Campaign - 1215	CST - 00	254,864.00	246,145.61	8,718.39
25-12-16	ID Media Campaign - 1216	CST - 00	202,000.00	179,163.16	22,836.84
Total 12 - Media			\$ 4,464,943.12	\$ 4,022,267.90	\$ 442,675.22

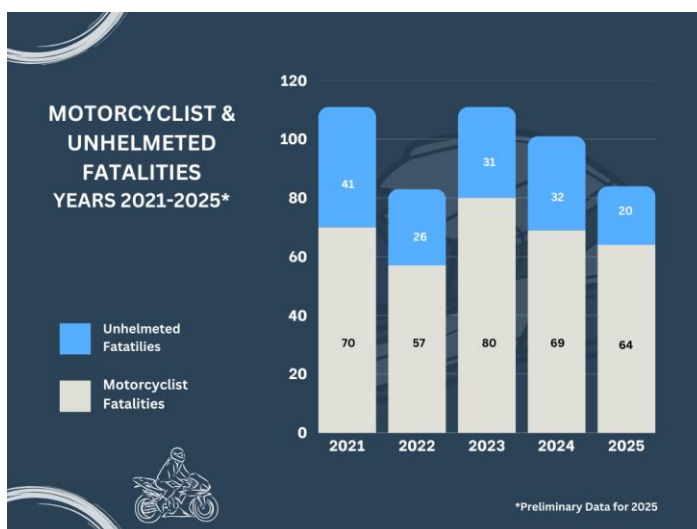


PROGRAM AREA: MOTORCYCLE SAFETY

Motorcycle safety initiatives emphasized education, helmet use awareness, and targeted outreach to reduce motorcyclist fatalities and serious injuries.

PROBLEM STATEMENT

Traffic safety remains a significant concern for motorcyclists, particularly as data from 2022 to 2025 reveals a troubling trend of increasing fatalities. In 2022 with 57 fatalities, 16,219 crashes, and 349 injury-related crashes shows a slight decrease. While an increase was observed in 2023, with 80 fatalities, 18,716 crashes, and 471 injury-related crashes, the number surged again in 2024, reaching 69 fatalities, 18,851 crashes, and 587 injury-related crashes. Preliminary data for 2025 indicate 64 fatalities so far, suggesting a continued motorcyclist fatality 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, with 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 2024

An analysis of motorcyclist fatalities and injury crash characteristics for 2024 (preliminary data) provides the following insights:

- ★ **Gender:** 93% of motorcyclist fatalities were men and 7% female.
- ★ **Age Group:** 86% of fatalities occurred among riders aged 20 to 49 years.
- ★ **Day of the Week:** 68% of fatalities took place on weekends, while 32% occurred between Monday and Thursday.
- ★ **Time of Day:** 78% of fatalities occurred during nighttime hours (6:00 PM to 5:59 AM), while 22% occurred during daytime hours (6:00 AM to 5:59 PM).
- ★ **Alcohol Impairment:** 40% of the total motorcyclist fatalities involved riders with a BAC of 0.02% or higher.
- ★ **Unhelmeted Alcohol-Impaired Fatalities:** 24% of alcohol-impaired motorcyclist fatalities involved riders not wearing a helmet



★ Road Types:

- 33% of fatal and injury crashes occurred on primary roads.
- 31% 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 who do not wear protective helmets reveals fluctuating trends. In 2022, 26 fatalities involved unhelmet motorcyclists. The number in 2023 shows a reduction to 31 fatalities. However, 2024 data reflect another increase, with 29 unhelmet fatalities. These figures point to the ongoing vulnerability of motorcyclists who forget or don't want 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 unhelmet 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 215,586 (up to May 2025) registered motorcycles, 177,369 are considered active, this 78% operate motorcycles without the required endorsement. However, only 38,217 riders (18%) possess the necessary endorsement from the Department of Transportation (DOT) through DISCO. 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

25-13-06

PROGRAM AND SERVICES COORDINATION OFFICER (MOTORCYCLE SAFETY)

Enforcement of motorcycle laws primarily focused on helmet use, proper gear, and impaired riding. However, new trends in education and road safety awareness have emerged. The 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 PRISC 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, however during November 2025 it was a motorcycle safety impact in this range. The DMV has a list of dates for more impacts in this area. In addition, the Program Coordinator already visit another area for the implementation of a new range in Aguadilla, we are waiting for all the permissions to mark and paint this area. 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 conditions.



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 are coordinating activities to resolve this problem in collaboration with the DMV, where are going to coordinate some impacts for police officer only in each range around the island.

Road Safety and Behavioral Focus

The PRISC, 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 conduct 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.



FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
25-13-06	MC Coordinator - 1306	CST - 00	\$ 24,369.00	\$ 21,291.35	\$ 3,077.65
Total 13 - Motorcycle Safety			\$ 24,369.00	\$ 21,291.35	\$ 3,077.65



PROGRAM AREA: DISTRACTED DRIVING

Distracted driving efforts addressed risky behaviors through education, enforcement support, and public awareness initiatives designed to reduce crashes related to driver inattention.

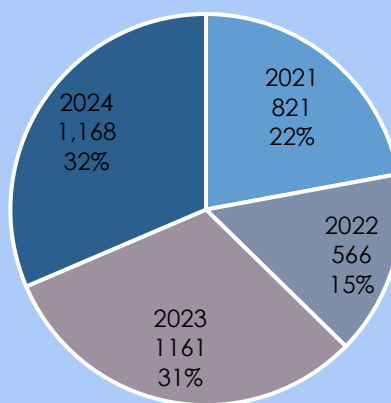
PROBLEM STATEMENT

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 2024, there were 3.961.731 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 2021 and 2024, the Puerto Rico Police Department reported a total of 3,716 crashes directly linked to cell phone use. In 2024 alone, there were 1,168 crashes attributed to this behavior, followed by 1,161 crashes in 2023 and 821 crashes in 2021. To date, 685 crashes have been reported in 2025 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 2021-2024



To amplify awareness of the dangers of texting and other distractions while driving, the 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

25-14-03

PROGRAM AND SERVICES COORDINATION OFFICER (DISTRACTED DRIVING)

The 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 FY 2025, 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.

25-14-XX

DISTRACTED DRIVING MOBILIZATION

For FY 2025, 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 7 to April 14, 2025, between the hours of 6:00am and 6:00pm.

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.

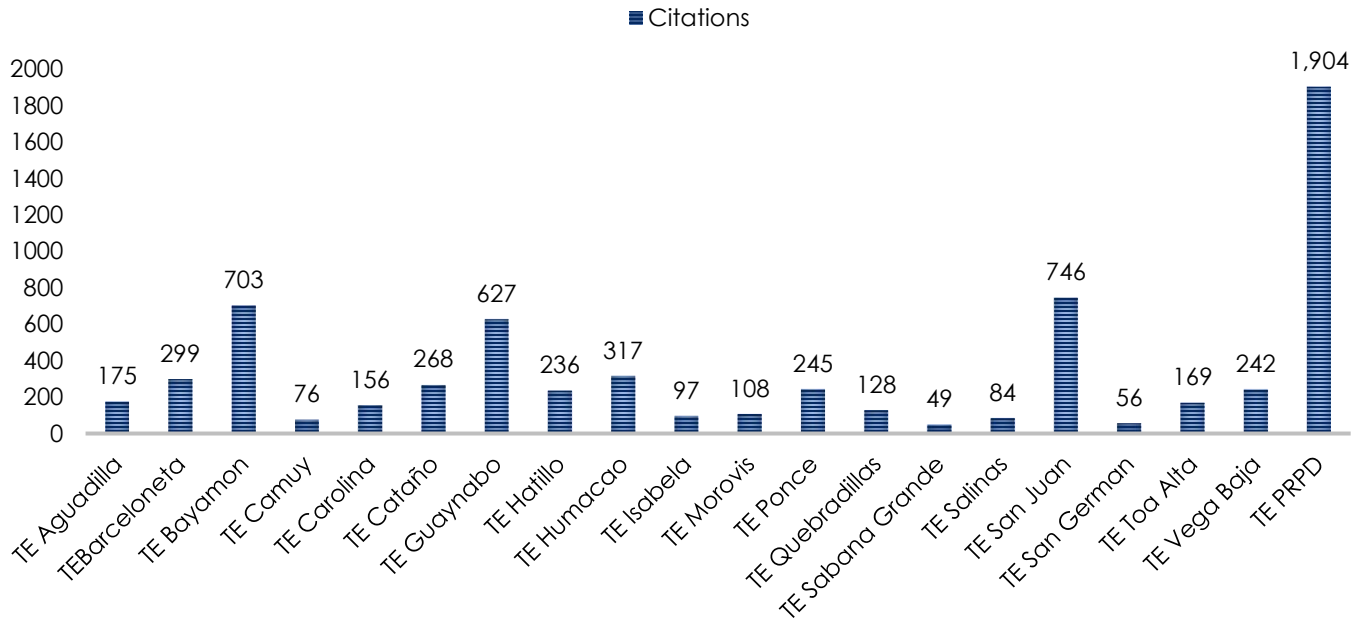
The total number of citations issued to distracted drivers by the State Police and the 19 participating Municipal Police Corps during this mobilization was 6,685.

Refer to the graphic below for additional details.



DISTRACTED DRIVING MOBILIZATION

APRIL 7-14, 2025



FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
25-14-03	DD Coordinator - 1403	CST - 00	\$ 10,773.00	\$ 9,087.11	\$ 1,685.89
25-14-07	TE DD - 1407	Humacao - 125	4,835.72	4,502.89	332.83
25-14-11	TE DD - 1411	Guaynabo - 305	17,498.76	16,200.07	1,298.69
25-14-12	TE DD - 1412	Toa Alta - 55	5,111.27	2,641.34	2,469.93
25-14-13	TE DD - 1413	Hatillo - 115	4,755.00	4,620.05	134.95
25-14-15	TE DD - 1415	Carolina - 94	7,000.83	2,671.17	4,329.66
25-14-17	TE DD - 1417	San Juan - 098	14,995.98	10,479.90	4,516.08
25-14-19	TE DD - 1419	Bayamon - 011	9,877.07	9,497.32	379.75
25-14-20	TE DD - 1420	Pol. De P.R. - 10	79,990.00	52,221.79	27,768.21
25-14-22	TE DD - 1422	Ponce - 74	3,454.29	3,066.17	388.12
25-14-23	TE DD - 1423	Barceloneta - 126	3,038.58	2,829.61	208.97
25-14-24	TE DD - 1424	San Germán - 628	1,322.58	982.68	339.90
25-14-30	TE DD - 1430	Morovis - 313	1,343.26	1,302.08	41.18
25-14-32	TE DD - 1432	Aguadilla - 157	9,284.68	3,500.38	5,784.30
25-14-33	TE DD - 1433	Camuy - 388	2,949.84	1,471.99	1,477.85
25-14-34	TE DD - 1434	Vega Baja - 88	6,870.97	3,728.93	3,142.04
25-14-35	TE DD - 1435	Isabela - 84	4,932.78	1,740.32	3,192.46
25-14-36	TE DD - 1436	Salinas - 158	2,834.38	-	2,834.38
25-14-40	TE DD - 1440	Cataño - 145	5,202.15	3,654.95	1,547.20
25-14-44	TE DD - 1444	Quebradillas - 104	5,484.31	2,573.59	2,910.72
25-14-50	TE DD - 1450	Sabana Grande - 131	948.75	710.38	238.37
Total 14 - Distracted Driving			\$ 202,504.20	\$ 137,482.72	\$ 65,021.48



PUBLIC PARTICIPATION & ENGAGEMENT EFFORTS

During FY 2025, the Puerto Rico Traffic Safety Commission conducted public participation and engagement efforts designed to gather community input and increase awareness of highway safety initiatives. While formal focus groups were not conducted during the reporting period, meaningful public feedback was obtained through community outreach activities, educational events, and digital engagement platforms.

Public engagement activities were implemented during safety fairs, festivals, school-based programs, and enforcement-related outreach events across multiple municipalities. These activities allowed direct interaction with community members and provided opportunities to assess public perceptions regarding impaired driving, pedestrian safety, speed management, and occupant protection.

Feedback collected during these activities was primarily qualitative and informal in nature, consisting of verbal comments, observational insights, and participation trends. This information was used to assess message clarity, cultural relevance, and overall public reception of ongoing safety campaigns.

Digital outreach efforts, particularly through social media platforms, complemented in-person engagement. Online interactions and survey responses provided additional insight into public awareness levels and campaign visibility, helping guide message reinforcement and outreach prioritization.

Overall, these engagement efforts supported data-informed decision-making and ensured that highway safety messaging remained responsive to community needs and behavior.

EVIDENCE-BASED ENFORCEMENT (EBE)

During FY 2025, the Puerto Rico Traffic Safety Commission implemented Evidence-Based Enforcement (EBE) strategies to address high-risk driving behaviors identified through available crash data, citation trends, and law enforcement operational experience. Enforcement efforts focused on impaired driving, seat belt and child restraint use, distracted driving, speeding, and pedestrian safety.

Enforcement activities were strategically scheduled during high-risk periods, including weekends, holidays, and nighttime hours, as well as in areas with increased traffic volume, pedestrian activity, or prior crash history. These efforts were supported by coordinated mobilizations and community-based enforcement initiatives.

While formal experimental or statistical evaluations were not conducted, enforcement planning incorporated routinely available data sources, including citation reports, overtime activity logs, and law enforcement feedback. This information was used to guide deployment decisions and adjust enforcement emphasis throughout the fiscal year.



In addition to enforcement operations, officers participated in public-facing educational activities during community events. These interactions reinforced compliance with traffic laws, increased public awareness of enforcement priorities, and supported voluntary behavior change.

Overall, EBE activities during FY 2025 strengthened compliance with traffic safety laws, enhanced law enforcement visibility, and supported the Commission's goal of reducing traffic-related fatalities and serious injuries.

MOBILIZATION PARTICIPATION

During FY 2025, the Puerto Rico Traffic Safety Commission coordinated and monitored multiple high-visibility enforcement mobilizations aimed at increasing compliance with traffic safety laws. These mobilizations focused on occupant protection, impaired driving, distracted driving, pedestrian safety, and speed management, and were conducted in collaboration with municipal law enforcement agencies and the Puerto Rico Police Department.

Mobilizations were scheduled during periods associated with increased crash risk, including holidays, weekends, and peak travel seasons. Enforcement activity data were collected through overtime reports and agency submissions and used for program monitoring purposes.

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

- ★ **Participating Agencies:** A total of 22 municipal law enforcement agencies, along with the Puerto Rico Police Department, participated in the Seat Belt Mobilization, which took place from March 24 to 30, 2025. Additionally, 17 municipal law enforcement agencies and the PRPD participated in the CIOT Mobilization, conducted from May 19 to June 1, 2025.
- ★ **Enforcement Activity:**
 - **Seat Belt Enforcement Mobilization**
 - * A total of 265 officers worked 4,573 overtime hours and issued 7,485 citations during enforcement efforts targeting drivers and passengers who failed to use seat belts and/or child restraint.
 - **CIOT Mobilization**
 - * A total of 248 officers worked 6,461 overtime hours and issued 10,571 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 9 municipal law enforcement agencies participated in Thanksgiving Mobilization, conducted from November 22nd to



December 1st, 2024. During this mobilization, 55 officers worked 1,371.50 overtime hours and carried out 501 interventions related to cases of intoxication, in addition to making 161 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 6 municipal law enforcement agencies participated in the Winter Holidays Mobilization, conducted from December 19th, 2024, to January 1st, 2025. During this mobilization, 48 officers worked 2,070.47 overtime hours and carried out 588 interventions related to cases of intoxication, in addition to making 200 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 6 municipal law enforcement agencies participated in the Easter Mobilization, conducted from April 16 to 21, 2025. During this mobilization, 38 officers worked 198 overtime hours and carried out 248 interventions related to cases of intoxication, in addition to making 87 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 7 municipal law enforcement agencies participated in the Summer Mobilization, conducted from June 16th to July 7th, 2025. During this mobilization, 44 officers worked 1,564.45 overtime hours and carried out 394 interventions related to cases of intoxication, in addition to making 162 positive arrests for driving under the influence of alcohol. These efforts were part of law enforcement activities aimed at combating drunk driving.

- **Special Enforcement (Bad Bunny)**

- * A total of 2 municipal law enforcement agencies participated in the Summer Mobilization, conducted from August 8 to September 15, 2025. During this mobilization, 10 officers worked 609.74 overtime hours and carried out 123 interventions related to cases of intoxication, in addition to making 93 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 22 to December 1st, 2024. During this mobilization, 4 officers worked 44 overtime hours and carried out 24 interventions related to cases of intoxication, in addition to making 8 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 19 to January 1st, 2025. During this mobilization, 9 officers worked 85.51 overtime hours and carried out 31 interventions related to cases of intoxication, in addition to making 24 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 April 16 to 21, 2025. During this mobilization, 10 officers worked 94.58 overtime hours and carried out 47 interventions related to cases of intoxication, in addition to making 14 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 26 to July 7, 2025, during this mobilization, 13 officers worked 64 overtime hours and carried out 30 interventions related to cases of intoxication, in addition to making 17 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 15th to September 1st, 2025. During this mobilization, 19 officers worked 50 overtime hours and carried out 28 interventions related to cases of intoxication, in addition to making 7 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 19 municipal law enforcement agencies and PRPD participated in the Distracted Driving mobilization, which ran from April 7 to 14, 2024.
- ★ **Enforcement Activity:** A total of 223 officers worked 4,478 overtime hours and issued 6,685 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 January 20 to 206, 2025.
- ★ **Enforcement Activity:** A total of 91 officers worked 2,066 overtime hours and issued 3,579 citations during police enforcement efforts targeting drivers blocking crosswalks.

SPEED ENFORCEMENT MOBILIZATION

- ★ **Participating Agencies:** A total of 19 municipal law enforcement agencies and PRPD participated in the Speed Enforcement mobilization, which ran from July 14 to 31, 2025.
- ★ **Enforcement Activity:** A total of 246 officers worked 9,585.43 overtime hours and issued 19,862 citations during the enforcement efforts targeting speeding drivers.



FINANCIAL SUMMARY FEDERAL FISCAL YEAR 2025

Grant	Carry Forward from 2024	Current 2025	2025 obligation limitation total	Expended 2025	Reprogrammed to 2026	% Expended
BIL 154	\$ 2,252,440.38	\$ 1,238,321.00	\$ 3,490,761.38	\$ 1,379,637.12	\$ 2,111,124.26	40%
BIL 164	2,086,012.69	1,238,321.00	3,324,333.69	2,077,476.28	1,246,857.41	62%
BIL NHTSA 402	1,936,191.54	2,986,918.16	4,923,109.70	3,479,275.82	1,443,833.88	71%
Supplemental BIL NHTSA 402	26,017.87	156,272.69	182,290.56	146,157.49	36,133.07	80%
BIL 405b OP Low	89,664.75	-	89,664.75	50,561.31	39,103.44	56%
Supplemental BIL 405b OP Low	7,037.75	-	7,037.75	-	7,037.75	0%
BIL 405b OP High	230,497.67	485,904.30	716,401.97	481,977.39	234,424.58	67%
Supplemental BIL 405b OP High	0.23	29,652.96	29,653.19	27,780.09	1,873.10	94%
BIL 405c Data	440,298.54	521,677.48	961,976.02	369,218.97	592,757.05	38%
Supplemental BIL 405c Data	45,214.85	31,836.07	77,050.92	50,575.34	26,475.58	66%
BIL 405d ID High	2,872,881.08	2,002,007.63	4,874,888.71	1,800,757.76	3,074,130.95	37%
Supplemental BIL 405d ID High	247,100.26	122,495.78	369,596.04	155,823.81	213,772.23	42%
BIL 405e DD Awareness	304,033.13	323,558.67	627,591.80	116,646.66	510,945.14	19%
Supplemental BIL 405e DD Awareness	20,872.04	21,135.91	42,007.95	10,415.85	31,592.10	25%
BIL 405g non motorized	271,065.89	335,016.07	606,081.96	220,739.86	385,342.10	36%
Supplemental BIL 405g non motorized	56.27	20,444.80	20,501.07	16,092.33	4,408.74	78%
BIL 405h non-motorized	32,116.12	-	32,116.12	-	32,116.12	0%
Supplemental BIL 405h non-motorized	2,607.46	-	2,607.46	-	2,607.46	0%
BIL 405f Motorcyclist	1,967.70	-	1,967.70	-	1,967.70	0%
Supplemental BIL 405f Motorcyclist	37.21	-	37.21	-	37.21	0%
FAST Act 405d ID High	657.90	-	657.90	-	657.90	0%
TOTAL	\$ 10,866,771.33	\$ 9,513,562.52	\$ 20,380,333.85	\$ 10,383,136.08	\$ 9,997,197.77	51%



